



BRISTOL BAY

Regional Seafood Development Association

BBRSDA Board Meeting Minutes

October 27, 2022 – 2:00pm AKT
Hotel Captain Cook, Anchorage, AK
Teleconferenced

1. Call to Order/Establishment of Quorum

President Jackson called the meeting to order at 2:02pm AKT. Present were board members Andrew, Johnson, Morgan, Niver, Sabo, and Schonberg; members Luke Peterson and Mike LaRussa; and staff members Bursch, Dunn, Machain, and Wink. **A QUORUM WAS ESTABLISHED.**

Bruce Schactler, James Coyle, and Janis Harsila also joined during the meeting.

2. Approval of Agenda

Sabo moved and Johnson seconded to approve the agenda. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

3. Approval of Previous Minutes

a. September 9, 2022

Johnson moved and Schonberg seconded to approve the minutes from September 9, 2022. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

4. Member Comments

Jackson welcomed any members on the line and opened the floor for member comments. There were no comments.

5. Executive Director Report

Sabo moved and Morgan seconded to approve the ED report provided in the meeting packet. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

6. Program Updates & Committee Business.

a. Finance

Machain walked through the Financial Snapshot and Contract Status update reports highlighting notable items. The Finance Committee plans to meet before PME to review Q3 financials.

b. Marketing

Dunn provided an update on Q4 activities and what's in the works for Q1. The biggest upcoming promotion is with Amazon in-store and online. There are 2 week-long promotions during the slow period for Seafood (early and late December) for 20-25% off all sockeye frozen portions. This should result in a large increase in sales velocity.

Dunn is also working with a northwest supplier to Costco and all of the NW Sockeye will have our logo and label sticker on the packaging. There is also a large promotion being split between us, Costco, and a processor.

Edelman has started work on the Seattle Salmon Week during PME. We have over 30 restaurants signed up and more asking to join next year. Dunn can coordinate getting fishermen onsite if anyone is willing and interested.

Bruce Schactler joined the call and is asking BBRSDA to sign a letter of support to encourage USDA to purchase a large quantity of sockeye.

c. Sustainability

Wink provided a rundown of Sustainability activities in the meeting packet and gave a verbal update on a few topics:

- The documentary we contributed to a while back is closer to being released but can't be talked about publicly.
- The run-timing forecast project is expected to have a forecast ahead of next year to give the fishermen a heads up of not just how many fish but also when they are expected.
- Regarding Pebble: The EPA 404c process is moving forward as planned. We could see a recommendation to EPA about whether to proceed with the veto as early as November.
- The BBSRI and Port Moller fisheries went very well. The on-board genetics performed as well as, if not better than, expected. A very smooth, successful year.

- Ocean Strategies and staff continue to work on the Sustainability vision and policy document.

d. Outreach

Bursch gave a verbal update on the Outreach projects and priorities.

- Setnet Membership campaign – she is encouraged by the interest and engagement. Ocean Strategies is working to get the word out and garner feedback.
- Advisory Panel – the Outreach Committee meets next Monday and will be working on a strategy to seat the 7 members of that panel.
- Photo contest – there were over 200 photos submitted and voting should be ready soon.
- Website updates: Setnet website with FAQ's and RSDA info for setnetters; Webpage for Board of Fish to help people navigate if they want to comment.

e. Quality

The Quality Committee met on 10/04/22 to review project proposals from in-season projects (see reports in folder). The committee discussed research needs for the coming year including round fish product form, comparing QCR readings to traditional quality measures throughout the supply chain, and quality of bled vs. not bled fish. The committee recommends the quality program budget included in the meeting packet.

7. Executive Session

Johnson moved and Sabo seconded to enter Executive Session at 2:48pm AKT to discuss personnel matters and other confidential topics. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

Johnson moved and Andrew seconded to exit Executive Session at 3:25pm AKT. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

8. Miscellaneous Business

a. FY2023 Budget Recommendations

Machain shared her screen and walked through the FY2023 Budget recommendations with no questions from the board. This will be reviewed and formally approved at the November board meeting.

b. Options for a Setnet Membership Vote

Staff and Ocean Strategies do not yet have a recommendation on whether to move forward, but would like direction on what the preferred timeline would be (if we do).

The current plan is to really focus these next 2 months on socializing the idea through media, RSDA engagements, and discussions with the setnet groups. And then, using that info, decide if it's the right thing to initiate the vote in January or wait until after next season. Additionally, we plan to hold a webinar shortly after PME and use PME to make setnetters aware of it as well as mailing a card to all setnetters. This would be our first outreach to ALL permit holders. An alternate timeline if we feel we have not reached enough permit holders in the next few months would be to postpone the election to next fall and continue outreach throughout the 2023 fishing season.

The board discussed the pros and cons of both timing options. The consensus was that there isn't a rush to decide today, and the information from PME and the webinar could help gauge the level of interest and opinion. The board was fine delaying this decision until December.

c. 2022 Member Survey

A draft of the member survey was provided in the meeting packet. We plan on awarding five \$100 gift cards to LFS or Sea Mar to participants. Once the survey is finalized we'll use an online survey platform (SurveyMonkey, Google Forms, or similar) to set up the final survey form. Planning on sending this out to the fleet via our email list and social media. Staff also has the option of sending a mass text with a link to the survey.

In the past we haven't prevented setnetters from taking the survey and the board was in favor of including them as much as possible.

Sabo moved and Morgan seconded to approve the 2022 Member Survey as presented with clarification of the reward total of \$1000.

MOTION CARRIED WITH UNANIMOUS CONSENT.

d. Staff Capacity Discussion

Staff and board members have discussed the possibility of hiring another staff person or two to increase our capacity. A shared google doc has a running list of potential responsibilities or benefits of adding a new person, along with the general skills sets staff sees as having the most value.

The board discussed the list and agreed that the priority of tasks would be determined by the 5-year strategic plan that is currently in the works. The consensus was to keep this in mind during the strategy discussion to narrow down the most beneficial tasks to increase capacity and efficiency.

e. PME 2022 & Fall Member Meeting Primer

Machain sent an email to the board with a preliminary schedule for PME and a sign-up sheet for manning the booth.

9. Future Meeting Dates & Agenda Items

Suggested March Board Meeting Date/Place – **March 15, Boston, MA**

Dunn and Jackson will work on booking guest speakers who may be able to attend the Boston meeting.

10. Adjourn

Schonberg moved and Morgan seconded to adjourn at 4:13pm AKT.

MOTION CARRIED WITH UNANIMOUS CONSENT.

Total meeting time: 2 hours, 11 minutes

Board members in attendance: Andrew, Jackson, Johnson, Morgan, Niver, Sabo, Schonberg