

**BBRSDA DRAFT Board Meeting Minutes**

November 14-15, 2017 – 8:00 a.m.

Silver Cloud Hotel – Seattle, WA

1. Call to Order/Establishment of Quorum

President Friccero called the meeting or order at 8:05 a.m. PDT. Present were board members Gibbons, Solberg, Williams, Johnson, Wood and Christensen. A quorum was established.

Staff present were Executive Director Martello, Program Manager Padilla, and Finance Administrator Aspelund.

2. Approval of Agenda

Christensen moved and Johnson seconded to approve the agenda as presented. **MOTION CARRIED UNANIMOUSLY.**

3. Approval of Previous Minutes

a. October 16-17, 2017 Meeting Minutes

Williams moved and Christensen seconded to approve the October 16-17, 2017 minutes as presented. **MOTION CARRIED UNANIMOUSLY.**

4. Member Comments

President recognized member Mark Buckley who had no comments. Martello presented Mike LaRussa's comments that were sent via email. Johnson relayed some comments he had received from members regarding access to committee meeting minutes. Martello advised that guidance could be found in the committee meeting minute policy.

5. Executive Director Report

Christensen moved and Johnson seconded to approve the Executive Director report as written. **MOTION CARRIED UNANIMOUSLY.**

6. Committee Reports & Recommendations

a. Marketing – Williams (11/14 8:30am PDT Kate Consenstein, Christine Fanning & Mark Jones)

i. Bristol Bay Marketing Project 2018 – Rising Tide Communications

Consenstein of Rising Tide Communications presented a recap of the 2017 marketing campaign and an overview of a 2018 campaign. The 2017 campaign developed strategic partnerships with retailers to promote Bristol Bay Sockeye in the retail setting. The brand has been very well received and has proved to be scalable, marketable and desirable. Goals for a 2018 campaign would include continued growth in retailer reach and fresh season promotions. RTC foresees continued development in all elements of the supply chain: harvesters, processors, distributors, and consumers. Consenstein

stressed the importance of promoting the positive aspects of Bristol Bay Sockeye and developing a cohesive PR plan for marketing.

Williams moved and Christensen seconded to approve \$360,000 in FY18 for a 2018 Marketing Campaign with Rising Tide Communications. **MOTION CARRIED UNANIMOUSLY.**

*Meeting recessed at 9:28 a.m. PDT and reconvened at 9:47 a.m. PDT.*

- ii. 2018 Retail Consulting Proposal - MRJ and Associates, Inc  
Martello presented MRJ and Associates, Inc. proposal.  
Christensen moved and Williams seconded to approve \$54,000 in FY18 for a retail consulting contract with MRJ and Associates. **MOTION CARRIED UNANIMOUSLY.**
- iii. Fall and Spring Sockeye Market Reports – McDowell Group, Inc.  
Solberg moved and Johnson seconded to approve \$58,000 in FY18 for Fall & Spring Sockeye Market Reports by The McDowell Group. **MOTION CARRIED UNANIMOUSLY.**
- iv. 2018 Promotional Budget  
Williams moved and Christensen seconded to approve \$100,000 in FY18 to support marketing promotions with retailers. **MOTION CARRIED UNANIMOUSLY.**

*Meeting recessed at 10:52 a.m. PDT and reconvened at 11:13 a.m. PDT.*

b. Quality – Gibbons

- i. 2018 Quality Campaign – Rising Tide Communications  
Consenstein presented RTC's 2018 Quality Campaign proposal which would include a reprint of 2017 assets, revitalization of some art files that were not utilized in 2017, new branded swag, additional radio ads and printing in the 2018 Captain Jack's Tidebook.  
  
Johnson moved and Williams seconded to approve \$54,500 in FY18 for a 2018 Quality Campaign with Rising Tide Communications. **MOTION CARRIED UNANIMOUSLY.**
- ii. 2018 Ice Project TBD  
Williams moved and Christensen seconded to approved \$100,000 in FY18 for a 2018 Ice Project. **MOTION CARRIED UNANIMOUSLY (WOOD RECUSED).**
- iii. 2018 Bristol Lady Ice Barge – Ocean Beauty Seafoods  
Johnson questioned how Bristol Lady was funded in the past and Martello advised that operational funding had always been provided to Ocean Beauty Seafoods. Funding to BBEDC had been provided in 2008 to assist with storage and off season costs of the vessel. Gibbons noted that total ice delivered per day from the ice barges was far less than the operating capacity of the equipment on those vessels. He noted his concerns that operations and distribution may not be as effective as it could be.

- iv. 2018 Bristol Maid Ice Barge – Trident Seafoods  
Christensen moved and Williams seconded to approve \$20,000 in FY18 for each the Bristol Lady and Bristol Maid to Ocean Beauty Seafoods and Trident Seafood respectively. **MOTION CARRIED UNANIMOUSLY (WOOD RECUSED).**
- v. 2018 Processor Survey – Northern Economics Inc.  
Friccero moved and Solberg seconded to approve \$13,000 in FY18 for the Processor Survey by Northern Economics, Inc. **MOTION CARRIED UNANIMOUSLY.**

Gibbons updated the board on other quality ideas that were being pursued including a scholarship program for a refrigeration tech and development of an automated bleeder system.

*Meeting recessed at 12:11 p.m. PDT and reconvened at 1:37 p.m. PDT.*

#### Sustainability – Johnson

- vi. Mike LaRussa – Recommendation for committee appointment  
Christensen moved and Williams seconded to confirm Mike LaRussa’s appointment as an industry member to the Sustainability committee.

Johnson noted LaRussa’s long history of involvement with the organization, and the benefit of that institutional knowledge. The board discussed concerns about the appointment of an RSDA member rather than an industry expert. It was noted that industry members should be appointed because they possess expertise in a field related to that committee; in the case of sustainability committee, a subject matter experts in habitat or biology. There was wide agreement with this sentiment but a consensus was not formed.

Johnson moved and Christensen seconded to table the discussion until a further date.

- vii. UW Otolith Study Update  
The Board directed Martello to seek a more detailed proposal on the UW Otolith Study Update to include what additional information could be gained from analysis of the 2017 otoliths and any pros or cons of the project. Martello advised she would also investigate other funding partners.

The board agreed to set an FY18 funding amount for the Economic Impact Study even though not all fundraising dollars had been confirmed.

Christensen moved and Williams seconded to approve up to \$35,000 in FY18 for an Economic Impact Study. **MOTION CARRIED UNANIMOUSLY.**

*Meeting recessed at 2:50 p.m. PDT and reconvened at 3:03 p.m. PDT*

c. PR/Outreach – Solberg

i. 2018 Camai ER Funding

Johnson moved and Williams seconded to approve \$5,000 in FY18 to support a ER doc at Camai. **MOTION CARRIED UNANIMOUSLY.**

ii. KDLG Funding

Williams moved and Christensen seconded to approve \$25,000 in FY18 for support of KDLG. **MOTION CARRIED UNANIMOUSLY.**

Further funding requests would be addressed at the next PR/O Committee meeting.

d. Finance – Solberg

i. FY17 Budget Revisions

Christensen moved and Williams seconded to approve 2017 Budget Revisions as presented by Aspelund. **MOTION CARRIED UNANIMOUSLY.**

*Meeting recessed at 3:52 p.m. PDT and reconvened at 4:02 pm PDT*

ii. 3<sup>rd</sup> Quarter 2017 Financials

Christensen moved and Johnson seconded to approve the September 2017 Financials as presented. **MOTION CARRIED UNANIMOUSLY.**

iii. FY18 Budget Recommendation

Aspelund presented the Draft FY18 Budget

Total Budget: \$1,867,301

\$194,872 - Org

\$149,825 – Admin

\$723,793 – Marketing

\$604,113 – Quality

\$194,698 – Sustainability

Christensen moved and Solberg seconded to approve the FY18 Budget as presented by Aspelund. **MOTION CARRIED UNANIMOUSLY.**

7. Executive Session

Johnson moved and Christensen seconded to go in to Executive Session to discuss legal matters at 4:29 p.m. PDT. **MOTION CARRIED UNANIMOUSLY.**

Solberg moved and Wood seconded to come out of Executive Session, with no action taken, at 5:10 p.m. PDT. **MOTION CARRIED UNANIMOUSLY.**

*Meeting recessed at 5:11 p.m. PDT and reconvened at 9:11 a.m. PDT on 11/15/17.*

8. Fall Sockeye Market Report – Andy Wink

Andy Wink presented the 2017 Fall Sockeye Market Analysis. The following points were highlighted in his report:

- Preliminary ex-vessel value in 2017 at \$210 million, up 37% from 2016
- 2017 foregone harvest in 2017 estimated at \$12,120/active permit
- Global sockeye harvests declined 5%
- 1<sup>st</sup> wholesale prices of all product forms increased 2017, but early sales of frozen H&G were down 31%
- Sales of fresh H&G sockeye increased 63% in 2017
- Positive outlook for 2018

9. Forrest Bowers

Forrest Bowers, Deputy Director of Commercial Fisheries at ADF&G, provided the board with a summary of the 2017 season and the outlook for 2018. Bowers advised that management in 2017 was done in line with policy and to the best of the area managers ability given the tools they have at hand. Over escapement in two major river systems was not ideal, but management had acted appropriately given the information they had available at the time. Bowers advised that continued low escapement numbers of Chinook salmon at the Alagnak tower could result in further in-season closures to ensure the viability of the chinook stock. Bowers also noted that ADF&G was currently unable to do much smolt analysis, limnology work, or genetic analysis in the Bristol Bay watershed, which could provide valuable information for forecasting.

10. Miscellaneous Business

Martello noted that she would be unable to attend ASMI All Hands and had requested Williams attend if he was available. Johnson would also be attending ASMI All Hands.

Martello suggested a reduced board meeting schedule in 2018. A reduced schedule would reduce overhead costs, provide committees with more time to vet projects, reduce administrative burden, and possibly encourage more members to participate at the board level. The board agreed to discuss the idea at their next meeting.

11. Future Agenda Items

12. Review/Confirm Meeting Date

- a. January 25-26, 2018 – Bellingham, WA
- b. March 1-2, 2018 – Anchorage, AK

13. Adjourn

Williams moved and Solberg seconded to adjourn. **MOTION CARRIED UNANIMOUSLY.**

*Meeting adjourned at 12:10 p.m. PDT*