



BRISTOL BAY

Regional Seafood Development Association

BBRSDA Board Meeting Minutes FINAL

November 30, 2020 – 9:00am AKT

Teleconferenced

1. Call to Order/Establishment of Quorum

Vice President Jackson called the meeting to order at 9:01 am AKT. Also present were board members Cook, Niver, Johnson, O'Neill, Temple, and Ure; and staff members Bursch, Dunn, Machain, and Wink. **A QUORUM WAS ESTABLISHED.**

Vice President Jackson is running the meeting for President Johnson who is in attendance but has been dealing with health issues in recent weeks.

2. Approval of Agenda

Ure moved and O'Neill seconded to approve the agenda with the amendments of adding 6biii as BBFA Proposal Discussion; adding 6biv as BB Permitholders Facebook Page Proposal Discussion; and shifting Approval of FY21 Org Budget to item 6bv.

MOTION CARRIED WITH UNANIMOUS CONSENT.

Cook requested to add discussion of our position on open pit mines in general to a future Sustainability Committee meeting.

3. Approval of Previous Minutes

- **October 29, 2020 Meeting Minutes**

O'Neill moved and Temple seconded to approve the minutes from October 29, 2020. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

4. Member Comments

No members called into the meeting, but Wink shared two member comments submitted via email.

5. Executive Director Report

O'Neill moved and Temple seconded to approve the ED report. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

6. Program Updates & Committee Business

- **Finance**

- i. Financial Snapshot**

Machain presented the financial snapshot highlighting bank balances and other notable items.

TEL (907) 677-2374 • INFO@BBRSDA.COM

3705 ARCTIC BLVD #1188, ANCHORAGE, AK 99503

bbrsda.com • bristolbaysockeye.org • facebook.com/bbrsda

ii. Q3 Financial Statements

Machain presented the Q3 2020 Financials as recommended by the Finance Committee. There was one question about the re-allocation of legal funds within the Sustainability budget. The board requested an email vote in subsequent days to approve the financials with the discussed revision. **NO ACTION TAKEN.**

iii. Staff FY21 Budget Presentation & Review

Wink explained that the budget will be approved by class in each section of the agenda.

iv. Approval of FY21 Administrative Budget

Ure moved and Temple seconded to approve the ADMIN budget with expenses totaling \$103,944 (4% of approved FY21 budget). **MOTION CARRIES WITH UNANIMOUS CONSENT.**

• **PR/Outreach**

i. PME 2020 Recap

Bursch gave an update about the virtual PME booth. We had about 950 views to our pages and visitors to our website. The member meeting had 60 live participants and about 80 views of the recording.

Wink was proud of staff and all the efforts BBRSDA put into the PME online event and presentation. He felt that we pulled it off very well.

Jackson added that any time we can update the fleet it becomes more and more evident that it is greatly appreciated.

ii. Merch Store Update

Bursch gave a brief summary of our sales-to-date. She plans more social posts around the holiday shopping season to try and boost sales for the remainder of 2020. Since August, the store has gross revenue of \$4,078.

iii. BBFA Ex-vessel Price Chart Proposal Discussion

Cook stated his support for BBFA for what they do and he thinks it is important for us to support them and other sister organizations.

Cook moved that we fund the BBFA proposal at the \$15,000 level.
MOTION DIED FOR LACK OF A SECOND.

Wink gave a summary of the different options and the benefits of the two proposals dealing with ex-vessel price information.

Ure believes we should support organizations like BBFA but he was not in support of the current proposal. He would like to see BBFA come back with a new proposal scope or funding request. Jackson added that he is a member and strong supporter of BBFA but would like to see BBFA come back with a different proposal for a project specific to their organization. Overall, the board is supportive of BBFA and would be happy to consider a revised budget for the ex-vessel price proposal or any new proposals on other things they can do in support of Bristol Bay.

iv. BB Permit Holders Facebook Page Proposal Discussion

The board discussed the proposal from Erick Sabo and had some concerns, including:

- having a private administrator out of our control;
- the listed deliverable on the proposal stated "provide broader avenue of info exchange with BBRSDA" and did not specifically mention a price chart;
- the funding was for vetting members of the Facebook group;
- would want some administrator rights to offer access and possibility open up for organizations with similar interests;
- we already have a Facebook page and other areas of contact to get our info out and our platforms are already well laid out;

Temple moved to approve BB Permit Holders Facebook Project.
Seconded by O'Neill. Ure requested a roll-call vote.

Cook: Nay

Ure: Nay

O'Neill: Nay

Temple: Nay *didn't initially realize price chart wasn't listed in deliverable

Niver: Nay

MOTION FAILED 5/0.

Jackson asked Andy to reach out to Erick Sabo and let him know there were some concerns on the proposal and let him decide if he wants to revise the proposal or not.

v. Approval of FY21 Organization Budget

Wink presented the draft ORG budget, explaining that we shifted travel and other line items all to ORG instead of split with Admin as in previous years. Wink noted that budgets for meetings and other travel needs have been crafted assuming a "normal" world, but will likely come in below budget so long as the pandemic limits travel and meeting opportunities. Costs associated with generating market information have also been moved from MKT to ORG, as it represents a member outreach activity.

Wink also noted that costs associated with member outreach, information for members, member safety/health, and public relations (not related to marketing) are contained in the ORG budget and these activities are critical to meeting the mission of the BBRSDA.

Cook moved to raise Pandemic expenses to \$50,000 from \$30,000. Seconded by O'Neill. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

Ure moved and Cook seconded to approve the ORG budget as presented to include the update to increase Pandemic Expenses by \$20,000; and Board / Staff projects totaling \$61,000. **MOTION CARRIED UNANIMOUSLY.** Total Org expenses are \$525,481 (20% of approved FY21 budget).

- **Sustainability**

- i. **Pebble Mine Update**

A report about the viewership for the Pebble TV ad was provided in the Board packet. Wink gave an update on the recent Pebble related news. Jackson thanked Wink for recognizing the need from the fleet and organizing around the Pebble cause. Cook also thanked Wink, staff, and Board, adding that until there is a permanent solution, we need to remain vigilant.

- ii. **Approval of FY21 Sustainability Budget**

Wink presented the draft Sustainability budget and revised the board/staff project line to remove items that haven't been finalized yet through committee. The Board agreed to leave Legal expenses budget at \$100,000.

Temple moved to approve the Sustainability budget with the discussed revisions resulting in a budget total of \$522,584 (20% of approved FY21 budget). Seconded by Niver. **MOTION CARRIED UNANIMOUSLY.**

- **Quality**

- i. **Revision to Committee Goal Statement**

Cook moved to adopt the following new language as the new goal of the Quality Committee: "To maximize the harvest value by improving quality handling of product from point of harvest to consumer". Seconded by O'Neill. **MOTION CARRIED UNANIMOUSLY.**

- ii. **Approval of FY21 Quality Budget**

Cook moved and Temple seconded to approve the draft Quality budget totaling \$297,599 (11% of approved FY21 budget). **MOTION CARRIED WITH UNANIMOUS CONSENT.**

- **Marketing**

- i. **Retail Promotions Report**

- Dunn shared her screen to present the details of our recent retail promotions and the growth seen in overall promotional activity since 2017.

- ii. **Bristol Bay Sockeye Buyers Guide & Microsite**

- Dunn shared the final version of the buyers' guide which will most likely be a printed version in 2021. This is an informational packet that we provide to retail seafood buyers as well as foodservice buyers to understand our story, brand, specifications, and how we handle fish with care.

- iii. **Approval of FY21 Marketing Budget**

- Dunn and Wink presented the draft Marketing budget for 2021 noting that both Barcelona and Boston conventions were cancelled for 2021, but we are requesting to keep funding in the budget in case we have other events that come up or the Barcelona and Boston shows are rescheduled for later in 2021.

Ure moved and Temple seconded to approve the Marketing budget as presented with expenses totaling \$1,193,529 (45% of approved FY21 budget). **MOTION CARRIED WITH UNANIMOUS CONSENT.**

7. Miscellaneous Business

- **Electronic Voting**

- Wink provided some insight on possible electronic voting options for Board member elections and email voting on Board motions. The board was in agreement that this could be a smart move and potentially provide benefits for the organization in terms of execution and cost savings. Wink will prepare more information for the Board to review at the next meeting.

8. Future Agenda Items

- Sustainability Committee:
 - i. Get more information on Bristol Bay Heritage Land Trust (BBHLT) proposal and legal input
 - ii. UW Video project – checking on co-funding with BBHLT
- Quality Committee:

- i. New proposal possibly coming at next meeting
- Miscellaneous
 - i. Discussion on where the fishery is headed and how to save money for members and make members more money.
 - ii. Jackson requested a work session as an agenda item for the next Board meeting if a separate work session can't be scheduled before then.
- Governance:
 - i. Meeting Fee Policy: Cook and O'Neill would like to look at updating the Board Meeting Fee Policy to reflect the time, printing, and opportunity costs that the Board members put into their role.

9. Review and Plan Future Event & Meeting Dates

The Board agreed to set the next Board meeting date after the next Sustainability Committee meeting is set. This will be communicated via email.

10. Adjourn

O'Neill moved and Ure seconded to adjourn at 11:56 am AKT. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

Total meeting time: 3 hours, 55 minutes