



BRISTOL BAY

Regional Seafood Development Association

BBRSDA FINAL Board Meeting Minutes

November 16-17, 2018 – 8:00 a.m.

Silver Cloud Hotel – Seattle, WA

1. Call to Order/Establishment of Quorum

President Friccero called the meeting to order at 8:06 a.m. PST. Present were board members Christensen, Solberg, Johnson, Cook and Jackson. Wood was absent.

Also present were staff members Wink, Aspelund, and Padilla.

2. Approval of Agenda

Christensen moved; Jackson seconded to approve as revised. **MOTION CARRIED UNANIMOUSLY.**

3. Approval of Previous Minutes

a. September 18-19, 2018 Meeting Minutes

Christensen moved; Solberg seconded to approve as written. **MOTION CARRIED UNANIMOUSLY.**

b. October 22, 2018 Meeting Minutes

Jackson moved; Christensen seconded to approve as written. **MOTION CARRIED UNANIMOUSLY.**

4. Member Comments

Dave Harsila stated his appreciation for the market report and suggested graphs of some of the numbers might be helpful.

Mike LaRussa has had concerns in the past on habitat protection, but is pleased with organizations push to assess how it can engage in habitat issues. LaRussa and Heyano requested a board-only executive session with LaRussa and Heyano to discuss those. They were hoping to see a new position statement by now that reversed the position posited at last year's member meeting.

Also present was Reba Temple.

Board made a friendly amendment to the agenda to discuss the position statement during sustainability.

Executive Director Report

Solberg moved; Christensen seconded to accept as presented. **MOTION CARRIED UNANIMOUSLY.**

Meeting recessed at 9:17 a.m. PST and reconvened at 9:24 a.m. PST

5. Fall Sockeye Market Report

6. Amendments to Board Governance Documents

a. Articles of Incorporation

Wink noted that current Articles of Incorporation and By-laws are more restrictive than our statutes and regulations and suggested amending to make them reflect statutes and regulations which govern the organizations abilities. Cook suggested further edits to simplify both documents.

Cook moved and Jackson seconded to correct the error in the numerical statute citation in Article III from 33.44.065 to 44.033.065. **MOTION CARRIED UNANIMOUSLY.**

Cook moved and Jackson seconded to amend Article III by striking (see *7a - BBRSDA-Aol-Amendment REVISION* document). **MOTION CARRIED UNANIMOUSLY.**

Meeting recessed 12:08 p.m. PST and reconvened at 1:34 p.m. PST.

b. By-laws

Solberg moved and Cook seconded to adopt the By-laws as amended. **MOTION CARRIED UNANIMOUSLY.**

7. Committee Reports & Recommendations

a. Marketing

- i. FY19 Rising Tide Communications Proposal - \$455,000
- ii. FY19 MRJ & Associates Proposal - \$60,000
- iii. FY19 Point of Sale Budget - \$60,000
- iv. FY19 Promotion Budget - \$125,000

The Board heard from Mark Jones and Kate Consenstein on the focus of the 2019 Marketing Program which would include continued growth in promotions with regional retail chains, an introduction into food service, expanded public relation and advertising efforts, and the development of new assets.

Staff and contractors emphasized their focus on the marketing strategic plan and delivering on the goals and objectives outlined in that plan.

Christensen moved and Jackson seconded to approve FY 19 funding up to \$700,000 for the suite of marketing projects as outlined. **MOTION CARRIED UNANIMOUSLY.**

b. PR/O

i. FY19 Townhall Meeting Proposal

Jackson moved and Solberg seconded to approved 2019 Townhall Series project proposal for FY 19 funding in the amount of \$19,340. **MOTION CARRIED UNANIMOUSLY.**

- ii. FY19 BBRSDA Fleet Team & Outreach Program Proposal
Solberg moved and Johnson seconded to approve Fleet Team and Outreach Program project proposal for FY 19 funding in the amount of \$30,000. **MOTION CARRIED UNANIMOUSLY.**
- iii. FY19 Drill Instructor Training Proposal
Jackson moved and Solberg seconded to approve the revised Drill Instructor Training and AMSEA Bristol Bay Safety Course Series project proposal for FY 19 funding in the amount of up to \$30,000. **MOTION CARRIED UNANIMOUSLY.**
- iv. Legacy Projects:
 - 1. FY19 KDLG Funding Proposal
Cook moved and Johnson seconded to approve \$35,000 in funding in FY19 for the Bristol Bay Fisheries Report with KDLG. **MOTION CARRIED UNANIMOUSLY.**
 - 2. FY19 Camai ER Doctor Funding
Christensen moved and Solberg seconded to approve FY 19 funding of up to \$5,000 for the 2019 Camai ER Doctor. **MOTION CARRIED UNANIMOUSLY.**
 - 3. Cook moved and Jackson seconded to approve FY19 funding up to \$1,000 for the 2019 Barge report on KDLG. **MOTION CARRIED UNANIMOUSLY.**

Meeting recessed at 4:41 p.m. PST on 11/16 and reconvened at 8:14 a.m. PST on 11/17

c. Sustainability – Solberg

i. Sustainability Strategic Plan

Wink presented amended language to the BBRSDA 2018-2023 Strategic Plan.

Johnson moved and Solberg seconded to approved the amendments as presented.
MOTION CARRIED UNANIMOUSLY.

ii. FY19 The Nature Conservancy Hydrologic Model

This proposal requests \$83,000 for a project that would model the short and long-term consequences of a potential Pebble Mine tailings dam failure and provide a set of maps and illustrations showing where the tailings might be deposited under a range of input conditions, how these tailings would be re-worked over time, and how these locations of deposition relate to critical salmon habitat.

Solberg moved and Johnson seconded to approve up to FY 19 funding up to \$83,000 for the TNC Hydrologic Model. **MOTION CARRIED UNANIMOUSLY.**

Staff was directed to pursue information relative to securing EIS expertise to guide the BBRSDA through the NEPA process.

iii. Scientific Technical Projects

The Board discussed providing matching funds for additional technical analysis projects related to habitat protection. Solberg emphasized the need for the BBRSDA to understand the overall strategy for the NEPA process and to communicate effectively with the Bristol Bay coalition.

Solberg moved and Christensen seconded to approve up to \$48,500 in funding for the FY 19 *Bristol Bay Technical Team's Funding Gaps & Needs* pending review of each proposal by the full board. **MOTION CARRIED UNANIMOUSLY.**

iv. Position Statement

Wink presented a Habitat Protection Position Statement. The board reviewed the statement and made various edits.

Jackson moved and Johnson seconded to approve the Position Statement as amended. **MOTION CARRIED UNANIMOUSLY.**

Meeting recessed at 9:50 a.m. PST and reconvened at 10:05 a.m. PST

d. Quality –Cook

i. FY19 Ice Infrastructure and Distribution RFP

Jackson moved and Johnson seconded to approve FY 19 funding for the 2019 Ice Infrastructure and Distribution RFP in the amount of \$150,000. **MOTION CARRIED UNANIMOUSLY.**

ii. FY19 Insulated Ice Bag Program

Cook moved and Johnson seconded to approve FY 19 funding for the 2019 Insulated Ice Bag RFP in the amount of \$50,000. **MOTION CARRIED UNANIMOUSLY.**

iii. FY19 Quality Campaign

Cook moved and Johnson seconded to provide FY 19 funding for the 2019 Rising Tide Communications Quality Campaign up to \$21,000. **MOTION CARRIED UNANIMOUSLY.**

iv. FY19 Capt'n Jacks Tidebook

Cook moved and Solberg seconded to approve FY 19 funding up to \$30,000 to engage Capt'n Jack's for quality messaging and message delivery in the 2019 tidebooks. **MOTION CARRIED UNANIMOUSLY.**

v. Legacy Projects

1. FY19 Ocean Beauty: Bristol Maid Ice Barge - \$20,000
2. FY19 Trident: Bristol Lady Ice Barge - \$20,000
3. 2018 Northern Economics Processor Survey - \$13,000

Cook moved and Johnson seconded to approve FY 19 funding in the amount of \$53,000 for the 2019 Trident and OBSI ice barges and Northern Economics Processor Survey legacy projects. **MOTION CARRIED UNANIMOUSLY.**

e. Finance – Solberg

i. FY18 Budget Revisions

Staff noted that 4th Qtr, 2018 Budget Revisions will take place in January, 2019. It was further noted that the final BBFC invoice, came in roughly \$13,000 over the original budgeted amount.

Johnson moved and Christensen seconded to approve an additional \$13,270 in FY 19 funding for the BBFC pending approval of the final report. **MOTION CARRIED UNANIMOUSLY.**

ii. 3rd Qtr 2018 Financials

Christensen moved and Solberg seconded to approve the 2018 third quarter financials as presented. **MOTION CARRIED UNANIMOUSLY.**

iii. FY19 Budget Recommendation

Solberg moved and Christensen seconded to approve the FY 19 budget in the total amount of \$2,041,441, composed of class caps in the amounts of Org – \$321,906, Admin – \$175,647, Marketing – \$874,856, Quality – \$385,968, Sustainability – \$272,908, and RSW Discount – \$10,156. **MOTION CARRIED UNANIMOUSLY.**

8. Forrest Bowers

The board discussed a variety of issues with ADF&G Acting Director Bowers, including what to expect relative to the Gubernatorial transition, including requested staffing resignations, budget, and other management issues; the 2019 forecast, processing capacity, ability to respond to changing environmental conditions that affect run timing, and upcoming Board of Fisheries proposal issues.

Member Comments: Abe Williams – glad to be here and happy to listen to the marketing transitions; Ben Blakey – glad to hear report from Bowers

Meeting recessed at 12:30 p.m. PST and reconvened at 1:37 p.m. PST with all members present except for Wood and Johnson.

9. Miscellaneous Business

A. Cook travel appeal

Christensen moved and Jackson seconded to pay Cook's meeting fees for meeting days only for the September and November board meetings and address the *Meeting Fee Policy* at the January board meeting, making any additional adjustments pending a decision. **MOTION CARRIED UNANIMOUSLY.**

B. TNC Hydrologic Model Project

Christensen moved and Jackson seconded to split funding for the TNC Hydrologic Modelling project so that \$41,500 can be funded in the FY 18 budget and half funded in the FY 19 budget. **MOTION CARRIED UNANIMOUSLY.**

10. Future Agenda Items

- A. Cook Meeting Fee Appeal
- B. Travel Policy Review
- C. Board Development – Board Candidate Development
- D. FY 18 Budget Revisions
- E. RSW Discount Sales Strategy pending PME activity

11. Executive Session

Jackson moved and Solberg seconded to go into executive session to discuss legal issues at 2:43 p.m.
PST. **MOTION CARRIED UNANIMOUSLY.**

Cook moved and Solberg seconded to come out of executive session with no action taken at 3:47 p.m.
PST. **MOTION CARRIED UNANIMOUSLY. No action Taken**

12. Review/Confirm Meeting Date

- a. January 11-12, 2019 – Monterey, CA
- b. February 28-March 1, 2019 – Anchorage, AK

13. Adjourn

Solberg moved and Christensen seconded to adjourn at 3:52 p.m. PST. **MOTION CARRIED UNANIMOUSLY.**