



BRISTOL BAY

Regional Seafood Development Association

BBRSDA Board Meeting Minutes

December 12, 2023 – 9:00am AKT

Teleconferenced

1. Call to Order/Establishment of Quorum

Chairman Johnson called the meeting to order at 9:03am AKT. Present were board members Schonberg, Niver, DeWitte, Sabo, Morgan, and Andrew; member Harsila; guests Carscallen and Collier; and staff members Bursch, Dunn, Machain, McNeil, and Wink. **A QUORUM WAS ESTABLISHED.**

Members Jackson, Christensen, and Resetarits joined the meeting after it started.

2. Approval of Previous Minutes

a. November 7, 2023

Niver moved and DeWitte seconded to approve the minutes from November 7, 2023. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

3. Member Comments & Advisory Panel Summary

There were no member comments to share. The December Advisory Panel meeting was postponed until January 4th.

4. Executive Director Report

Sabo moved and Niver seconded to approve the Executive Director report as presented. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

5. Approval of Agenda

Sabo moved to approve the agenda with the addition of discussion of prior year travel expenses for a previous board member to be added under item 6a. Finance; addition of Collier's travel request under 6b. Marketing; and discussion of filling the open Advisory Panel seat under 6e. Outreach. Seconded by Morgan. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

6. Program Updates & Committee Business

a. Finance

i. Q3-2023 Financial Statements

The finance committee met on 12/7 to review the Q3 2023 Financials and they have recommended these to the full board for approval.

Morgan moved and DeWitte seconded to approve the Q3 2023 Financials. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

ii. Board member Travel expenses

There was an erroneous overpayment of travel expense reimbursement in 2022. The previous board member volunteered to pay back the erroneous overpayment.

b. Marketing

Dunn and McNeil have been busy working on in-house marketing programs and setting up influencer partnerships. Some program highlights include:

- New POS Portal
- New BBRSDA Marketing site
- Wrap-up reporting and metrics for FY24
- Contractor RTC working on transitioning all materials to BBRSDA
- Dunn and McNeil met with retail contractors to plan out promotions for FY24 (roughly 15 retailers planned within budget)
- Trade release announcement of org plan for FY24 including hiring of Barry Collier
- Revisiting "Taste Wild Sockeye" campaign and influencer collaborations in early FY24

Staff have noted quality of seafood at display cases, this overlaps Quality and Marketing programs. Bursch will spearhead the front end of how to organize capturing the quality, once ready it will be handed off to the retail team.

c. Sustainability

The next Sustainability Committee meeting is scheduled for December 20th. The draft report for the Nuyakuk Hydro project is open for

public comment until March 15th and members are encouraged to review and submit comments in advance.

Larry Christensen, representing ASMI domestic marketing committee was allowed to join the teleconference to make a comment, but he protested that he wasn't allowed to stay and listen in on the meeting due to not being a member. President Johnson clarified we already have the chair of the ASMI Domestic Marketing Committee in attendance (Dunn).

i. CFBB Proposal

Niver welcomed Katherine Carscallen from CFBB to talk through their FY24 proposal. Carscallen expressed gratitude for the board considering the fund request amid a challenging year and emphasized the mutually beneficial partnership and support over the years. For FY24, she noted increased awareness of legislative opportunities in alignment with the Alaska House and Senate. CFBB plans to bring on a part-time person in 2024 to strengthen connections with various fishing organizations nationwide.

Andrew moved to support CFBB with \$18,000 in 2024, seconded by Morgan. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

The board discussed the Farm Bill, Wink emphasized the need for consistent asks from various regions in the seafood industry. Barry Collier inquired about engaging lobbyists from PSPA and NFI. Wink had spoken to PSPA's DC representative, who provided input but noted there is more work to be done.

Wink provided information on the AK salmon research task force, exploring recommendations for research on declining salmon stocks, especially king salmon. A modest amount was set aside for exploring a king salmon hatchery, with concerns raised about potential impacts on wild stocks. One outside suggestion was to use the budgeted \$5K to explore alternatives to traditional hatcheries and avoid genetic failure in king salmon stocks. The board discussed ongoing studies, including successful tracking of fish movement and the need to consider

the broader implications of hatchery initiatives.

d. Quality

Bursch provided updates on the Quality Committee's planned projects for FY24, including the RSW operator scholarship, a new RFP for RSW apprenticeships, and Bursch plans to again participate in the Pacific Fisheries Technologists conference. Additionally, efforts are underway to address poor-quality seafood counter pictures by creating a communication channel for fishermen to report issues.

The board discussed the importance of fish quality, with considerations for a salmon beauty contest and concerns about the condition of fish on tenders. DeWitte suggested the board listen to a presentation by Lange Solberg regarding his project to improve data utilization in the quality sector, collaborating with processors to incentivize quality fishing methods. There were discussions about encouraging processors to be more conscious of quality, standardizing grading scales, and initiating conversations with the industry. Bursch will connect with Solberg and DeWitte to explore the proposed project further, emphasizing the potential for positive changes in fish quality practices.

Collier recommended that Bursch be considered for the ASMI Quality Committee.

Later in the meeting, Lange Solberg joined the teleconference to give an impromptu presentation of his company, a real-time data software called Deckhand, emphasizing its electronic logbook capabilities. The platform is highly customizable, aligning with potential goals outlined by the BBRSDA. Johnson suggested Solberg provide a more in-depth presentation to the Quality Committee.

e. Outreach

Schonberg provided an update on the Advisory Panel (AP) meetings, stating that attendance and productivity are expected to increase with implementation of an agenda sent out in advance. The board clarified that the Advisory Panel operates as an extension of the Outreach Committee. The current Outreach chair (Schonberg) is empowered to fill the vacant seats as he sees fit.

Bursch provided a brief update on Outreach Committee plans, including a mid-January meeting, working on the 2023 annual report, continued partnership with organizations for safety and crew trainings, and sending postcards to engage members not on the email list.

7. Miscellaneous Business

a. Ratify: email vote to contract an Industry Advisor

Sabo moved to ratify and affirm the email vote to contract with Barry D. Collier as an industry advisor through November 2024 for a sum of \$60,000. Seconded by Andrew. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

Sabo moved to approve Barry Collier's travel budget as proposed for Jan-April 2024 for \$19,000. Seconded by Andrew. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

b. 2024 Board Election

Sabo moved and Morgan seconded to approve a timeline for BBRSDA's 2024 Board of Directors election, with an election notice to be sent out on or by January 16, 2024, a voting deadline of April 9, 2024, and posting results to the BBRSDA website by close of business on April 12, 2024; further the Board President shall review and approve, via email to a BBRSDA staff member, the election notice, candidate questionnaire, ballot language, election results, and any candidate information shared by BBRSDA. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

8. Future Meetings, Events, and Agenda Items

The following tentative future meeting dates were proposed with no objections:

February 20, 2024

March 2024 – Industry Meeting, planning for virtual

April 16, 2024 – New Director terms begin

May 7, 2024

June 11, 2024 - Board mtg & Annual Member mtg in Dillingham

August 20, 2024

October 8, 2024
November PME meetings
December 10, 2024

9. Executive Session

President Johnson called a recess until 12:30pm AKT at which time Executive Session began.

Sabo moved and Morgan seconded to exit executive session at 2:04pm AKT.

MOTION CARRIED UNANIMOUSLY.

10. Adjourn

Sabo moved and Morgan seconded to adjourn at approximately 2:45pm AKT.

MOTION CARRIED UNANIMOUSLY.

Total meeting time: 5 hours, 42 minutes

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