



## **BBRSDA Board Meeting Minutes**

December 14, 2022 - 9:00am AKT

Teleconferenced

### **1. Call to Order/Establishment of Quorum**

President Jackson called the meeting to order at 9:00am AKT. Present were board members Andrew, Johnson, Morgan, Niver, Sabo and Schonberg; members Mike Ferris, Luke Peterson, and Janis Harsila; and staff members Bursch, Dunn, Machain, and Wink. **A QUORUM WAS ESTABLISHED.**

### **2. Approval of Agenda**

Johnson moved and Sabo seconded to approve the agenda with the addition of item 6.b.i. for Rising Tide Communications Marketing Contract. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

### **3. Approval of Previous Minutes**

#### **a. November 16, 2022**

Sabo moved and Johnson seconded to approve the minutes from November 16, 2022. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

### **4. Member Comments**

There were no member comments. The members present were just listening in.

### **5. Executive Director Report & Member Survey Report**

The ED report was provided in the meeting packet. Wink gave a brief update about the setnet webinar on Monday, which was well attended and had good feedback. He also gave some highlights on his presentation to BBEDC regarding market conditions:

- Waiting for the data through December to be released to see how processors are converting inventory into dollars. The next report will come out in February of March.
- The dollar is very strong right now which makes our salmon more expensive to foreign buyers.

- Overall, market conditions for Bristol Bay fishermen next year appear more challenging, at this time.

Johnson moved and Morgan seconded to approve the ED report as presented. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

Wink and Bursch gave an update on the member survey results:

- In terms of rankings, people gave an average of 3.5 out of 5 for overall satisfaction with what the BBRSDA is doing.
- While there is no clear-cut direction in the responses, the positive feedback implies our members want us to continue doing what we are already doing in trying to cut costs and increase profit/results.
- Skewed heavily in criticizing quality control on the tenders. The board discussed ideas of how to get paid for quality as opposed to volume.
- Scientific research, partnering with marketing and working with direct marketers seemed to be of interest.
- The fleet generally felt it was important to continue or expand BBRSDA's marketing activities.
- It seems like the membership is not as interested in funding ice projects in the future.

The board directed staff to make a summary of the member survey that can be shared on our website, excluding individual comments that were provided and moderated for content at staff discretion.

## **6. Program Updates & Committee Business**

### **a. Finance**

Machain walked through the financial snapshot and contract status report highlighting notable items.

#### **i. Q3 2022 Financial Statements**

The Q3 2022 Financial Statements were recommended by the finance committee and had footnotes and explanations on the report provided in the packet.

Andrew moved and Morgan seconded to approve the Q3 2022 Financial Statements as presented. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

## **b. Marketing**

Dunn pointed the board to the Marketing section of the ED report for updates in the marketing program.

Staff is finalizing the contract with AFDF for the Symphony of Seafoods sponsorship and AFDF is requesting a BBRSDA representative to join their Steering Committee. Staff would prefer to have a board or committee member step in and will reach out to some people involved with the BBRSDA to see if they would be willing.

### **i. RTC Contract discussion**

Dunn shared her screen to walk the board through the new RTC FY23 scope and cost structure proposal. The new scope would begin in March, with Jan-Feb being a transition period with the potential new-hire absorbing some of the tasks being taken in-house. There were steep cuts in the program scope and cost, with RTC continuing to maintain creative responsibilities.

Overall, the cost savings amount to around \$150K with most of that planned to be re-purposed towards in-house support as well as a direct contract with Christine Fanning for retail promotions.

Johnson moved and Sabo seconded to cancel the 2022-2023 Rising Tide Communications contract as of February 28, 2023 and direct staff to re-negotiate the 2023 Rising Tide Communications marketing contract to an amount of \$197,083 beginning on March 1, 2023. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

Andrew moved and Johnson seconded to approve contracting with Christine Fanning for March-December 2023 in the amount of \$53,000. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

## **c. Sustainability**

### **i. Sustainability Policy**

Wink shared a working file with the most up-to-date version of the Sustainability Policy including comments provided by board and staff. The board suggested that we continue to fine-tune

the details but were comfortable with the policy statement in general.

Morgan moved and Sabo seconded to approve the Sustainability Policy statement as discussed with the provision that it can and will be amended during the strategic planning session. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

The approved statement reads as follows:

*"Sustainability is the cornerstone of Bristol Bay's commercial salmon fishery, the most abundant source of premium, wild salmon in the world. The BBRSDA is committed to preserving and furthering the fishery's environmental, economic, and social sustainability for current and future members."*

#### **d. Outreach**

Bursch gave an update on the Outreach program, highlighting notable items, including:

- The Advisory Panel is underway with letters of interest due by December 20<sup>th</sup>. The deadline can be extended if needed, but she will be getting the word out before then.
- Outreach committee will be meeting in early January to discuss 2023 activities.
- Setnet activities have been a big focus lately, that will be discussed more later in the agenda.

#### **e. Quality**

Bursch gave an update on the quality program:

- Capt'n Jack's Tidebook content was submitted for 2023 with the addition of 4 new pages focused on safety.
- Jackson requested that we solicit feedback from members requesting reimbursement for the RSW courses to gauge how they feel the training went.
- There is budget set aside for quality research or tech support and the committee had ideas on how to best utilize those funds next year.
- Johnson suggested promoting an online class for RSW care and maintenance

- Bursch noted that the member survey had a lot of comments about how the quality incentive bonuses are judged. This will be considered in future quality meetings.

## **7. Executive Session**

Andrew moved to enter executive session at 10:45am AKT to discuss legal and confidential matters. Seconded by Sabo. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

Andrew moved and Sabo seconded to exit executive session at 12:04pm AKT. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

## **8. Miscellaneous Business**

### **a. 2023 Legal Budget**

The board chose to wait on making any changes to the 2023 legal budget.

### **b. Increasing staff capacity & budget**

A draft job description for a potential new hire was provided in the meeting materials. ED requests an additional \$100,000 of FY2023 budget for the purpose of hiring a Program Specialist to support Marketing activities and other program needs, as well as provide budget for the possible hiring of intern(s), part-time help, or contractors later in 2023. ED believes we probably have more work than can be done by just one more staff position, and therefore would like some additional budget to address staffing capacity.

Johnson moved and Niver seconded to increase the 2023 budget for personnel expenses by an amount of \$100,000 for the purpose of expanding internal staffing capacity, with this amount to allocated as follows: \$60,000 to Marketing line item 6005, \$4,000 to Marketing line item 6010, \$33,000 to ORG line item 6005, and \$3,000 to ORG line item 6010. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

### **c. Setnet membership**

Staff was informed that it will not be possible to hold the election and implement a new tax assessment by June 1, 2023, because the Tax

Division requires a 2-month minimum to implement the tax once the vote is finalized (if it is pro joining). We still have options as to when we hold the election, but the 2024 season will be the first taxed, if setnetters vote to join. The election timeline is 7 months, not 4 as previously understood.

Based on this information and information gathered at the setnet call on Monday, the board discussed various timeline options and agreed that they are in favor of holding a vote this spring, even though the assessment tax wouldn't be started until after the 2024 season.

Andrew moved and Johnson seconded to initiate a setnet membership vote to join the BBRSDA this spring (2023), knowing the assessment will not go into effect until the 2024 fishing season. They also direct staff to move forward with sending a letter of intent to the state of Alaska regarding the vote details and timeline. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

**d. 2023 Board Election**

Wink walked the board through the provided election timeline, notice letter and proposed policy revisions. He is comfortable that these comply with our existing bylaw requirements.

Andrew moved and Morgan seconded to 1) approve Cashion, Gilmore & Lindemuth as our election inspector vendor with a budget not to exceed \$5,500; 2) approve the proposed 2023 BBRSDA board election timeline with a deadline for electronic and paper ballots of April 3, 2023 and results to be posted to the BBRSDA website by April 13, 2023; and 3) approve policy updates as presented and discussed.

**MOTION CARRIED WITH UNANIMOUS CONSENT.**

**9. Future Meeting & Event Dates & Agenda Items**

The board discussed dates and options for the next board meeting, the industry meeting, and the strategic planning session. The consensus was to hold the industry meeting during the morning of day 1 of the strategic planning session in Seattle, on February 15<sup>th</sup>. Strategic planning will continue through February 16<sup>th</sup>. The next board meeting will likely be in January with exact date and time to be determined and communicated via email.

**Future meeting dates:**

<i>December 27</i>	<i>MC meeting – email only</i>
<i>January TBD</i>	<i>Board Meeting – TBD to be communicated via email</i>
<i>January 17</i>	<i>MC meeting</i>
<i>January 17-19</i>	<i>Global Seafood Marketing Conference, CA</i>
<i>January 26</i>	<i>SC meeting</i>
<b><i>February 15</i></b>	<b><i>Industry Meeting</i></b>
<b><i>February 15-16</i></b>	<b><i>Strategic Planning session, Seattle</i></b>
<i>February 20-24</i>	<i>UFA meetings &amp; Symphony of Seafood, Juneau</i>
<i>February 27</i>	<i>SC meeting</i>
<i>February 28</i>	<i>MC meeting</i>
<del><i>March 9</i></del>	<del><i>BBRSDA Industry Meeting, Anchorage (proposed-discuss)</i></del>
<i>March 10-13</i>	<i>Board of Fish Meeting, Anchorage</i>
<i>March 12-14</i>	<i>Boston Seafood Show, Boston</i>
<i>March 14</i>	<i>Board Meeting, Boston</i>

**10. Adjourn**

Schonberg moved to adjourn at 1:26pm AKT. Seconded by Niver. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

*Total meeting time: 4 hours, 26 minutes*

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