



BRISTOL BAY

Regional Seafood Development Association

BBRSDA Final Board Meeting Minutes

January 25-26, 2018 – 8:00 a.m.

Chrysalis Inn – Bellingham, 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 Gibbons, Solberg, Williams, Johnson, and Christensen. Wood participated via teleconference. A quorum as established.

Staff present were Martello, Padilla, and Aspelund.

2. Approval of Agenda

Christensen moved and Gibbons seconded to approve the agenda as amended to include item 9.a.v *KDLG* and 9.e.iii *RSW Incentives*. **MOTION CARRIED UNANIMOUSLY.**

3. Approval of Previous Minutes

a. November 14-15, 2017 Meeting Minutes

Christensen moved and Solberg seconded to approve the November 14-15, 2017 minutes as amended. **MOTION CARRIED UNANIMOUSLY.**

b. January 10, 2018 Special Meeting Minutes

Williams moved and Christensen seconded to approve the January 10, 2018 minutes as written. **MOTION CARRIED UNANIMOUSLY.**

4. Member Comments

President Friccero invited members in attendance, Mark Buckley and George Dauber, to speak to the board. Buckley advised that there would be QC checkers on tenders with every major processor during the 2018 season. He was excited about the RSW discount program and encouraged the board to pursue programs involving training new RSW Techs. Dauber provided the board with some specific information regarding RSW installations, noting the most important aspect was proper installation. He also advised the organization to have an exit strategy for the RSW Discount Program in case RSW units purchased by the BBRSDA did not sell.

Meeting recessed at 9:30 a.m. PST and reconvened at 9:41 a.m. PST.

5. Executive Director Report

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

6. 2018 Update Conflict of Interest Disclosures

Board agreed to discuss 2018 COI disclosures at a later date.

7. 2018 – 2023 Organizational Strategic Plan

Martello presented the 2018-2023 Strategic Plan to the board. The board made suggested edits to the plan which staff incorporated. Gibbons moved and Solberg seconded to approve the 2018-2023 Strategic Plan as amended. **MOTION CARRIED UNANIMOUSLY.**

Meeting recessed at 11:05 a.m. PST and reconvened at 11:19 a.m. PST.

8. Committee Reports & Recommendations

a. Sustainability – Johnson

i. UW Schindler Otolith Study Expansion - \$130,000

Johnson moved and Christensen seconded to approve funding the UW Schindler Otolith Study Expansion up to \$130,000 with the understanding that staff would reach out to industry partners to share funding costs.

MOTION CARRIED UNANIMOUSLY.

ii. Port Moller Expansion Discussion

Martello provided the board with recent updates to the Port Moller Expansion program. Other industry partners were not in support of the project at this point and BBSRI had chosen to discontinue pursuing the project for the 2018 season. Friccero noted his support for the program and wanted to discuss it at future committee meetings. The board agreed that information generated from such a program would be beneficial and would be interested in investigating any future proposal presented by BBSRI.

iii. Website Update

Martello advised board of recent updates to the Sustainability page of the BBRSDA website.

iv. Sustainability Programs Update

Johnson stated his interest in investigating a research project that studied the effect of hatchery released pink salmon on wild sockeye salmon stocks.

v. KDLG

Gibbons advised the board he had been in contact with KDLG regarding a reporter dedicated to reporting on fishery related political issues. Solberg suggested this concept be discussed further at the committee level.

Meeting recessed at 12:19 p.m. PST and reconvened at 12:51 p.m. PST.

b. PR/Outreach – Solberg

Solberg updated the board on discussion from the Naknek navigation workshop. He highlighted the importance of captains using the correct lighting schemes when running, on anchor, fishing, etc. Solberg suggested that boating safety issues be a topic at future industry/member meetings.

i. KDLG Proposal – \$25,000

Solberg described the KDLG request for an additional \$25,000 to fund the 2018 fisheries report. The request would increase BBRSDA contributions to fund the program from \$25,000 in 2017 to \$50,000 in 2018. The board was uncomfortable being the sole source of funding for the program and felt KDLG should be soliciting other funding partners.

Gibbons moved and Williams seconded to approve up to an additional \$10,000 to KDLG for the 2018 fisheries report with the understanding that Martello is given full discretion to manage the additional funding as she sees fit. **MOTION CARRIED UNANIMOUSLY.**

Meeting recessed at 2:55 p.m. PST and reconvened at 3:05 p.m. PST.

c. Finance – Solberg

Solberg and Aspelund called attention to the size of the FY18 budget. The FY18 budget is currently over \$2 million and Solberg advised the board to consider any additional projects critically to ensure the organization stays financially responsible.

Solberg advised his desire to discuss what a contingency budget would look like in the event the Bay has a down year and organizational funding was limited.

i. Meeting Fee Policy Revision

The Finance committee recommend an additional \$150 be paid to board members before and after board meetings for travel days. Johnson felt that the board was already adequately compensated as all travel expenses were reimbursed and a \$300/day meeting fee was paid. Christensen did not feel that asking for the additional dollars was disingenuous and represented adequate compensation for the value of board members' time. Williams stated that adequate compensation to the board was critical to maintaining high-level board service. Solberg reminded the board that board seats with the BBRSDA were volunteer positions and therefore implied no compensated service. Martello advised that board members could stand to be paid \$900 per board meeting which was not in step with board compensation at comparable

organizations and could present a potential legal dilemma. Friccero stated that current meeting fees were designed to compensate for expenses incurred on travel days. **NO ACTION TAKEN.**

ii. Financial Policy Revision

Gibbons moved and Johnson seconded to approve the Financial Policy Revision as presented. **MOTION CARRIED UNANIMOUSLY.**

Meeting recessed at 4:23 p.m. PST and reconvened at 8:13 a.m. PST on 1/26.

President Friccero recognized members in attendance, Darryl Pope, Mark Buckley and JP Ford. Pope urged the board to consider the greying of the fleet and ways to encourage young fishermen to participate in the fishery. Ford stated his appreciation for the work of board and staff.

Meeting recessed at 9:00 a.m. PST and reconvened at 9:12 a.m. PST

d. Marketing – Williams

i. Bristol Bay Marketing Project 5 Year Strategic Plan – Rising Tide Communications

Kate Consenstein of Rising Tide Communications presented the 5-year strategic marketing plan for the Bristol Bay Sockeye Salmon (BBSS) brand. Consenstein explained that as an origin brand, the ability to measure the impact for the brand is more challenging, specifically isolating the impact on pricing when we cannot control for supply. Future brand aspirations include increasing consumer demand through expanding retailer reach, developing a stronger relationship with distributors, strategically engaging with foodservice, and continuing to support direct marketers. The strategic plan included annual metrics that would be analyzed to address the impact of the marketing program.

Retail consultant Mark Jones advised that cultivating and maintaining retailer and distributor relationships was an ongoing process. Jones was excited about the engagement the BBSS brand enjoyed in 2017 and noted it had already attracted national retailers.

Friccero and Gibbons stated concerns that marketing efforts were outpacing quality efforts. Williams stated that the pull for a higher quality product would begin with consumers whose increase demand would in turn increase the processors' demand for a well handled raw product. Solberg elaborated that dollars spent on marketing impact how the fleet produce the product. Quality and Marketing are not mutually exclusive.

- ii. Bristol Bay Marketing Program Update
Martello provided an update on the current marketing promotions. Staff presented images of BBSS branded assets utilized for in-store demos, online and print advertisements, and mailers with partner retailers, distributors, direct marketers, and industry partners.

e. Quality – Gibbons

- i. Quality Programs Update
Board discussed options for a potential RSW Technician training program. Gibbons agreed to discuss further in Quality committee.
- ii. RSW Discount Program: Warehousing RFP
Williams moved and Johnson seconded to approve the Seattle Marine proposal for warehousing units purchased under the RSW Discount Program. **Motion Carried 5/1.**

Gibbons continued discussion on the RSW Discount Program. Gibbons was primarily concerned about administrative costs associated with the program. Padilla advised that staff would keep administrative costs as minimal as possible, but that those costs would need to be accounted for under the total program budget and would not be recouped through the at cost resale of the RSW units. Gibbons disagreed with this statement. Martello pointed out that the program was designed to conform to the legal opinion provided by Loeb & Loeb which was approved by the board in Oct. 2017. That opinion stated that total program costs of the RSW Discount Program needed to be inclusive of administrative costs. Gibbons disagreed with this statement.

Gibbons requested a recess and Friccero agreed.

Meeting recessed at 11:00 a.m. PST and reconvened at 11:30 a.m. PST.

- iii. RSW Incentives Discussion
Gibbons stated he would like to investigate a project to encourage young crewmen to take the steps to becoming captains and permit holders. Friccero advised this topic should be addressed by the appropriate committee at their next meeting.

Meeting recessed at 12:01 p.m. PST and reconvened at 1:04 p.m. PST.

9. Executive Session - Personnel

Solberg moved and Johnson seconded to go in to Executive Session to discuss personnel matters at 1:08 p.m. PST. **MOTION CARRIED UNANIMOUSLY.**

Williams left the room during some of executive session because of one of his stated board conflicts.

Christensen moved and Solberg seconded to come out of executive session at 3:01 p.m. PST. **MOTION CARRIED UNANIMOUSLY.**

Martello advised the board that she would be resigning her position.

10. Miscellaneous Business

- a. March Industry meeting agenda review

No Action Taken

11. Future Agenda Items

Board agreed to address King Salmon stock concerns and brand ambassadors at the next meeting.

12. Review/Confirm Meeting Date & 2018 General Meeting Schedule

- a. March 1-2, 2018 – Anchorage, AK
- b. June 9, 2018 – Naknek, AK

13. Adjourn

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

Meeting adjourned at 4:29 p.m. PST