



# BRISTOL BAY

Regional Seafood Development Association

## BBRSDA FINAL Board Meeting Minutes

March 2 - 3, 2017 – 8:00 a.m.

Hotel Captain Cook – Anchorage, AK

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

President Friccero called the meeting to order at 8:22 a.m. AKST. Present were President Friccero, Vice President Christensen, Secretary/Treasurer Solberg, board members Williams, Johnson, Gibbons, and Wood. A quorum was established to exist.

Also present was Executive Director Martello and staff member Padilla.

### 2. Approval of Agenda

Christensen moved and Williams seconded to approve the agenda as amended. **MOTION CARRIED UNANIMOUSLY.**

### 3. Approval of Previous Minutes

#### a. January 19-20, 2017

#### b. February 8, 2017

Christensen moved and Solberg seconded to approved the approve the January 19-20, 2017 and February 8, 2017 board minutes as amended. **MOTION CARRIED UNANIMOUSLY.**

### 4. Member Comments

President Friccero welcomed member Norm Stadem and invited him to address the board. Stadem inquired about RSW installation. Williams commented on conversations he had with member Matt Luck who was interested in co-branding.

### 5. Executive Director Report – Martello

Christensen moved and Johnson seconded to approve the Executive Director Report as written. **MOTION CARRIED UNANIMOUSLY.**

### 6. Policy and Procedures Review and Revisions - Martello

#### a. Committee Policy

The board discussed edits made by staff to the Committee Policy during an administrative review and consultation with Foraker. The board agreed with staff that providing membership with as much information as possible was ideal as long as it did not create an additional administrative burden.

Williams moved and Johnson seconded approval of the Committee Policy as amended.

Williams moved and Johnson seconded to table the discussion until the edits discussed could be incorporated into an updated document and a clean copy provided to the board. **MOTION CARRIED UNANIMOUSLY.**

*The meeting recessed at 10:35 a.m. AKST and reconvened at 10:49 a.m. AKST.*

Johnson moved and Christensen seconded to take the Committee Policy discussion off the table. **MOTION CARRIED UNANIMOUSLY.**

The board reviewed a clean copy of the Committee Policy with the modifications to Committee Notice, Minutes, and Reports. **MOTION CARRIED UNANIMOUSLY.**

b. Election of Board of Directors Policy

Martello advised that board member Christensen had inquired about the necessity to mail out ballots if only one candidate per open seat was running for election. Upon consultation with THG, staff amended the current Election BOD Policy to allow for election certification by acclamation in the event that only one candidate was running for any given seat. Further suggested edits included the possibility of allowing write-in candidates and setting term limits for board seats.

Discussion on the proposed changes followed. The board was generally in favor of modifications to the policy to allow for election certification by acclamation; the modification would reduce administrative costs and burden. Other modifications to the Election Policy were not deemed necessary at this time and the board requested to review the policy modifications again at the next board meeting. **NO ACTION TAKEN.**

*Board recognized member in attendance Tommy Andrews.*

7. Committee Reports & Recommendations

a. Marketing – Williams

Williams summarized the current marketing campaign, highlighting the upcoming trip to the Boston Seafood Show where the marketing team would be engaging with both processors and retailers. Williams also addressed the potential for co-branding and continued collaboration on the 2.0 Marketing Campaign. The board agreed that further discussions on co-branding and direct marketing assets would take place in Marketing Committee to ensure cohesion with the current 2017 marketing plan and proper protection of the brand.

Williams requested Martello reach out to OnceFilms and request a formal proposal.

b. Sustainability – Johnson

Johnson gave a brief update on the current status of the BBSRI/ADF&G MOA. The board agreed to table any discussion on the topic until after the industry meeting where all stakeholders would be present.

*The meeting recessed at 12:12 p.m. AKST and reconvened at 1:27 p.m. AKST.*

c. PR/Outreach – Solberg

Solberg updated the board on the 2017 Town Hall events. He noted that feedback was generally positive even though the events were less well attended than in 2016. Future event locations include Kodiak and Petersburg. Solberg also provided a brief update on the status of current fleet discounts the organization was pursuing.

d. Quality – Gibbons

i. RSW Instructional Video

Johnson moved and Wood seconded to approve funding up to \$20,000 in FY17 for an RSW Instructional Video. **MOTION CARRIED UNANIMOUSLY.**

Gibbons updated the board on the developments with the Quality Campaign and RSW discount program. The Quality Campaign would focus on two major themes: Chilling, and Quality Handling. Rising Tide Communications is currently working to produce a quality handout for processors to distribute to the fleet. Martello and Gibbons would be contacting alternative legal counsel on the RSW program.

*The meeting recessed at 2:21 p.m. AKST and reconvened at 2:30 p.m. AKST.*

e. Finance – Solberg

i. 4<sup>th</sup> Quarter Financials (December 2016)

Christensen moved and Williams seconded to approve the December 2016 Financial Reports as presented. **MOTION CARRIED UNANIMOUSLY.**

8. Processor Survey Update – Northern Economics

The board discussed the 2016 Processor Survey produced for the BBRSDA by Northern Economics, Inc. They were very pleased with the findings and were eager to have the report shared at the upcoming industry meeting.

9. Executive Session

Johnson moved and Christensen seconded to go into Executive Session at 3:07 p.m. AKST. **MOTION CARRIED UNANIMOUSLY.**

Williams moved and Johnson seconded to come out of Executive Session at 4:45 p.m. AKST where the only action taken was the approval of Christensen's travel reimbursement. **MOTION CARRIED UNANIMOUSLY.**

*The meeting recessed at 4:53 p.m. p.m. AKST and reconvened at 9:30 a.m. AKST on 3/3/2017. Solberg was excused from the remainder of the meeting.*

10. Miscellaneous Business

NONE

11. Future Agenda Items

NONE

12. Review Next Meeting Dates

a. June 3 or June 10, 2017 – Dillingham, AK

The Board agreed to hold the June meeting on the June 10, 2017 in Dillingham, AK.

13. Adjourn

Johnson moved and Christensen seconded to adjourn the meeting. **MOTION CARRIED UNANIMOUSLY.**

*The meeting adjourned at 10:40 a.m. AKST.*