

BBRSDA Board Meeting Minutes

March 3-4, 2016 – Anchorage, AK

1. Call to Order/Establishment of Quorum

President Williams called the meeting to order at 9:08 a.m. Present were President Williams, Vice-president Christensen and Secretary/Treasurer Solberg; board members Johnson, Gibbons, Marinkovich, and Andrew; and ex-officio board member Friccero. A quorum was established.

Also present was Executive Director Martello.

2. Approval of Agenda

Christensen moved and Solberg seconded to approve the agenda.

MOTION CARRIED UNANIMOUSLY.

3. Approval/Ratification of Previous Minutes

a. January 19-20, 2016 board meeting minutes

Christensen moved and Andrew seconded to approve the minutes of the January 19-20, 2016 meeting. Andrew called question. **MOTION CARRIED UNANIMOUSLY.**

b. January 29, 2016 special board meeting minutes

Solberg moved and Christensen seconded to approve the minutes of the January 29, 2016 special board meeting. **MOTION CARRIED UNANIMOUSLY.**

4. Member Comments

The board received and read a letter from member, Steve Bruno regarding fish quality and presentation. The marketing committee is currently addressing the concerns noted about slacking out.

5. Executive Director Report

Martello provided the board with a written report of tasks completed and ongoing progress. Solberg asked specifically about the ASMI multi-ad training that Martello took part in; Martello responded that was a training on the online system where Bristol Bay and Copper River can upload marketing assets into a beta test system. Thereby allowing all entities to collaborate and share assets. Solberg also inquired as to whether or not anyone from BBNC was attending the industry meeting; Martello responded that there was going to be a representative, however the SWAMC conference ended up being a conflict. Martello is still in contact with BBNC and working toward future collaborations with the organization.

a. Draft assessment

Martello reported that the 2015 draft assessment has been received from the State. It is slightly higher than what was projected in our budget, and that our

Financial Administrator did a good job of conservatively estimating for planning purposes.

b. Program Assistant

Current staff consists of only the Executive Director, a part-time Financial Administrator and a part-time Marketing Coordinator (who will be leaving for fishing come April 30). There will soon be a need for a Program Assistant to handle some of the administrative and coordination work load.

c. Review 990 Narratives

The board reviewed the program narratives as entered on the 990 last year. The board was agreeable to the language developed and will make a final review before the 990 is filed in September.

6. Marketing Program Progress Report

Gibson provided a written report of marketing program progress. The priority task has been soliciting proposals from select marketing firms. Proposals will be received by March 4 and Martello and Gibson will review and make a recommendation to the board as soon as possible.

a. Nielsen Data purchase

Gibson requested a specialized proposal from Nielsen/Perishable Group to provide data that will be used to measure performance of the upcoming marketing campaign. Nielsen/Perishable will provide baseline market data for a specific geographic location and then provide monthly data pulls for 12 months for a cost of \$20,500. Andrew moved and Marinkovich seconded to purchase the Nielsen data as proposed, with the understanding that the contract shall be in BBRSDA's name. **MOTION CARRIED UNANIMOUSLY.**

The meeting recessed at 10:25 a.m. and reconvened at 10:35 a.m.

7. Quality Program Progress Report

Martello gave overview of Buckley's written report. Tasks underway include fleshing out program details of ice delivery to the fleet and the RSW program jumpstart. The Board discussed how to get the RSW program underway. The \$250,000 from reserves to jumpstart the RSW program has already been approved and the board directed Martello to take the necessary steps to move the money into a cash account when required. The board indicated that it may require a special meeting in April to go over the future details of the RSW program.

The program to get more ice out to the fleet consists of funding ice machines and ice totes. Christensen added that one ice machine has the potential to chill one million pounds of product. A rough outline of the project is that a rebate will be offered to every processor that chooses to purchase an ice machine as a part of this program. Depending on the number of participants, a processor could receive a reimbursement of

up to 33% of the purchase price. There was concern about the number of processors that might sign on and the potential of high costs to BBRSDA. The quality committee will outline more specific details to ensure financial obligations will not exceed the program budget.

8. Funding Requests

a. Camai Clinic proposal for seasonal ER doctor funding

Camai clinic submitted a proposal for seasonal ER doctor funding. The rationale being that medevacs go up significantly in the summer season and often are a significant financial burden on crewmembers or their captains. With the addition of an ER doctor, able to treat trauma on site, the number of medevacs could decrease and may even save a life in some cases. Most of the processors are providing funding, but there is still a balance of approximately \$10,000 needed to fund the project.

Gibbons moved and Andrew seconded to approve \$5,000 in funding for Camai Clinic's seasonal ER doctor. **MOTION CARRIED 5/2.**

The meeting recessed at 11:51 a.m. on March 3rd and reconvened at 9:13 a.m. on March 4th. All board members present with the exception of Gibbons.

b. Anne Mosness proposal for travel funding for Slow Fish

Mosness submitted a proposal that requested \$1,800 in travel funding to attend Slow Food in New Orleans and while there advocate and educate on behalf of Bristol Bay.

Johnson moved and Andrew seconded to approve \$1,800 in funding for Anne Mosness to travel to the SlowFood conference. **MOTION CARRIED UNANIMOUSLY.**

9:22 Jonathan King from Northern Economics joined to talk briefly about the annual chilling survey distributed to processors. Of note was that ice was still a critical component to chilling in Bristol Bay. The board can expect the completed survey in the coming months.

The meeting recessed at 9:51 a.m. and reconvened at 10:01 a.m.

c. Luke Gardner alternative chilling system proposal

Gardner submitted a proposal requesting \$25,000 (out of \$51,000) to build a prototype chiller system that he believes he can offer to the fleet for less than the standard models.

Marinkovich moved and Johnson seconded to send this proposal to the Quality Committee for further review. **MOTION CARRIED UNANIMOUSLY.**

9. Committee Reports

a. Finance

Nothing to report. Will go over financials later in agenda.

b. Sustainability

Discussion centered around the proposed cost recovery by ADF&G. Consensus formed around the idea to provide collaborative funding to the Department in order to avoid the cost recovery, as it would remove upwards of a million pounds of sockeye from the common property fishery.

Marinkovich suggested that Mosness be appointed to the Sustainability Committee and stressed that the committee needs more members. Marinkovich added that the 3 advisory seats on the CFBB board should be filled.

c. Marketing

Christensen has been involved in some of the town hall meetings and noted the interest from members in the branding campaign. Board discussion followed and echoed a need for a brief, polished description of the campaign. Fricerro will craft a first draft short narrative on the program and send to Martello for review.

d. Quality

Mark Buckley drafted RFPs for the ice totes and ice machines project and those are going out soon. The board has a strong interest in making this happen. Williams stated that he would like the Quality Committee to flesh out details soon and determine how many processors will receive the RFP and the potential maximum cost. Johnson said he will call a committee meeting soon.

e. PR/Outreach

Solberg reported that Martello secured discounts on medevac insurance for captains and crews. He added that he thought business cards for board members would be useful and the board agreed. He would like to see more direct mail postcards going out to members and discussed ideas for promoting quality – videos and waterproof placard with bulleted tips on quality handling.

Michael Jackson, who has been facilitating our Town Hall Meetings gave a brief update. He reported that we are under budget and at the high end of attendance estimates. Feedback from members has been positive and expressing an appreciation for creating an informal way to communicate back to the board. Jackson suggested this be an annual or biannual event. The board thanked Jackson for his work and dedication to this project.

10. Finance Committee Recommendations

a. Review/Approve Quarterly Financial Reports (December 2015)

Christensen moved and Johnson seconded to approve the December 2015 financials as presented. **MOTION CARRIED UNANIMOUSLY.**

11. Sustainability Committee Recommendations

Marinkovich will reach out to Anne Mosness about her availability to serve on the Sustainability Committee.

12. Marketing Committee Recommendations

Christensen moved and Johnson seconded to approve the committee recommendations on cutting certain legacy projects including: Culinary Tour, Canned Salmon Demos (unless carried out in target city), Everyday Maven Blog, and the Chef's Collaborative Summit. **MOTION CARRIED UNANIMOUSLY.**

Chef's Collaborative provided a proposal for a year-long partnership that would focus efforts in the target city for the branding campaign and would provide an educational workshop on sockeye with local chefs, a dinner (featuring Bristol Bay sockeye) with key influencers in the industry, and promote sockeye week with local restaurants.

Marinkovich moved and Andrew seconded to approve the Chef's Collaborative proposal. **MOTION CARRIED UNANIMOUSLY.**

13. Quality Committee Recommendations – Johnson

Johnson reported that the committee will have a conversation about fleshing out details of the ice programs. Williams added that he would like to add two people from the processing sector to the committee.

Andrew moved and Johnson seconded Williams' recommendation for two additional Quality Committee members from the processing sector. Solberg called question. **MOTION CARRIED UNANIMOUSLY.**

Greg Anelon from Iliamna joined the meeting and was recognized by Chair Williams.

14. PR/Outreach Committee Recommendations

No recommendations.

15. Executive Session – Personnel and Legal

Johnson moved and Christensen seconded to go into Executive Session at 12:15 p.m.

Solberg moved and Christensen seconded to come out of Executive session at 12:39 p.m.

16. Miscellaneous Business

Andrew addressed the board as this is his last meeting. He thanked the board for his appointment to the one-year term.

17. Future Agenda Items

None.

18. Review/Confirm Future Meeting Dates

- a. Annual Meeting: June 11, 2016 – School Auditorium, Naknek, AK
- b. September 7-8, 2016 – Location TBD
- c. October 19-20 – Location TBD
- d. November 14-15 (guestimate) – Silver Cloud, Seattle, WA

19. Adjourn

Marinkovich moved and Andrew seconded to adjourn. **MOTION CARRIED UNANIMOUSLY.**

Meeting adjourned at 12:46 p.m.