



## **BBRSDA Board Meeting Minutes**

March 5–6, 2015 – 8:30 a.m.

Courtyard Marriott – Anchorage, AK

March 5, 2015 – 8:30 a.m.

1. Call to Order/Establishment of Quorum

Chairman Heyano called the meeting to order at 8:33 a.m. Present were Chairman Heyano; board members Johnson, LaRussa, Carscallen, Christensen, and Solberg. Marinkovich was absent, but excused. Also present were Executive Director Aspelund, Marketing Director Herendeen; and member David Harsila and guest Paul Shadura.

A quorum was established.

2. Approval of Agenda

Christensen moved and Johnson seconded to approve the agenda as amended to add Buyback Survey postage and a revision to the Travel Policy & Procedures to Miscellaneous Business. **MOTION CARRIED UNANIMOUSLY.**

3. Approval of Previous Minutes – February 17–18, 2015

Carscallen moved and Christensen seconded to approve the February 17–18, 2015 minutes as amended. **MOTION CARRIED UNANIMOUSLY.**

4. Member Comments

Harsila commented that he is looking for support for HB 119 sponsored by Representative Josephson in the Alaska Legislature; it adds some foundation for the anti-mine initiative. Guest Paul Shadura commented that he is sitting in at the advice of CFEC to hear how an RSDA works, and is particularly interested in hearing the committee reports and about the buyback.

Aspelund advised member Harsila that the BBRSDA is prohibited by statute from engaging on Alaska legislative issues.

5. Executive Directr Report

In addition to her written report, Aspelund updated the board on a few additional items.

- ✓ There is language attached to our House Finance appropriations bill.
- ✓ About 18 Bristol Bay permit holders were in attendance at the Wild Seafood Exchange held in Bellingham last week at which Lange and I both presented. It was a great opportunity to meet members and talk about some of what BBRSDA is doing.

- ✓ Election packet materials went to the printer on Monday and should hit the mail on 3/16.
- ✓ The second buyback survey postcard has been mocked up, but I need board direction regarding whether or not it would like return postage put on it at a cost of about \$800 more.

Christensen moved and Johnson seconded to accept the E.D. report as revised. **MOTION CARRIED UNANIMOUSLY.**

## 6. Committee Reports

### A. Sustainability – LaRussa

Carscallen provided a verbal report at LaRussa's request. She reviewed the Alaska *The Breach* tour activities. During the entire tour, BBRSDA worked with *The Breach* Inc. PR folks and its Alaska partners. A Naknek showing was added to the Alaska tour. BBRSDA partnered with Trout Unlimited and United Tribes of Bristol Bay for all events; take action letters were provided at all screenings, with 300–400 letters being signed and provided to senators Sullivan and Murkowski. There was a lot of press response to the tour, more than expected.

During the last meeting there was a negative Washington Post article about Pebble that didn't provide any voice for anti-Pebble concerns. Carscallen contacted the Post about the fact that none of rebuttal op ed pieces had been published. She was assured that this would be corrected.

Heyano and Carscallen met with Erin Duchovin from Moore about BBRSDA current Moore Grant and Sustainability activities and a potential split of CFBB from BBRSDA.

Carscallen has been working on securing contacts for Sarah Schumann and Ben Blakey.

Christensen asked about progress meeting the match requirement for the Moore Grant. Carscallen described her discussions with Duchovin about match and grant closeout. She informed the board that she is in the process of reclassifying some Sustainability charges to the Moore Grant, including funding for *The Breach*.

Harsila questioned Carscallen about the status of PLP II and described his view of what is likely to happen.

Christensen moved and Johnson seconded to accept the Sustainability Report as presented. **MOTION CARRIED 5/0 WITH ONE ABSTENTION (CARSCALLLEN).**

### B. Marketing – Christensen

The Marketing Committee met on March 2, 2015, but Christensen stated that it wasn't an effective meeting because Marinkovich was in and out of the call because he was driving. Herendeen reported that there were only two agenda items for the meeting:

Lawson's 30-second spot ad proposal that could be used for a variety of purposes and the approving the Strategic Marketing Plan. The committee discussed the film proposal and made a formal recommendation to the board to accept it. The committee also discussed the Strategic Marketing Plan and asking the board to consider it in its entirety for context, but then boiling it down to just the actual core strategies for the final version.

The marketing staff has been working a lot on the national tour. Film Buff has determined that the video-on-demand release will be on April 21, 2015 so the tour dates are being firmed with that kickoff in mind. The James Beard Foundation is really interested in the show; marketing staff are working with it on the New York event.

There were 300 people at the showing of *In the Same Boat* during the Farmer-Fisher-Chef Connection conference in Seattle; Herendeen was told by a number of folks after the conference that it was the highlight of the conference. BBRSDA teamed up with Orca Bay for the event.

Since the last board meeting, Herendeen has had a lot of discussions with processors and others about opportunities for partnerships

LaRussa asked if BBRSDA is still the primary funder of *The Breach* tour. Herendeen reported that Orvis is supporting the effort, providing social media and advertising support, but they are not writing a check. However, for the national showings, BBRSDA is working with local partners to sponsor the parties around the showings.

Johnson moved and LaRussa seconded to accept the Marketing Report as presented.

**MOTION CARRIED UNANIMOUSLY.**

C. Quality – Johnson

Johnson reported on the previous day's Strategic Quality Planning Session. Considerable progress was made in identifying and formalizing much of what the Quality Committee has been discussing. McDowell will have the meeting report to us early next week for review. There were a number of actions identified to do before the season, as well as longer-term action items. The Quality Committee is likely to have a meeting prior to the next board meeting (likely in April) so that it can recommend specific items for funding and action.

Harsila reported on the most recent Alaska Salmon Price Report (ASPR) and stated that Bristol Bay sales are in a pretty good position. (Aspelund will distribute the most recent ASPR to the board.)

Christensen moved and Solberg seconded to accept the Quality Report as presented.

**MOTION CARRIED UNANIMOUSLY.**

D. Finance – LaRussa

LaRussa advised that the board will be reviewing and approving the FY 14 Stub Year financial report and 2013 990 tax return during this meeting. Representatives from THG (BBRSDA’s accountant) and CCG (BBRSDA’s bookkeeper) will be present to walk us through those reports.

Christensen moved and Johnson seconded to accept the Finance Report as presented.

**MOTION CARRIED UNANIMOUSLY.**

E. Buyback – Carscallen

Aspelund reported that there has not been a Buyback Committee meeting. The second buyback survey postcard has been mocked up and presented to the printer for a quote.

Christensen moved and Johnson seconded to accept the Buyback Report as presented.

**MOTION CARRIED UNANIMOUSLY.**

F. Public Relations/Outreach (PR/O) – Solberg

Solberg reported on this ad hoc committee that will work through next fall. The committee met and identified a few deliverables that can be accomplished by the start of the season. It recommends replacing the 2015 Spring Newsletter with three 5 x 8 postcards to “carpet bomb” the fleet with short bulleted information about aspects of BBRSDA’s work. The three topical areas for the postcard will be “we want to hear from you!” in March, Marketing in April, and Quality and notice of the June meeting in May.

The committee recognizes that communications with the fleet needs to be elevated beyond the current level. Social media was discussed (a BBRSDA Facebook page), as were boots-on-the-ground net loft fleet meetings that board members would hold during the season, and postseason fleet meetings in major ports.

Carscallen suggested including information about signing up for *Waypoints* on the postcards and that outreach materials can be placed at the Naknek and Dillingham harbor booths. Johnson wondered if there is a way to include content that would motivate folks to keep the card on board their vessels (like a tide table or some other useful information).

LaRussa asked about budget and how these efforts are going to be funded. Solberg and Aspelund explained that the cost of the postcards would utilize the funding normally allocated to the 2015 Spring Newsletter.

Heyano suggested that the order be flipped and that the “we want to hear from you” card be the one immediately before the annual meeting, prior to the other two. He also suggested that perhaps we utilize processors for getting out the Quality card in their fleet materials provided preseason.

The board would like to review the postcards prior to them going out.

Johnson moved and Christensen seconded to accept the PR/O Report as presented.

**MOTION CARRIED UNANIMOUSLY.**

7. Consideration of Mosness USDA NOSB meeting funding request

Christensen described Mosness' proposal to represent BBRSDA at the 2015 USDA NOSB meeting.

Johnson moved and Carscallen seconded to approve funding in the amount of \$3,500 for Mosness to attend the 2015 USDA NOSB meeting on BBRSDA's behalf. **MOTION CARRIED UNANIMOUSLY.**

8. Prophet Productions film proposal

Christensen highlighted Lawson's proposal for a 30-second spot, as well as a second one that Herendeen is in discussions with him about, that can be used for a variety of uses about the Bristol Bay salmon fishery. One would be targeted to the food industry and the other one would be more general. If approved, Herendeen would work very closely with Lawson on messaging, imaging, and the script.

Johnson moved and Carscallen seconded to approve funding in the amount of \$9,000 to Prophet Productions to produce a 30-second spot in collaboration with Herendeen and the Marketing Committee. **MOTION CARRIED UNANIMOUSLY.**

Because agenda items 9 and 10 are time certain for tomorrow morning, the board took up the agenda items following those items.

11. Review/Approval of Strategic Marketing Plan

The meat of the plan is found on pages 6–11. The contractor working on the plan provided additional narrative in order to provide context for the core strategic direction(s) presented. Committee discussions during the March 2, 2015 Marketing Committee meeting were that the additional narrative diluted the strategic direction and that the plan needed more work. It was determined, following input from the full board about the document, that the Marketing Committee would incorporate that input and provide a recommendation on the final product to the full board for approval in the future.

Heyano questioned the apparent divergence in approaches between cause-based marketing and commodity marketing. Herendeen stated that the plan reflects the dichotomy of the discussions during the strategic planning session. Herendeen described that her efforts are always Bristol Bay first, but if that isn't appropriate/possible, she defaults to healthy, wild, sustainable Alaska sockeye since most wild sockeye comes from Bristol Bay. Johnson stated that it would be great to sell Bristol Bay, but that his primary interest is in selling fish. Christensen described that given Bristol Bay volumes, there needs to be commodity marketing, but for smaller markets, there may be room for Bristol Bay branding efforts.

BBRSDA's marketing efforts to date have been somewhat opportunistic. Heyano said that we should be working consistently with ASMI and the processors to sell sockeye, and that if the opportunity arises to do some branding that we can take advantage of, we should.

Herendeen reported that ASMI has been set up to be very reactive; we can piggyback on that when it's helpful, but how does the BBRSDA establish itself over time to promote Bristol Bay's story? The current high volume of fish is creating opportunities. The current plan provides the flexibility to be reactive, yet present on a consistent basis. Heyano said that if we were successful in moving a lot of product into the marketplace consistently, it might enable us to be less reactive during high-volume years, while continuing to identify opportunities for Bristol Bay branding.

Harsila talked about the issue of not having fish to sell. Realistically, there's not much that BBRSDA can do to influence what the processors do relative to sales. He thinks the market trends are more important than sales to BBRSDA. Some of the fillet products and smaller cans are hot items and are presold. There's more new equipment that can do precise cuts and vac-packs. Tracking trends and product forms, and moving with them are what BBRSDA should be doing. Herendeen asked if it's a priority to look for federal dollars for value-added equipment purchases, maybe partnering with processors to identify funding for that.

Johnson moved and Solberg seconded to approve go into executive session to discuss a confidential item at 11:24 a.m. **MOTION CARRIED UNANIMOUSLY.**

Johnson moved and Solberg seconded to come out of executive session at 11:40 a.m. with no action taken. **MOTION CARRIED UNANIMOUSLY.**

The board recessed at 11:41 a.m. to prepare for the afternoon's Industry Meeting.

March 6, 2015 – 8:30 a.m.

The board reconvened at 8:32 a.m.

9. Review/Approve 2013 990 tax return – Audrey Lance, THG

Johnson moved and LaRussa seconded to revise the 2013 990 tax return as follows:

- 1) Add the Quality and Sustainability programs to 4-D;
- 2) Add grants and revenues amounts to 4A-D;
- 3) On page 24, insert the word "...up to 25%" in the narrative about the budget reserve; and
- 4) On page 31, 990, Part VI, Section A, Line 6: change to "...pay a self-imposed tax collected by the State of Alaska to fund BBRSDA..."

**MOTION CARRIED UNANIMOUSLY.**

10. Review/Approve FY 14 Stub financials – Darcy Carney, CCG  
LaRussa moved and Johnson seconded to approve the FY 14 Stub financial statements as presented. **MOTION CARRIED UNANIMOUSLY.**
11. Review/Approval of Strategic Marketing Plan – continued  
Discussion continued relative to the apparent contradiction in the plan between regional branding vs. commodity sales. A question arose about whether or not the regional branding effort should hinge on caused-based marketing, noting that doing so had created a number of opportunities. Branding is an important and effective tool being utilized by existing direct marketing efforts.

Promoting Bristol Bay—the imagery and story—in general, should be one of our goals. This effort is the corollary for Bristol Bay Sockeye to what ASMI is doing for Alaska Seafood.

There is consensus to work with ASMI to support sales of commodity levels of salmon, but to also continue working where possible to support regional branding by promoting Bristol Bay Sockeye, working with direct marketers, small processors, and distributors interested in regional branding.

Heyano advised that Gerda Kosbruk from Port Heiden would be a good point person for Herendeen to contact about Japanese technology that freezes product with magnetic waves and can be held frozen for up to five years with no degradation. Port Heiden might be pursuing a pilot project to test one.

12. Review/Approve Updated Committee Policy & Procedures  
Johnson moved and Solberg seconded to approve the Committee Policy & Procedures as revised, with implementation at the June 6, 2015 board meeting. **MOTION CARRIED 5/0 WITH ONE ABSTENTION (CHRISTENSEN).**

13. Miscellaneous Business

A. Review/adopt board calendar

Solberg moved and Johnson seconded to adopt the board calendar presented by Aspelund as a living document. **MOTION CARRIED UNANIMOUSLY.**

The board recessed at 12:50 p.m. and reconvened at 2:18 p.m.

B. Postage paid Buyback Survey Response Card

Aspelund described the additional \$850 costs of stamping the second survey postcards for return in response to a board members concern about a low return rate if stamps weren't applied.

Johnson moved and Solberg seconded to revise the second buyback postcard such that a permit number and a comment section are included, that return mailing postage will be applied (at a cost of about \$850), and that a statement about what was spent on the first

study and that \$80,000 has been budgeted by the board for a second study would also be included. **MOTION CARRIED UNANIMOUSLY.**

C. Update Travel Policy and Procedures Policy

Aspelund described the issue that had arisen during a board member's travel in support of a BBRSDA event, but that didn't trigger the meeting fee, leaving the board member unreimbursed for meals and incidentals while on BBRSDA business.

Johnson moved and Carscallen seconded to approve the revised Travel Policy & Procedures Policy enable per diem payments to board members not qualifying for meeting fees while traveling on BBRSDA business. **MOTION CARRIED 5/0 WITH ONE ABSTENTION (SOLBERG).**

D. Approve funding of PR/O postcards with 2015 Spring newsletter funding

Johnson moved and LaRussa seconded to authorize the use of 2015 Spring Newsletter budget for the PR/O preseason postcards. **MOTION CARRIED UNANIMOUSLY.**

Johnson moved and Solberg to go into executive session at 3:08 p.m. to discuss Personnel and Attorney-Client privilege items. **MOTION CARRIED UNANIMOUSLY.**

The board recessed for the day at 6:18 p.m.

March 7, 2015 – 8:30 a.m.

The meeting reconvened March 7<sup>th</sup> at 8:34 a.m., still in executive session with Heyano, LaRussa, Johnson, Christensen, and Solberg in attendance.

Christensen moved and Solberg seconded to come out of executive session at 12:40 p.m. **MOTION CARRIED UNANIMOUSLY.**

Several executive session items discussed were assigned to the Marketing and Sustainability committees for discussion and to provide recommendations on to the full board.

14. Future Agenda Items

- A. Review/Approve FY 14 Stub Audit (due to State of Alaska May 31, 2015)
- B. Support for NMFS FY 16 Funding for Ocean Acidification Research

15. Review/Confirm Future Meeting Dates

Annual Meeting: June 6, 2015 – Elementary School Gym, Dillingham, AK  
September 22–23, 2015 – Fairhaven Village Inn, Bellingham, WA  
October 18–19, 2015 – Fairhaven Village Inn, Bellingham, WA  
November 16–17, 2015 – Silver Cloud, Seattle, WA  
January 19–20, 2016 – Fairhaven Village Inn, Bellingham, WA  
February 16–17, 2016 – Fairhaven Village Inn, Bellingham, WA



March 3–4, 2016 – Anchorage, AK

16. Adjourn

Christensen moved and Solberg seconded to adjourn the meeting at 1:00 p.m. **MOTION CARRIED UNANIMOUSLY.**