



BRISTOL BAY

Regional Seafood Development Association

BBRSDA Board Meeting FINAL Minutes

June 10, 2017 – 3:00 p.m. – 5:00 p.m.

Dillingham Elementary School Library - Dillingham, AK

1. Call to Order/Establishment of Quorum

President Friccero called the meeting to order at 3:18 p.m. AKST. Present were board members Johnson, Gibbons, and Christensen. Board members Solberg, Wood, and Williams were participating telephonically. A quorum was established to exist.

Also present were Executive Director Martello and staff member Padilla.

2. Approval of Agenda

Johnson moved and Christensen seconded to approve the agenda as amended to include item 8ai. Finance Policy and 8aii. Finance Resolutions. **MOTION CARRIED UNANIMOUSLY.**

3. Approval of Previous Minutes

a. March 2, 2017

b. April 20, 2017

Christensen moved and Solberg seconded to approve the March 2, 2017 and April 20, 2017 minutes as written. **MOTION CARRIED UNANIMOUSLY.**

4. Member Comments

None.

5. Election of Officers

Friccero opened nominations for President. Johnson nominated Friccero and Friccero accepted. Christensen moved and Johnson seconded to close nominations. Friccero was unanimously elected as President.

Friccero opened nominations for Vice President. Wood nominated Gibbons and Gibbons accepted. Christensen nominated himself. Johnson moved and Solberg seconded to close nominations. Gibbons was elected as Vice President by a vote of 5/2.

Friccero opened nominations for Secretary/Treasurer. Johnson nominated Solberg and Solberg accepted. Williams moved and Johnson seconded to close nominations. Solberg was unanimously elected as Secretary/Treasurer.

6. Committee Assignments

President Friccero advised that he would be keeping the same committee assignments until the next board meeting. Friccero stated his appreciation for the service of industry members and advised committee chairs he would entertain any industry member recommendations at the next board meeting. Friccero directed Martello to write a letter of thanks to all 2016/2017 industry members. Christensen moved and Johnson seconded to ratify committee assignments. **MOTION CARRIED UNANIMOUSLY.**

7. Executive Director Report

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

8. Policy and Procedures Review and Revisions - Martello

a.

i. Finance Policy

Christensen moved and Johnson seconded to approve May 4, 2017 DRAFT Financial Policies and Procedures as written. **MOTION CARRIED UNANIMOUSLY.**

ii. Finance Resolutions

Associated Resolution – 17-01

Christensen moved and Solberg seconded to approve Resolution 17-01 as written. **MOTION CARRIED UNANIMOUSLY.**

Associated Resolution – 17-02

Christensen moved and Solberg seconded to approve Resolution 17-02 as written. **MOTION CARRIED UNANIMOUSLY.**

9. Committee Reports & Recommendations

a. Marketing – Williams

i. Trademark

Martello requested a formal motion from the board for funding for trademarking the Bristol Bay Sockeye logo and brand name.

Johnson moved and Williams seconded to approve up to \$12,000 from reserves for trademarking the Bristol Bay Sockeye logo and brand name at a state and federal level. **MOTION CARRIED UNANIMOUSLY.**

ii. Co-branding

Martello summarized the results of a direct marketer survey performed by Rising Tide Communications. They found that direct marketers had an interest in a

version of the current recipe card that had a space for a label with their own business information. Martello requested the board approve the design or redesign of assets to accommodate a space for co-branding where feasible.

Gibbons and Christensen wondered about providing digital copies of the assets without releasing the artwork files. Martello and Padilla advised that releasing any digital version of the assets was essentially the same as releasing the artwork files and the RSDA would lose control over the design and quality of the materials printed. Wood advised a space for a label would provide the necessary space for co-branding and the work involved in adhering a label would ensure direct marketers used the materials wisely.

Johnson moved and Williams seconded to approve a the design/re-design of recipe cards to accommodate a co-branding label. **MOTION CARRIED UNANIMOUSLY.** Wood recused himself.

b. Sustainability – Johnson

i. Bristol Bay Fisheries Collaborative

Martello updated the board on the BBFC. The BBRSDA was working with Link to draft the final agreement with the BBSRI and the final ask was expected to be between \$135,000-\$142,000.

Johnson noted the RSDA needed to maintain awareness of ongoing efforts by organizations opposing large scale mining in Bristol Bay and encouraged the board to act within its regulations to reflect the will of the membership. Williams offered that the RSDA should exercise due caution and suggested discussing next steps with legal counsel. President Friccero agreed that the organization should address this topic a future board meetings.

c. PR/Outreach – Solberg

Solberg updated the board on PR/Outreach activities including the conclusion of the 2017 Town hall series and the AML discount.

d. Quality – Gibbons

Gibbons asked Martello to provide an update the board on the legal opinion on the RSW program. Martello advised that things looked promising and legal counsel was close to providing a final opinion on a program.

e. Finance – Solberg

i. 1st Quarter Financials (March 2017)

Solberg moved and Christensen seconded to approve the March 2017 financial reports. **MOTION CARRIED UNANIMOUSLY.**

10. Review of Annual Pre-Season Membership Meeting

The board agreed the Pre-Season membership meeting was productive and appreciated those members that were able to attend.

11. Executive Session

None

12. Miscellaneous

Christensen suggested contracting with a company to provide an economic valuation of the Bristol Bay fishery as a whole.

13. Review/Confirm Future Meeting Dates

The board advised staff to select the best dates/times for meetings as follows.

- September 18-19 – Anchorage, AK
- October – 12-13 Bellingham, WA
- November 14-15 – Silver Cloud, Seattle, WA

14. Adjourn

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

The meeting adjourned at 5:10 p.m. AKST.