

BBRSDA Board Meeting Minutes

September 15-16, 2016 – 8:30 a.m.
Hotel Captain Cook – Anchorage, AK

1. Call to Order/Establishment of Quorum/Introduction
President Friccero called the meeting to order at 8:37 a.m. Present were President Friccero, Vice President Christensen and Secretary/Treasurer Solberg; board members Johnson, Wood and Gibbons. Williams was excused. A quorum was established.

Also present was Executive Director Martello.

President Friccero opened the meeting with a brief reading of the mission statement and other key elements in the organization's guiding documents followed by introductions of those in attendance.

2. Approval of Agenda
Christensen moved and Johnson seconded to approve the agenda with the addition of item 3.1 Member Comments. **MOTION CARRIED UNANIMOUSLY.**
3. Approval of Previous Minutes
Johnson moved and Wood seconded to approve the minutes of the June 11, 2016 and the August 19, 2016 meetings as presented. **MOTION CARRIED UNANIMOUSLY.**

3.1 Member Comments

No members were present at the time.

4. Review/Approval of draft 2015 Financial Audit and 990 – THG
Audrey Lance from THG presented the 2015 year-end financial statements and Form 990. Financial Administrator Sue Aspelund joined by teleconference. The board pushed off approval until day two of the meeting on September 16.

The meeting recessed at 9:35 a.m. and reconvened at 9:45 a.m.

5. Executive Director Report – Martello
Christensen moved and Solberg seconded to approve the Executive Director report. **MOTION CARRIED UNANIMOUSLY.**
6. Marketing Team Report – Martello/Rising Tide Communications/Resiliensea
Kate Consenstein of Rising Tide Communications joined the meeting at 10:00 a.m. Consenstein gave an overview of the written report that was provided by her team. She discussed the variations of the branding program use within the 3 chains we are working with in Boulder and the partnership with Chefs Collaborative who will host a public dinner and a Bristol Bay restaurant week in Boulder in October. She further discussed the use of digital ads in this campaign which will drive consumers to the website. The

discussion moved onto expansion efforts following the Boulder project and the opportunities and ways in which that could happen. It would be possible to continue to work with smaller specialty retail chains and/or pursue a relationship with a nationwide chain. Consenstein added that those options do not have to be mutually exclusive if they are both affordable.

Phil Gibson of Resiliensea joined via teleconference to give an update on retail relationships and sales data. Despite early issues with product delay to the distributor, product is now in stores and the reports from retailers is that the fish is selling well. One specialty chain we are working with wants to offer the product and promotion in their other mountain stores in addition to Boulder.

a. Direct Marketing Materials

The board agreed that direct marketing materials should be updated to reflect new branding and made available. Martello will have materials printed and available and added to the website. Consenstein added that BBRSDA owns all the food photos that were taken for the Boulder project and we could make those available to our direct marketers.

President Friccero recognized member Walt Kallenberg and gave him the floor. Kallenberg commented that he likes the farm to table mentality and stated that it's a movement that will help in the branding efforts for Bristol Bay. He added that he has been working with a group doing seafood sales over the internet and agreed with the approach to target millennials as the rising demographic in consumer sales. He also shared a report with the board produced by the Alaska Energy Authority and the Southwest Alaska Municipal Conference regarding ice production utilizing recovered heat from the Nushagak Power Plant.

The meeting recessed at 12:15 p.m. and reconvened at 1:37 p.m.

7. Quality Coordinator Report – Martello/Digital Observer

Mark Buckley of Digital Observer reported on quality projects this year. The ice barge modifications were delayed and will take place in the fall. A regional chilling campaign featuring PSAs on KDLG and the voice of Bob King aired throughout the season with messages about chilling your catch. Buckley reported that in his opinion the outreach team that was in place to provide information about chilling and survey boats interested in converting to RSW was not successful. There were only two respondents to the ice RFP and he is standing by for further direction from the board about implementation of an RSW program and related tax incentives from the Borough. Board discussion followed on the use of chilling ambassadors rather than an outreach team.

President Friccero recognized member Harry Moore.

8. Committee Appointments – Friccero

President Friccero appointed board members to the following committees:

Finance – Solberg, Christensen and Williams. Solberg will serve as Chair as it is a requirement the Treasurer act as Chair of Finance.

Sustainability – Johnson, Gibbons and Solberg; and industry member Anne Mosness. Johnson was elected by the committee as Chair.

Marketing – Christensen, Williams and Wood. Election of the Chair will happen at a later date when Williams can participate.

Quality – Gibbons, Johnson and Wood. Gibbons was elected by the committee as Chair.

PR/Outreach – Solberg, Christensen and Johnson; and industry member Michael Jackson. Solberg was re-elected as Chair.

Solberg moved and Christensen seconded to ratify the committee appointments as presented. **MOTION CARRIED UNANIMOUSLY.**

9. Committee Reports and Recommendations

a. Finance – Solberg

i. Review/Approve Quarterly Financials, June 2016

Christensen moved and Gibbons seconded approve the Quarterly Financials dated June 2016. **MOTION CARRIED UNANIMOUSLY.**

The meeting recessed at 3:05 p.m. and reconvened at 3:15 p.m.

b. Sustainability – Vacant (chair), Gibbons, Solberg

i. Review of ADF&G Emergency Funding Initiatives

Discussion about the future of ADF&G Emergency Funding ensued. Bert Lewis of ADF&G joined for the discussion and affirmed that the department would again be looking at generating income through a cost recovery effort next year, but would be open to alternative ways of funding the shortfall.

c. Marketing – Christensen

Christensen commented that we need to aggressively brand and agrees we need to make direct marketing materials available to both retailers and fishermen. Retailers, fishermen.

i. Board travel to Boulder discussion

President Friccero stated that Martello will take the lead on this and make the request if it is needed.

ii. Personnel objectives

It was agreed that this should be discussed in Executive Session.

d. Quality – Johnson

Gibbons stated that last year the board approved \$250,000 for an RSW bulk purchase program in anticipation of another \$300,000 from the SK grant. That grant wasn't awarded and the ice making equipment proposal came out too late for most to take advantage.

- i. RSW Discussion – Gibbons stated he wants to see this project move forward and feels there is no financial or inurement risk. The program will use \$250,000 to purchase 10-15 units at a bulk rate, receipts from those sales will be deposited to replenish the revolving fund and when sufficiently replenished, another bulk purchase will be made. Martello voiced several concerns she has about the program. Board discussion continued on the bulk rate purchase program and whether or not vendors would even be interested with the processor chilling mandates coming into effect. President Friccero suggested the drafting of an RFP to gauge interest from vendors. The draft will be circulated between Martello and the committee.
- ii. Ice Discussion – Martello proposed that we re-release the RFP for ice making equipment and distribution equipment. This was released in the spring and the timeline was too short for many to take advantage. Martello further suggested increasing the amount available. Johnson said the committee will consider the re-release of the ice RFP.

e. PR/Outreach – Solberg

i. Town Hall Meetings

Solberg gave a brief recap on the town hall meetings that happened this fall. The meetings went really well and generated a lot of goodwill with the fleet. There were 9 meetings in cities with high concentrations of permit holders in Alaska and on the West Coast. He added that Michael Jackson did a superb job in coordinating and facilitating these events. Johnson added praise for Jackson's efforts.

Meeting recessed for the day at 5:45 p.m. and reconvened at 9:04 a.m.

President Friccero recognized Tim Cook and gave him the floor. Cook introduced himself as an attorney who is interested in working to stop fraudulent labeling of seafood. He is proposing a civil suit against retailers that are mislabeling seafood (ie: farmed as wild). The board discussed this with no action taken.

President Friccero opened the floor to discussion on the 2015 Financial Statements and the 990. Solberg moved and Christensen seconded to approve the 2015 990 final draft.

MOTION CARRIED UNANIMOUSLY.

Christensen moved and Johnson seconded to approve the final draft of the 2015 Financial Statements and the Financial Audit. **MOTION CARRIED UNANIMOUSLY.**

10. Policy and Procedure Review

a. Travel Policy

Solberg moved and Christensen seconded to table until the October board meeting. **MOTION CARRIED UNANIMOUSLY.**

b. Capitalization Policy

Solberg moved and Christensen seconded to adopt the Capitalization Policy as presented. **MOTION CARRIED UNANIMOUSLY.**

Meeting recessed at 11:13 a.m. and reconvened at 11:23 a.m.

11. Year to date Project Review – Martello

Martello briefly went over year to date expenditures, and an update on projects status. She noted substantial savings on administrative expenses over the first 3 quarters; however, as we go into a much leaner year, given the 2015 assessment, strategic savings and carryover could be important as we build the 2017 budget.

12. Events

a. Pacific Marine Expo – Martello

Martello is coordinating and may work with Rising Tide team to enhance the booth this year.

b. Boston Seafood Show – Martello

Martello notified the board that she is looking at BBRSDA exhibiting this year.

13. SK Grant Pre-proposal – Martello

Martello has been working with other interested parties in brainstorming an idea for a grant application this year. She suggested a project that would include enhancements to an existing dock space where a stationary crane could be installed where fishermen could more easily offload their catch and increase opportunities for direct marketing. Discussion followed and it was stated that a mobile crane is already available in Naknek. The Board then came to consensus that BBRSDA would not pursue an SK grant this year.

14. Executive Session

Johnson moved and Solberg seconded to go into Executive Session at 12:52 p.m.

Johnson moved and Christensen seconded to come out of Executive Session at 1:39 p.m.
NO ACTION TAKEN.

15. Miscellaneous

The board had discussed business cards in the past and would like to see this happen prior to Expo. Martello will coordinate.

16. Review/Confirm Future Meeting Dates

- a. October 10-11 – Chrysalis Inn, Bellingham, WA
- b. November 15-16 – Silver Cloud, Seattle, WA
- c. January 10-11 – Location TBD
- d. March 2-3 – Anchorage, AK

17. Adjourn

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

The meeting adjourned at 1:45 p.m.