



# BRISTOL BAY

Regional Seafood Development Association

## BBRSDA Board Meeting FINAL Minutes

September 18-19, 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 8:14 a.m. Present were board members Johnson, Christensen, Gibbons, Wood and Williams. Solberg was excused. A quorum was established.

Staff present were Executive Director Martello and Program Manager Padilla. Also present was Consenstein of Rising Tide Communications.

### 2. Approval of Agenda

Christensen moved and Johnson seconded to approve the agenda as amended to include item 6.b.ii., Economic Impact Study. **MOTION CARRIED UNANIMOUSLY.**

### 3. Approval of Previous Minutes

#### a. June 10, 2017

Christensen moved and Williams seconded to approve the June 10<sup>th</sup>, 2017 minutes as presented.

**MOTION CARRIED UNANIMOUSLY.**

### 4. Member Comments

None.

### 5. Executive Director Report

Christensen moved and Williams seconded to approve the Executive Director Report as presented.

**MOTION CARRIED UNANIMOUSLY.**

### 6. Committee Reports & Recommendations

#### a. Marketing – Williams

##### i. Retail Update (Mark Jones)

Williams and Martello reviewed the activities undertaken by staff and contractors since the previous board meeting. Notable activities and accomplishments are as follows:

Developing Retail Partnerships:

- 1 MOA has been signed with Lunds & Byerlys, a regional retailer in the Minnesota/St. Paul area, with \$9K in funding support committed for in-store demos and promotions at 26 stores from Oct. – Jan. BB Fishermen ambassadors will participate in store demos.
- Details on additional promotions are being negotiated with 2 Midwestern retailers, 1 Southwest retailer, and 1 national retailer.
- Building relationship with 3 more major retailers and 2 major distributors.

Other items of interest:

- Development of an informational piece with a map of Bristol Bay and talking points on the back
- Finished the design of the co-branded recipe cards for direct marketers
- On-pack sticker produced, 200,000 labels sent to 5 major BB processors, and made available to BB direct marketers
- Developed an additional asset for retailers, a freezer cling.
- Video shorts created to fulfill demands of retail partners and add to PR tactics and Direct Marketer assets. They have been very successful so far with over 50K views and reposting by Trident and Grundens.
- Bristol Bay media library launched with digital assets available for anyone who sources and sells Bristol Bay sockeye.
- Trademark still in process at federal level.

Mark Jones and Kate Consenstein, BBRSDA retail consultant and marketing contractor respectfully, were available to discuss the ongoing campaign. Jones and Consenstein highlighted the enthusiasm retailers and distributors were expressing with the brand and the story. The interest by retailers and distributors had exceeded their expectations. Furthermore, Jones noted that domestic demand for wild salmon was up in general, and retailers were finding it necessary to stock wild salmon either fresh or frozen all year round.

The board discussed the development of a long term strategic plan for the organizations' future marketing efforts. Consenstein noted that a successful campaign would require continued development of brand equity and necessitated the brand's presence in the marketplace for the long run. Friccero and Williams noted that the initial rebranding and marketing campaign were only to test the brand in the marketplace, but agreed that discussion on a strategic plan would be beneficial. The board agreed to continue the discussion further at the committee level.

The board also discussed additional ways to ensure quality product at retail. Jones commented that the RSDA could not control quality at the retail level, but sourcing the highest quality product, preferably from sources that chilled at the point of harvest, was discussed with all retail partners and outlined in the MOA. Gibbons wondered about grading at the distributor level and Jones noted that many distributors have developed value added products like salmon burger to reduce waste while ensuring only the highest quality product is sold as a refreshed salmon fillet. Jones further added that the BBRSDA had developed a strong relationship with a distributor who could about internal quality control measures.

*Meeting recessed at 9:54 a.m. AKDT and reconvened at 10:03 a.m. AKDT. The board moved on to item 6d. Quality in the agenda in the interests of time.*

**b. Quality – Gibbons**

Gibbons opened the discussion with a recap of the 2017 Quality Campaign which the board felt was successful. The board discussed options for continued quality messaging throughout the fall

and into FY2018. Martello advised staff would look into print ads and a direct mail out for 2017 and would discuss possible tactics for a 2018 quality campaign which would continue the dual messaging on quality handling and RSW benefits. Staff will present their findings and provide a recommendation at the next quality committee meeting.

Gibbons informed the board on quality committee activities including the NEI Processor Survey. Martello advised that staff would be providing quality committee with the draft questions to be presented to NEI.

**i. RSW Consultations**

Martello and Padilla described the RSW Consultation proposal that was developed in season, but failed to require unanimous consent via an email vote. The board discussed the merits of the proposal and indicated their desire to develop a similar proposal with a greater scope. Board directed staff to develop a new proposal to be reviewed by quality committee.

**ii. RSW Discount Program – Legal Opinion Review**

The board reviewed the legal opinion provided on the RSW Discount Program. Counsel felt it was possible an RSW Resale Program could be structured so as to not jeopardize the organizations' 501c(6) status. The opinion noted that a RSW Rebate Program would be riskier.

The board generally accepted the opinion with Christensen disagreeing. Discussion on the specifics of the program followed including re-releasing the RFP and administrative issues. Martello requested time to review the details of the program with staff and present their findings at the next committee meeting.

**c. PR/Outreach**

Martello provided an overview of the 2017 Townhall series. Four communities were visited and the overall reception by membership was positive. Members were generally in favor of the direction of the organization and really enjoyed the new marketing materials.

Martello also provided details on the 2017 Fishermen's Reception at Expo.

*Meeting recessed at 12:03 p.m. AKDT and reconvened at 1:32 p.m. AKDT.*

**d. Sustainability – Johnson**

**i. ADF&G 2017 Season Update**

President Friccero and Johnson welcomed Bert Lewis and Aaron Poetter of the ADF&G who provided a recap of the 2017 BBFC programs and participated in general discussion regarding the fishery. Lewis and Poetter felt the BBFC was highly successful bringing back full management capacity and tools such as an up to date genetic stock composition. 2017 BBFC programs included Port Moller Test Fishery, In-river Test Fisheries on the Ugashik, Egegik, and Kvichak rivers, District Catch Sampling, Alagnak River Counting Tower, Nushagak River Sonar and Aerial Surveys of the Naknek, Kvichak, and Alagnak watersheds.

Lewis and Poetter spoke to board concerns of over escapement in the Wood and Nushagak river systems. They encouraged the board to speak with regional managers of area M in regards to some board members' concerns about inconsistent management styles.

*Meeting recessed at 2:41 p.m. AKDT and reconvened at 2:47 p.m. AKDT.*

**ii. McDowell Economic Impact Study**

Johnson advised the board of a proposal presented by the McDowell Group to provide an updated Economic Impact Study on the Bristol Bay Fishery. The sustainability committee was waiting to see what partner funding could be acquired before making a recommendation to the board.

Johnson opened discussions on the RSDA's ability to participate in habitat related issues. Johnson and Friccero were interested in investigating the ability of the organization to contribute to advocacy groups working on habitat issues. Martello advised that an unbiased review of the statutes governing the organization should take place before that is considered. The board agreed to review the relevant legal material and discuss at future sustainability committee meetings.

*Meeting recessed at 4:57 p.m. AKDT and reconvened at 8:16 a.m. AKDT on 9/19.*

**e. Finance – Aspelund/Martello**

**i. 2<sup>nd</sup> Quarter Financials (June 2017)**

Aspelund reviewed the 2<sup>nd</sup> Quarter Financials. Christensen moved and Williams seconded to approved the 2<sup>nd</sup> Quarter Financials as presented. **MOTION CARRIED UNANIMOUSLY.**

**ii. 2016 DRAFT 990 (9/19, 8:00 am, Audrey Lance)**

Williams moved and Christensen seconded to approve the 2016 DRAFT 990 as presented. **MOTION CARRIED UNANIMOUSLY.**

**iii. 2016 DRAFT Audited Financial Statements (9/19, Audrey)**

Williams moved and Christensen seconded to approve the 2016 DRAFT Audited Financials as presented. **MOTION CARRIED UNANIMOUSLY.**

**7. Executive Session**

None.

**8. Miscellaneous Business**

Gibbons requested the board consider offering financial assistance to struggling communities in the Kuskokwim River Delta. The board sympathized with the situation, but questioned how humanitarian aid would further the organizations mission its commitment to its membership. President Friccero requested Gibbons gather more information on the situation to provide to the board.

The board discussed the ongoing issue with ice in the bay.

9. Future Agenda Items

- a. Review of William's Boston Travel Reimbursement

10. Review Next Meeting Dates

- a. October 16 – 17 – Bellingham, WA - ok
- b. November 14-15 – Seattle, WA – ok
- c. January 24-26 – TBD
- d. March 1-2 – Anchorage, AK

11. Adjourn

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

*Meeting recessed at 11:08 a.m. AKDT on 9/19.*