



2016 TOWN HALL MEETINGS FINAL REPORT

Prepared by Michael Jackson, Meeting Facilitator and BBRSDA Member

MEMBERSHIP FORUM RESULTS

While there is not unanimous support of BBRSDA-approved projects for 2016, after a detailed explanation by Board Members and the meeting facilitator, the majority of members attending Town Hall Meetings support 2016 approved projects. The BBRSDA Board should note that members were near unanimous in support of future Town Hall meetings as a membership outreach tool.

Project Scope:

TO INFORM AND ENLIST

To inform members of current proposals/projects and to encourage dialog from members to both critique current projects as well as suggest future projects/proposals.

The goal was to provide a relaxed atmosphere for attending members by reserving a large room and providing food and light refreshments. A BBRSDA PR/Outreach Committee Member would then facilitate the forum by following an agenda designed to encourage participation and input.

By providing a personalized experience, these forums were designed to bring members together and create an opportunity to provide input, critique current projects, and offer ideas for possible future projects. The Town Hall Meetings help to further the Mission of the BBRSDA in a positive, proactive way, and give members the chance to communicate to each other as well as the Board, through conversation and personal interaction.

Methodology

Handouts, Lecture, Audience Participation, Written Survey
(Addendum 1)

As members entered a venue, they were requested to sign in, whereby each member was given a folder containing the documents listed below:

- Executive Director letter to members
- Five-year Strategic Plan
- Committee Reports
- 2016 Approved Projects List
- 2016 Budget
- Member Questionnaire

Time was built into the schedule for members to meet and greet each other while eating pizza and soda provided by the BBRSDA. After a reasonable amount of time, the meetings would begin. Each meeting opened with a formal introduction and a brief bio statement, followed immediately by a question to members: How many of you know, with any detail, what your 1% Tax Assessment is funding?

This question served two purposes: first, it gave myself and others in the room a visual show of hands as to how many members were up to date on the BBRSDA and their efforts, and second, it set the tone

of the meeting to ask the question, *What is the BBRSDA doing for members and how/why are they doing it?*

I then asked members to refer to the Five-Year Strategic Plan in their folders. Each and every main topic was referred to and discussion followed. The purpose in leading with the Strategic Plan was to lay the groundwork in explaining the rational methodology the BBRSDA Board Members followed in their decision-making framework.

Following the introduction of the Strategic Plan, members were given five to ten minutes to read the Committee Reports in silence. This was designed to take the theory of the Five Year Strategic Plan and put it into perspective as far as what the Board Committees were currently involved in pursuing.

From there the discussion was centered on the 2016 Approved Projects. By this point in the meeting, all participants had a working knowledge of what the Board was doing and why they were doing it. This discussion was designed to allow members to see the actual amount of money budgeted and approved for the coming year. I went through each line item asking for a show of hands of who supported the project, and who did not support the project expenditure. The goal of this exercise was to gauge member support for each approved project and to ascertain whether a *majority* of participants were in favor, or against, each line-item approved project. This could be useful information for the Board to refer to for future project considerations.

After this audience-participation exercise, I closed the meetings by thanking participants, thanking the BBRSDA, and thanking the venue for their assistance. One final request was for members to complete their Member Questionnaire and leave it on the table. No names were requested of members on the questionnaire.

Unfortunately, number of Questionnaires received did not correlate with the actual number of participants, nor did the sign-in sheet accurately represent the total number of attendees. Best efforts were made to ensure each member attending signed in, asking late comers to sign in after the meeting. Some members did not want to sign in and some chose not to complete the questionnaire.

Summary by Town Hall Date/Location

February 22, 2016, 7:00 p.m. – Commission Room PUD, Everett, WA Everett
(Addendum 2)

45 total attendees including Board Members
Meeting Cost: \$410.32

Meeting Observations:

- Members were concerned about the grounds price and how the BBRSDA could directly affect a positive change in the near future. The explanation was given that by law, no RSDA can negotiate price and the purpose of the BBRSDA is stated concisely in the bylaws, which were made available for interested members.
- The Marketing Proposal to “Brand” Bristol Bay Sockeye was debated as to whether the RSDA can actually market fish that the organization does not itself own. Members were generally skeptical of the eventual success of the initiative but generally supportive of the effort. The general consensus was that any price increase would not trickle down to the fishermen and would stay on the balance sheets of the processors.
- A majority of member’s felt that the BBRSDA has provided a very poor return on investment since inception. The point was made that the RSDA has spent a large portion of organizational energy raising awareness about Pebble Mine. Members were unanimous in support of the organization’s past efforts in this regard and appreciated the explanation of why marketing initiatives had not yet been implemented.
- The topic of bringing foreign processors into the Bay was broached and met with support, though not a majority. Many members were members of either Silver Bay or Leader Creek Fisheries, and the point was made that it would not benefit those members.

Everett Summary:

This initial Town Hall was well attended and set the stage for the Town Hall meetings to come. Among topics of discussion were fish price, what an RSDA can and cannot do legally, as well as the frustration members felt with previous efforts of the BBRSDA. Attending members felt meeting was a very positive first step in reaching out to membership by the Board. Members felt that the meeting went a long way in explaining what the BBRSDA is planning to do with assessment dollars, and because of this they would like to see this sort of meeting become an annual event.

February 24, 2016, 7:00 p.m. – Gateway Building, Astoria, OR

(Addendum 3)

24 total attendees including Board Members

Meeting Cost: \$1,952.04

Meeting Observations:

- Attendees were very concerned about the price and that the BBRSDA needs to advocate for a better price for the fleet. If the organization cannot do this, then the majority felt that the

BBRSDA should be defunded. An attempt was made to explain the legislation prohibiting an RSDA from negotiating price, but this attempt was not successful.

- Members felt strongly that processors were not at all interested in seeing the branding of Bristol Bay Sockeye succeed, and even if it did succeed the processors would not share in any profits back to the fleet.
- Some members voiced concern that the best days of Bristol Bay are behind us and that without the power of a fleet-wide strike we will never see the true value of our fish reflected in our settlements.
- Foreign processors again was a topic of discussion as some of the members felt that this would increase competition for our fish, thereby raising our prices.
- The Chilling Campaign came under heavy scrutiny as members felt that they should not have to pay to convince other members to chill their fish. The sentiment was that if the \$.15/lb price differential was not enough reason to chill, then advertising to fishers that don't currently chill would be a huge waste of money. This sentiment was prevalent even though some in the room had not switched over to chilling their fish.

Astoria Summary:

This particular segment of BBRSDA members relayed that they did not feel the BBRSDA was worth supporting due to the lack of previous success in raising the price of fish to the fishermen. Although they supported past efforts to raise awareness about Pebble Mine, they still felt the organization should have something to show for the millions of dollars that have been spent.

March 2, 2016, 7:00 p.m. – BBNA Conference Room, Dillingham, AK

(Addendum 4)

22 total attendees including Board Members

Meeting Cost: \$1,379.53

Meeting Observations:

- Members were very concerned that the President of the BBRSDA had ties to the Pebble Mine project. The topic was brought up, discussed in detail, and for the sake of time management, a vote was taken as to whether members felt that the President should step down for the greater good of the organization. The vote was unanimous.

- Members felt the BBRSDA would benefit from an on-staff spokesperson that promoted our organization and put out press releases countering negative press regarding our fishery as well as promoting anything positive about our fishery.
- Members would like the ability to teleconference in on Board meetings, and would like to have a more detailed agenda available to them online for review prior to Board meetings. They felt the Town Hall was a very good start but that more transparency needed to occur between the Board and the members. They felt with greater opportunity for comment, that communication would increase between the Board and members resulting in more accurate projects and proposals.
- The question was brought up as to whether or not the BBRSDA could influence the decision to bring foreign processors into Bristol Bay. Support for this seemed to be near unanimous.

Dillingham Summary:

Members were very passionate regarding their desire to have the President step down. The meeting could have very easily been spent entirely on the topic if not for a vote to end discussion. This passion extended to the other topics and suggestions. Members felt that at least one Board meeting should be held in Dillingham on an annual basis and that they have felt removed from the Board process due to their remote location.

March 3, 2016, 7:00 p.m. – Hotel Captain Cook, Anchorage, AK

(Addendum 5)

23 total attendee's including Board Members

Meeting Cost: \$1,877.59

Meeting Observations:

- The marketing proposal received quite a bit of positive support. Members felt that by engaging in this, and other marketing activities like this, the BBRSDA was getting on track in meeting their goal of raising the value of the fishery for members.
- The RSW discount program was initially, misunderstood by attending members, but after a full explanation received near-unanimous support.
- The question was raised as to the possibility of bringing foreign processors into Bristol Bay. Some members felt the BBRSDA should be investigating the possibility.

Anchorage Summary:

Perhaps due to the low lighting in the room, members were subdued and member comments were minimal. Those that did speak were very passionate about their concerns, but for the most part members were content to have the moderator explain the BBRSDA funded projects.

March 5, 2016, 7:00 p.m. – Homer City Hall, Homer, AK
(Addendum 6)

26 total attendees including Board Members
Meeting Cost: \$1,726.59

Meeting Observations:

- Members were generally in support of the marketing initiative. Those that were not mentioned, as in earlier meetings, the concern was that the BBRSDA has no fish to market, the processors do not want a branding campaign, and that the money spent by the BBRSDA would be better put back in the pockets of the members.
- The majority of members were strongly against the chilling campaign, Chilling Ambassadors, and the tender mounted ice machines. Some individual comments were:
“I am not paying for somebody that hasn’t made the same investment that I have made on my own!”
“ Nobody paid for me to be convinced to get RSW”,
“The ice on tenders will never work well enough to justify the cost and hassle”.
- One member suggested that the BBRSDA put the Sockeye Market Analysis (done by the McDowell Group) out to bid so that there is competition. The concern was stated that with no competition, perhaps reports are becoming rote and formulaic.

There is concern that the BBRSDA is not supporting direct marketing with infrastructure. An example was given that Homer has a crane available for offloading fish by direct marketers. Without the ability to expand direct market opportunities the fleet is very vulnerable to processors and the resulting wildly fluctuating grounds price.

- There was widespread support for the BBRSDA to spend time and money, to the best of their ability, on the feasibility of bringing foreign processor’s into the Bay.

Homer Summary:

Members were glad to have a Town Hall, want to see more in the future, and would also like to see a board meeting in Homer in the near future. The evening went very well with members speaking freely to their concerns, and other members respecting sometimes opposing thoughts and viewpoints.

March 7, 2016, 7:00 p.m. – Fishermen’s Hall, Kodiak, AK
(Addendum 7)

22 total attendees including Board Members

Meeting Cost: \$1,279.03

Meeting Observations:

- This meeting was particularly interactive, with members very concerned that what the BBRSDA has been doing up until now has been very, very woeful. The frustration was rooted in the fact that there has been no obvious benefit to members, other than the needed efforts to raise awareness about Pebble Mine. One person stated the tax given to BBRSDA was lost opportunity for a fisherman and monies that could have otherwise gone toward the purchase of fishing supplies or for investment in other fisheries.
- At the beginning of the meeting, skeptical at best would be the best description of the members attitudes toward the marketing initiative, the RSW discount program, and the Chilling Campaign. After a detailed explanation by Board Member and Kodiak resident, Mike Ficcerro, members felt quite a bit more reassured and hopeful.
- Support was Unanimous for the outreach effort by the BBRSDA in sponsoring the Town Hall. Comments ranged from:
“It’s about...time!”, to
“You know, you guys probably wouldn’t have such problems with your image if you just reached out like this sooner.” and
“Make this a regular thing for us up here in Kodiak!”
- One member verbalized the frustration of those that have not begun to chill their fish. He stated he didn’t feel like he needed to support members that are “stuck in the stone ages”. He was very angry that the BBRSDA would pay to try and convince these individuals to chill their fish when “common sense and the obvious economic benefit isn’t enough already. I have an idea; let’s just pay them to leave the fishery, it would be cheaper!”

- When the ADG&G budget shortfall came up and the cost recovery numbers were made public, one member came up with an innovative plan to have a BBRSDA boat fish for the cost recovery fish, pay a processor to custom process those fish, and then market those fish through the branding campaign. This idea was referred to the Executive Director for further investigation.
- By the end of the Town Hall, the majority of members felt strongly that the chilling campaign should not be funded. Members overwhelmingly felt that if a fisherman isn't already using RSW, or intent on upgrading, then "no amount of advertising by some advertising agency that doesn't understand fishing will get you to change your mind!"

Kodiak Summary:

Perhaps the most interactive of all Town Hall Meetings, Kodiak members came prepared to speak their minds, get their questions answered, and to offer suggestions for the BBRSDA to act on in the near future.

March 15, 2016, 7:00 p.m. – Zuanich Boathouse, Bellingham, WA
(Addendum 8)

26 total attendees including Board Members
Meeting Cost: \$391.26

Meeting Observations:

- The chilling campaign came under immediate scrutiny from members. Quality Board Member Warren Gibbons tried to explain better what the initiative entailed, but when it came to a vote the majority were opposed to paying an advertising agency to convince fishers to chill their fish. ANY ice initiative was questioned, but when it came to a vote the majority still supported ice barges, barge improvements, and ice machines.
- One member, admittedly playing the devil's advocate, stated that members would all be further ahead if we put the 1% assessment into an Index Fund mirroring the performance of the S&P and left it there over time.
- Some members were concerned with the proposal to fund the ADF&G budget shortfall with BBRSDA funds. Even though it would avoid the huge cost recovery numbers we would have to absorb as a fleet the point was made that it set a bad precedent and might leave us open to bigger subsidies in the future.

Bellingham Summary:

Most members were informed as to what the BBRSDA has been up to and what projects were being funded in 2016, which was a marked difference from some, if not most, of the other Town Hall meetings. Members tended to let the facilitator present the topic before they commented, and most comments were very specific as to what needed further explanation. Members again were very appreciative of the opportunity to meet in a Town Hall setting and expressed interest in continuing the tradition.

March 21, 2016, 7:00 p.m. – Marina Public Library, Marina, CA

(Addendum 9)

5 total attendees including Board Member

Meeting Cost: \$1,313.85

Meeting Observations:

- Foreign processors in the Bay came up early and often as a request for the BBRSDA to either investigate, or if not allowed by law, to fund an agency that can do the research and talk to the right people.
- Marketing was the main topic of conversation. Members were skeptical as to whether the BBRSDA was the right organization to be in charge of a branding effort. One member suggested approaching the Almond Farmers and asking about their marketing agency.
- One idea was to have each BBRSDA member commit to delivering #1,000 lbs of fish to a custom processor and have those fish used as OUR fish to market. In this way we could see exact costs from our nets to the retail store. The idea is to remove the power of the processors and eventually have them custom processing OUR fish while a marketing agency sold OUR fish for us. Processors would then be employees of the fleet instead of the the past and current paradigm of processors setting the price and dictating how much money we are paid.
- One member suggested developing an App. for smart phones that links the BBRSDA to members.

Monterey Summary:

Members attending this Town Hall were very concerned that we move away from the current processor/fisherman relationship, and work toward a new structure where fishers control the fish and marketing, and the processors are just in charge of processing the fish. One member is currently approaching various marketing agencies in the Bay Area to investigate this as a viable option.

Project Reach and Budget

	Number of Town Hall Meetings	Project Cost
Budget	5	\$20,000
Actual	8	\$10,330.19

This project significantly exceeded goals in terms of reach and budget. The goal for number of meetings was exceeded by 60% and the actual project cost came in 48% under budget.

*Locations of Town Hall Meetings were selected based on largest concentrations of S03T permit holders per the 2015 CFEC permit holder list.

Summary Statement

I would like to thank the Bristol Bay Regional Seafood Development Association (BBRSDA) and the Board of Directors, for their support of the Town Hall Outreach meetings. In particular, former Executive Director Sue Aspelund and current Board Member Lange Solberg were instrumental in developing the concept of the meetings as well as formulating an outline as to how to approach the project. In addition, current Executive Director Becky Martello proved to be an invaluable resource in BBRSDA organizational information as well as access to documents that were used in this report.

I would also like to thank the attending members in Everett, Astoria, Dillingham, Anchorage, Homer, Kodiak, Bellingham, and Monterey. Without member attendance and support the Town Hall Series would not have had the chance to get the member input that the meetings were designed to gather.

Addendum 1



February 24, 2016

Dear Members,

Thank you for taking the time out of your evening to attend one of BBRSDA's town hall meetings. This is our first ever series of member-driven, outreach meetings and your participation and willingness to share constructive feedback, ideas and some free-flowing conversation is welcome and necessary - not only to make this event successful, but to strengthen your BBRSDA as we move forward. The fleet is currently facing many challenges, and now is the time to work together, share ideas and begin to move substantial projects forward that will make a positive difference for Bristol Bay.

I strongly believe, as many of you, that Bristol Bay needs to gain consumer recognition as the highest quality, wild Alaskan salmon available. This can only be accomplished by taking measures to raise the quality, look and appeal of Bristol Bay salmon so that it makes its way to consumers' plates. In order to move Bristol Bay salmon at the retail level, and to see it in shopping carts and featured on menus, we need to increase the number of quality fish coming out of the Bay, and at the same time develop a brand and image for Bristol Bay that conveys all the features that we already know to be true; that this is an incredible product, packed with health and nutrition benefits, boasting qualities that only Bristol Bay can provide – a wild, sustainable protein source, built by nature in one of the most pristine places in Alaska. In addition to those marketable qualities, the sheer size of the run sparks the interest and imagination of the consumer *and* has the potential to provide fresh/frozen sockeye to the retail market on a consistent, year-round basis. Even with the many challenges that face the fleet, we find ourselves in the midst of a great marketing opportunity. The message and image of Bristol Bay needs to be developed and delivered to U.S. retailers and consumers in a way that has yet to be done. I guarantee you, your board is working hard to move forward projects that will make this happen; and with staff solidifying and working in consort with your board I have only optimism for what lies ahead. I have a lot energy and enthusiasm for the opportunities that are before us. The market is ready for Bristol Bay and I firmly believe your voice is a critical component to our success. As your new Executive Director, I want to foster a stronger relationship between the organization and our members.

Since I am new to this position, the BBRSDA, and many of you, let me tell you a little about myself. I grew up in King Salmon/Naknek and spent several summers through high school and college setnetting. While life's path took me away from the Bay, I have

always had a desire to do something that benefits the region and fishery that I love and that helped shape me. I now live in Sitka, Alaska with my husband, Mike, and our 2-year-old son, Jacob. Before coming to BBRSDA, I spent the last 4 years working for the Alaska Marine Safety Education Association (AMSEA) as their Development and Assistant Director. In that time, I increased donation revenue by 33%, wrote and was awarded 4 consecutive federal grants, developed many other proposals to state and private agencies, revamped AMSEA's marketing efforts, coordinated AMSEA's presence at Pacific Marine Expo and also sat on the Advisory Panel for Pacific Marine Expo for the last 2 years. I worked closely with the AMSEA board and Executive Director, managing grants, contracts and helping to develop board projects. Prior to my time at AMSEA I worked for APICDA (a CDQ group representing the Aleutians and the Pribilof Island of St. George) as well as a few other small non-profits. Reaching even further back, I received my BBA with a focus on Management (and a heavy emphasis in Marketing) from the University of Alaska Southeast in Juneau.

My goal is to help guide this organization into its next stage of evolution; one that not only effects change for Bristol Bay, but one that also echoes the desires of its members. In addition to fulfilling our strategic mission to increase the value of the fishery, it is my priority to make members a part of this organization by responding when there is concern, continuing to promote transparency and to deliver value in more ways than one to our members. This organization runs on your 1% - this is your money and we need to make it work for you, our members. My door is always open. Please feel free to call or email me anytime. I can promise you that I will always do my best on your behalf and keep close at heart the best interests of our members. I look forward to a positive, productive relationship with the fleet and I welcome your feedback.

Sincerely,

A handwritten signature in cursive script that reads "Becky Martello". The signature is written in black ink and has a long, thin horizontal line extending to the right from the end of the name.

Becky Martello
Executive Director

Bristol Bay Regional Seafood Development Association

Five-Year Strategic Plan 2013 – 2018

Core Purpose

MAXIMIZE THE VALUE OF THE BRISTOL BAY FISHERY FOR THE BENEFIT OF OUR MEMBERS.

Primary Focus

- THE ECONOMIC WELLBEING OF BBRSDA MEMBERS
- A SUSTAINABLE BRISTOL BAY COMMERCIAL FISHERY
- THE HIGHEST QUALITY WILD SALMON PRODUCTS

Strategy #1 - Improve Quality and Value

CHILLING

BUILD THE CAPACITY AND DESIRE OF THE FISHERY TO CHILL PRODUCT DURING HARVEST.

FOCUS

- MONITOR ECONOMIC BENEFITS AND COSTS OF CHILLING FISH DURING HARVEST.
- TRACK CHILLING ACTIVITIES IN THE BAY.
- RESEARCH, IDENTIFY AND PROMOTE CHILLING PRACTICES THAT ARE EFFECTIVE AND PRACTICAL.

HANDLING

ENCOURAGE ADOPTION OF HANDLING PROCEDURES THAT RESULT IN HIGHER QUALITY SALMON FROM THE POINT OF HARVEST THROUGH TO THE POINT OF SALE.

FOCUS

- RESEARCH, IDENTIFY AND PROMOTE HANDLING PRACTICES THAT ARE EFFECTIVE AND PRACTICAL.

Strategy #2 – Support Research

PROMOTE RESEARCH THAT LEADS TO A BETTER UNDERSTANDING OF THE SCIENCE AND ECONOMICS OF THE BRISTOL BAY WILD SALMON FISHERY IN ORDER TO IMPROVE REVENUES FOR FISHERMEN.

FOCUS

- IMPROVE ACCURACY OF PRE-SEASON AND IN-SEASON FORECASTS.
- INVESTIGATE POTENTIAL ENVIRONMENTAL AND ECONOMIC IMPACTS OF COMMERCIAL FISHING ON THE BRISTOL BAY REGION.
- INVESTIGATE POTENTIAL ENVIRONMENTAL AND ECONOMIC IMPACTS OF NON-FISHING ACTIVITIES.

Strategy #3 – Conduct Marketing and Promotion

PROMOTE AND MARKET THE BRISTOL BAY WILD SALMON RESOURCE IN THE DOMESTIC AND GLOBAL MARKETS.

FOCUS

- INVESTIGATE AND DEVELOP NEW STRATEGIES WITH THE GOAL OF CREATING A LONG-TERM MARKETING PLAN FOR THE REGION'S SEAFOOD PRODUCTS.
- COLLABORATE WITH OTHER MARKETING PROGRAMS TO INCREASE IMPACT.

Strategy #4 – Maintain Sustainability of the Fishery

PROMOTE ACTIVITIES THAT ASSURE THE CONTINUATION OF A BIOLOGICALLY AND ECONOMICALLY HEALTHY AND PRODUCTIVE COMMERCIAL FISHERY.

FOCUS

- SEEK THE HIGHEST LEVEL OF HARVEST VALUE CONSISTENT WITH SUSTAINABLE SALMON RUNS.

- WHENEVER PRACTICAL, WORK WITH PROCESSORS, GOVERNMENT MANAGERS, AND OTHERS TO JOINTLY DEVELOP ACTIVITIES THAT SUPPORT THE GOAL OF SUSTAINABLE FISHERY.
- ENCOURAGE YOUNG ADULTS TO ENTER THE FISHERY.
- PROTECT HABITAT NEEDED FOR DIVERSE AND ABUNDANT SALMON POPULATIONS.
- RAISE AWARENESS OF THE SUSTAINABLE BRISTOL BAY WILD SALMON RESOURCE.

Strategy #5 – Strengthen the Organization

CONTINUOUSLY WORK TO STRENGTHEN BBRSDA'S ORGANIZATIONAL FOUNDATION.

Focus

- CONTINUALLY STRENGTHEN COMMUNICATIONS BETWEEN THE ASSOCIATION AND ITS MEMBERS.
- IMPROVE BOARD EFFECTIVENESS THROUGH ONGOING BOARD EDUCATION AND TRAINING.
- SEEK EXTERNAL FUNDING TO SUPPORT THE ACTIVITIES AND AIMS OF THE ASSOCIATION
- DEVELOP AND MAINTAIN SYSTEMS FOR STRONG ADMINISTRATIVE AND FINANCIAL MANAGEMENT.

BBRSDA Committee Information & Updates 2016 Town Hall Meeting Series

PUBLIC RELATIONS / OUTREACH COMMITTEE

Lange Solberg (Chair), Fritz Johnson, Matt Marinkovich, Michael Jackson

The PR/O Committee was formed in 2015 to ensure that the BBRSDA upholds a high standard of engaging the membership and keeping every permit holder apprised of the business it conducts on the fleet's behalf. Since inception, the PR/O committee has increased postcard and Waypoints communications to the fleet, asked for member involvement on our Marketing and Quality committees, and initiated the BBRSDA Road Show - a member-driven series of town hall-style meetings designed to stimulate conversation about our fishery and the affairs of the BBRSDA.

If you're interested in learning more and helping the BBRSDA in its efforts to engage its members, we welcome your initiative. Contact Executive Director Becky Martello or PR/O Committee chair Lange Solberg to discover ways you can contribute.

The more information flows, the more the fleet knows. A successful BBRSDA depends on an active and informed membership.

SUSTAINABILITY COMMITTEE

Matt Marinkovich (Chair)

Pebble Update: Up until late 2014, the Sustainability charge of the BBRSDA dealt very much with issues surrounding the threat of Pebble Mine. After the EPA's 404(c) draft determination in 2014, which found that the mine would likely have harmful effects on salmon and imposed restrictions to mitigate such harm, the battle surrounding the mine turned away from any public involvement on the federal level, where BBRSDA could be most effective, and wound up in the courts, where the BBRSDA could do very little.

In April of 2015, the BBRSDA decided to transfer ownership of its Commercial Fishing for Bristol Bay (CFBB) assets to Salmon State, an organization set up to protect salmon habitat statewide, and therefore opposes the Pebble Mine, run by Tim Bristol; Lindsey Bloom has oversight over the campaign to stop Pebble. The BBRSDA will appoint three Bay fishermen to serve on an advisory panel that will make recommendations to Salmon State on CFBB activities. At this point in time there is such little activity surrounding Pebble (it is stalled in the court system) that the Sustainability Committee alone can keep abreast of Pebble issues, and has decided to wait and appoint the individuals when there is a need for greater involvement.

As it turns out, BBRSDA's reduced energies toward the Pebble fight frees up much board time and energy, and BBRSDA funding, toward other concerns like quality and marketing. All the

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while, the existence of CFBB assures interests of the fishermen will be observed if the Pebble issue heats up.

Sustainability Projects

Port Moller Test Fishing: Each year BBRSDA funds \$40,000 towards the \$175,900 total cost of the Port Moller Test Fishing project. In addition to both small and large mesh size sampling of the fish swimming the outside waters past Port Moller, weekly DNA sampling provides a very thorough glimpse of what is in store for Bristol Bay fishers. Any fisherman may sign up for daily email updates, or receive the information second-handed from their processors, who look very closely at this information.

Early Counting Towers: Up until 2014, fishermen could only question Fish and Game for not giving them openings based on all those jumpers they saw go up the river before the towers started counting, but since the BBRSDA started funding this project, we now know what is really going on in the early portion of Bristol Bays sockeye runs.

This project costs the BBRSDA \$66,656 per year, and opens five towers a full five days earlier. These towers are located on the Kvichak, Igushik, Naknek, Wood, and Egegik rivers.

ADF&G Electronic Measurement Boards: This project, which cost BBRSDA \$10,000, provided ADF&G data collectors with the proper tools to collect information about sockeye landings in a timely and efficient manner, which aides ADF&G in time-sensitive decisions regarding the next fishing opening.

MARKETING COMMITTEE

Larry K. Christensen (Chair), Peter Andrew, Mike Friccero, John Lowrance, Matt Luck, Keith Singleton

The BBRSDA Marketing Committee is currently tending to two major fields of operations. These two fields are the existing (legacy) projects, and the new major effort, which is currently referred to as the Industry Project. Both of these fields have projects that are discussed amongst the committee during scheduled meetings and recommendations are made to the full Board of Directors as to appropriate action(s) to initiate, define, fund, and implement as deemed worthy to fulfill our marketing mission.

Existing legacy projects

We are discussing cutting the following:

- The Culinary/Media Tour

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- Canned Salmon Demos (unless tacking on to frozen salmon workshops)
- Full year contract with blogger Everyday Maven (health conscientious foodie)
- Chef's Collaborative Summit in NYC (unless BB sockeye is focused upon and served)

We are discussing keeping the following (with to be determined modifications):

- Frozen Salmon Workshops (Chef's Collaborative, focused in geographic area of our major projects).
- Partnering with Chef's Collaborative in a target area to get messaging to area chefs, on their menus, in addition to retail outlets saturating target market areas.
- Other Bloggers, Facebook "Boosts", advertisements, giveaways, etc... multimedia opportunities for targeted promotions to coincide with certain holidays and events.
- Select marketing conferences/expositions that dovetail with our efforts

Industry Project (Bristol Bay branding)

This is our newly-approved and rapidly developing project. The backbone of this project is to develop, implement, and quantify the marketing of Bristol Bay sockeye as a called-out premium product. Improved qualities and processed forms of our salmon have arrived to the point that discriminating markets can appreciate our fish. Through this initial project, we will couple premium product with the story of our amazing, naturally sustainable fishery, the stalwart, genuine people involved, extolling health benefits, purity, flavor, etc... and concentrate marketing in a specific area, professionally tracking results to quantify the best return on investment. We have hired a seafood retail expert (30+ years, national level) who is helping us design this project and we will be taking on more help as needed for further developments and implementations. This project will be the impetus to have Bristol Bay recognized and requested, such as the case is for the Copper River region, achieved through intensified, intentional marketing. Bristol Bay sockeye can equally compete in the high-end marketplaces when harvested, processed, and handled properly. Increasing demands upon a limited supply drives the prices up, which in a free marketplace eventually trickles down through the entire vertical supply chain. If certain profit margins grossly increase disproportionately, new participants will enter to compete. Short of directly increasing values through an immediate competitive entrant, this will eventually float all boats on the rising tide.

Quality Committee

Fritz Johnson (Chair), Matt Marinkovich, Buck Gibbons

The BBRSDA's 2016 quality initiatives relate directly to the association's marketing program. As

BBRSDA Committee Information & Updates 2016 Town Hall Meeting Series

we work to create broad public awareness of our wild, natural and sustainable salmon, it's vital that we continue to build the desire and capacity to expand chilling at the point of harvest, in order to provide the premium product that world markets demand. The BBRSDA's new quality initiatives, some of which are still in development, are in response to those realities. Previous and continuing quality improvement work includes support for the ice barges and the annual survey of processors documenting changes in the fleet's rate of chilling.

The 2016 budget includes seed money to fund an RSW Discount Purchase Program that we hope will be buoyed by a \$300,000 federal grant. Our goal is to create a permanent endowment to buy RSW chillers in bulk at discount prices for new installations and replacements, and pass the savings directly on to our membership. When a member buys a chiller at the reduced price, the cost will be returned to the endowment to maintain the fund's principle.

Also being explored, as further incentive for the un-chilled fleet to install chilling equipment, is an RSW tax credit program. Similar to Alaska's Seafood Product Development tax credit, if achieved the program could provide some tax relief to fishers for the cost of their boat upgrades.

To improve ice distribution, the BBRSDA is offering incentives to processors to place ice machines and insulated totes or ice boxes on tenders, and supporting a simple modification to the Bristol Lady ice barge that will allow significantly more tenders to take on ice. The goal is to provide more ice in areas where it's typically unavailable, such as Egegik, Ugashik and district boundaries far from the ice barges. Our intent is to make ice more accessible, and provide emergency backup for RSW boats whose equipment malfunctions.

BBRSDA 2016 Funded Projects

2/22/16

Project Name	Purpose	Strategy	Total
KDLG – Support	Expanded coverage of the commercial fishery.	Organization	\$20,000.00
Industry Marketing Proposal	Develop and test marketing actions that will demonstrably, reliably and measurable increase sales of Bristol Bay Sockeye salmon in U.S. retail stores.	Marketing	\$700,000.00
McDowell – Salmon Market Reports	Annual spring and fall research report to analyze Bristol Bay sockeye markets and distribution channels.	Marketing	\$56,145.00
Chefs Collaborative Sponsorship - Funding Amount TBD (up to \$25k possible)	Educate the CC community about Bristol Bay’s fishery and about frozen-at-sea Bristol Bay sockeye salmon as a sustainable and delicious choice.	Marketing	\$25,000.00
OBSI – Bristol Lady	Support ice barge operating costs.	Quality	\$16,400.00
Trident – Bristol Maid	Support ice barge operating costs.	Quality	\$16,400.00
Chilling Campaign - Funding Amount TBD (up to \$61,500)	Develop and execute a campaign to increase the number of Bristol Bay gillnetters that chill their salmon at the point of harvest and encourage best fish handling	Quality	\$61,500.00
OBSI Ice Barge Delivery Modification	Improve ice barge delivery system.	Quality	\$20,500.00
Chilling Ambassadors	Recruit and utilize fleet members knowledgeable about chilling to engage non-chillers regarding the benefits and to provide technical advice.	Quality	\$12,300.00
Tender-mounted ice machines /ice boxes (Program TBD)	Provide tender-mounted ice machines and insulated totes to increase ice availability throughout Bristol Bay.	Quality	\$146,197.70
Discount RSW Jump Start (Program TBD)	Provide discounted RSW units to Bristol Bay fleet.	Quality	\$250,000.00
Northern Economics – Processor Quality Survey	Determine the level of chilled fish reaching processors.	Quality	\$12,300.00
BBSRI – Port Moller Test	Support test fishery.	Sustainability	\$40,000.00
ADF&G Electronic Measurement Boards	Support to improve the hardware and software used for	Sustainability	\$10,000.00
ADF&G – Escapement Tracking	Early counting in five districts and late tower operations in four in 2016.	Sustainability	\$43,200.00

Organization	\$20,000.00
Sustainability	\$93,200.00
Marketing	\$781,145.00
Quality	\$535,597.70

TOTAL \$1,429,942.70



Bristol Bay Regional Seafood Development Association

Summary Budget - 2016

	ORGANIZATION	MARKETING	QUALITY	SUSTAINABILITY	TOTAL
Income					
4000 · Assessments	1,034,835				1,034,835
4010 · Grants					0
4020 · Direct Public Support					0
4100 · Interest Income	750				750
4200 · Other Income					0
FY 15 Carryover to Marketing	275,000				275,000
From Budget Reserve to Marketing	250,000				250,000
From FY15 Carryover / Cash	647,684				647,684
Total Income	2,208,269	0	0	0	2,208,269
Funds to Reserve (25%)	258,709				258,709
Net Funds	1,949,560	0	0	0	1,949,560
Expense					
6000 · Payroll Expenses					
6005 · Salaries & Wages	131,840	103,940	0	14,040	249,820
Total 6010 · Payroll Taxes	15,727	12,150	0	1,640	29,517
Total 6000 · Payroll Expenses	147,567	116,090	28,700	15,680	308,037
6100 · Advertising	0	4,000	0	0	4,000
6105 · Licenses, Permits & Compliance	100	1,000	0	0	1,100
6150 · Bank Fees	400	0	0	0	400
6425 · Dues & Subscriptions	850	0	0	0	850
6830 - Non-board Meetings & Travel					
6831 · Transportation	8,000	30,500	200	200	38,900
6832 · Hotel	8,880	24,000	800	1,200	34,880
6833 · Non-taxable Per Diem	3,536	5,060	272	408	9,276
6835 · Other Expenses	100	204	40	150	494
Total 6830 - Non-board Meetings & Travel	20,516	59,764	1,312	1,958	83,550
6840 · Conference, Convention, Meeting	500	10,000	0	0	10,500
6850 · Board Meetings & Travel					
6851 · Transportation	40,000	500	358	500	41,358
6852 · Hotel	36,075	1,200	800	1,200	39,275
6854 · Meeting Fee	63,000	1,800	1,200	1,800	67,800
6855 · Other Expenses	12,600	60	40	200	12,900
Total 6850 · Board Meetings & Travel	151,675	3,560	2,398	3,700	161,333
7010 · Business Meals	0	0	0	0	0
7015 · Charitable Contributions	0	0	0	0	0
7020 · Computer & Internet					
7021 · Website Hosting	1,314	1,014	0	0	2,328
7022 · Website Management	4,000	2,500	0	0	6,500

Bristol Bay Regional Seafood Development Association

Summary Budget - 2016

	ORGANIZATION	MARKETING	QUALITY	SUSTAINABILITY	TOTAL
Total 7020 · Computer & Internet	5,314	3,514	0	0	8,828
7026 · Gifts	0	0	820	0	820
7030 · Member Relations/Events	2,500	500	0	1,500	4,500
7040 · Office Supplies	500	300	0	0	800
7050 · Postage, Mailing, & Storage	8,925	4,500	0	0	13,425
7060 · Telephone	1,200	50	492	600	2,342
7075 · Printing	500	5,000	0	0	5,500
7076 · Newsletter/Member Mailings	12,200	0	0	0	12,200
7075 · Insurance	3,750	0	0	0	3,750
7100 · Professional Services					
7101 · Accounting Fees	39,000	0	0	0	39,000
7102 · Communications Services	17,832	35,000	0	0	52,832
7104 · Legal Fees	6,000	0	4,100	20,000	30,100
7105 · Marketing	0	0	0	0	0
7106 · Other Professional Services	8,000	10,000	4,100	0	22,100
Total 7100 · Professional Services	70,832	45,000	8,200	20,000	144,032
7500 · Supplies	0	4,000	0	0	4,000
Total 7825 · Board/Staff Projects	20,000	781,145	285,598	93,200	1,179,943
Total Expense	447,329	1,038,423	327,520	136,288	1,949,560
Net Income	1,502,231	-1,038,423	-327,520	-136,288	0

BBRSDA TOWN HALL MEETING MEMBER QUESTIONNAIRE

- 1. Since the inception of the BBRSDA, do you feel that you have been adequately informed on the Organization's projects and proposals?**

Absolutely Not

Maybe a little

Absolutely, Yes!

1

2

3

4

5

- 2. As a member, do you feel you've had the opportunity to provide input on projects and proposals?**

Absolutely Not

Maybe a little

Absolutely, Yes!

1

2

3

4

5

- 3. Please rate the BBRSDA Goals listed in the Strategic Plan in order of importance
(Use numbers 1-5 with 1 = least important, 5 = most important):**

Sustainability

Quality

Research

Marketing

Strengthen Organization

- 4. Overall, Do you feel the BBRSDA is meeting the Core Purpose of the Organization:**

"To Maximize the value of the Bristol Bay fishery for the benefit of our members"

Absolutely Not

Maybe a little

Absolutely, Yes!

1

2

3

4

5

- 5. In your opinion, how could the BBRSDA better meet the Core Purpose of the Organization?**

(Addendum 2) **Everett Membership Approval 2016 Funded Projects Review** (Majority Support, Actual Numbers (ie “3, 4, 5”) denotes No Support

Project Name	Purpose	Strategy	Total	
KDLG	Expanded coverage of the commercial fishery.	Organization	\$20,000.00	Majority
Industry Marketing Proposal	Develop and test marketing actions that will demonstrably, reliably and measurable increase sales of Bristol Bay Sockeye salmon in U.S. retail stores.	Marketing	\$700,000.	Majority
McDowell – Salmon Market Reports	Annual spring and fall research report to analyze Bristol Bay sockeye markets and distribution channels.	Marketing	\$56,145.00	Majority
Chefs Collaborative Sponsorship -- - Funding Amount TBD (up to \$25k possible)	Educate the CC community about Bristol Bay’s fishery and about frozen-- -at-sea Bristol Bay sockeye salmon as a sustainable and delicious choice.	Marketing	\$25,000.00	Majority
OBSI – Bristol Lady	Support ice barge operating costs.	Quality	\$16,400.00	Majority
Trident – Bristol Maid	Support ice barge operating costs.	Quality	\$16,400.00	Majority
Chilling Campaign - Funding Amount TBD (up to \$61,500)	Develop and execute a campaign to increase the number of Bristol Bay gillnetters that chill their salmon at the point of harvest and encourage best fish handling	Quality	\$61,500.00	Majority
OBSI Ice Barge Delivery Modification	Improve ice barge delivery system.	Quality	\$20,500.00	Majority
Chilling Ambassadors	Recruit and utilize fleet members knowledgeable about chilling to engage non-chillers regarding the benefits and to provide technical advice.	Quality	\$12,300.00	Majority
Tender-mounted ice machines /ice boxes (Program TBD)	Provide tender-mounted ice machines and insulated totes to increase ice availability throughout Bristol Bay.	Quality	\$146,197.70	Majority
Discount RSW Jump Start (Program TBD)	Provide discounted RSW units to Bristol Bay fleet.	Quality	\$250,000.00	Majority
Northern Economics – Processor Quality	Determine the level of chilled fish reaching processors.	Quality	\$12,300.00	Majority
BBSRI – Port Moller Test	Support test fishery.	Sustainability	\$40,000.00	Majority
ADF&G Electronic Measurement Boards	Support to improve the hardware and software used for	Sustainability	\$10,000.00	Majority
ADF&G – Escapement Tracking	Early counting in five districts and late tower operations in four in 2016.	Sustainability	\$43,200.00	Majority
Organization			\$20,000.00	
Sustainability			\$93,200.00	
Marketing			\$781,145.00	
Quality			\$535,597.70	
		TOTAL	\$1,429,942.70	

(Addendum 3) **Astoria Membership Approval 2016 Funded Projects Review** (Majority Support, Actual Numbers (ie "3, 4, 5") denotes No Support

Project Name	Purpose	Strategy	Total	
KDLG	Expanded coverage of the commercial fishery.	Organization	\$20,000.00	Majority
Industry Marketing Proposal	Develop and test marketing actions that will demonstrably, reliably and measurable increase sales of Bristol Bay Sockeye salmon in U.S. retail stores.	Marketing	\$700,000.	Majority
McDowell – Salmon Market Reports	Annual spring and fall research report to analyze Bristol Bay sockeye markets and distribution channels.	Marketing	\$56,145.00	Majority
Chefs Collaborative Sponsorship -- - Funding Amount TBD (up to \$25k possible)	Educate the CC community about Bristol Bay’s fishery and about frozen-- -at-sea Bristol Bay sockeye salmon as a sustainable and delicious choice.	Marketing	\$25,000.00	Majority
OBSI – Bristol Lady	Support ice barge operating costs.	Quality	\$16,400.00	Majority
Trident – Bristol Maid	Support ice barge operating costs.	Quality	\$16,400.00	Majority
Chilling Campaign - Funding Amount TBD (up to \$61,500)	Develop and execute a campaign to increase the number of Bristol Bay gillnetters that chill their salmon at the point of harvest and encourage best fish handling	Quality	\$61,500.00	Majority
OBSI Ice Barge Delivery Modification	Improve ice barge delivery system.	Quality	\$20,500.00	Majority
Chilling Ambassadors	Recruit and utilize fleet members knowledgeable about chilling to engage non-chillers regarding the benefits and to provide technical advice.	Quality	\$12,300.00	Majority
Tender-mounted ice machines /ice boxes (Program TBD)	Provide tender-mounted ice machines and insulated totes to increase ice availability throughout Bristol Bay.	Quality	\$146,197.70	Majority
Discount RSW Jump Start (Program TBD)	Provide discounted RSW units to Bristol Bay fleet.	Quality	\$250,000.00	Majority
Northern Economics – Processor Quality	Determine the level of chilled fish reaching processors.	Quality	\$12,300.00	Majority
BBSRI – Port Moller Test	Support test fishery.	Sustainability	\$40,000.00	Majority
ADF&G Electronic Measurement Boards	Support to improve the hardware and software used for	Sustainability	\$10,000.00	Majority
ADF&G – Escapement Tracking	Early counting in five districts and late tower operations in four in 2016.	Sustainability	\$43,200.00	Majority
Organization			\$20,000.00	
Sustainability			\$93,200.00	
Marketing			\$781,145.00	
Quality			\$535,597.70	
		TOTAL	\$1,429,942.70	

(Addendum 4) **Dillingham Membership Approval 2016 Funded Projects Review** Majority Support FOR Majority Support AGAINST

Project Name	Purpose	Strategy	Total	
KDLG	Expanded coverage of the commercial fishery.	Organization	\$20,000.00	Majority
Industry Marketing Proposal	Develop and test marketing actions that will demonstrably, reliably and measurable increase sales of Bristol Bay Sockeye salmon in U.S. retail stores.	Marketing	\$700,000.	Majority
McDowell – Salmon Market Reports	Annual spring and fall research report to analyze Bristol Bay sockeye markets and distribution channels.	Marketing	\$56,145.00	Majority
Chefs Collaborative Sponsorship -- - Funding Amount TBD (up to \$25k possible)	Educate the CC community about Bristol Bay’s fishery and about frozen-- -at-sea Bristol Bay sockeye salmon as a sustainable and delicious choice.	Marketing	\$25,000.00	Majority
OBSI – Bristol Lady	Support ice barge operating costs.	Quality	\$16,400.00	Majority
Trident – Bristol Maid	Support ice barge operating costs.	Quality	\$16,400.00	Majority
Chilling Campaign - Funding Amount TBD (up to \$61,500)	Develop and execute a campaign to increase the number of Bristol Bay gillnetters that chill their salmon at the point of harvest and encourage best fish handling	Quality	\$61,500.00	Majority
OBSI Ice Barge Delivery Modification	Improve ice barge delivery system.	Quality	\$20,500.00	Majority
Chilling Ambassadors	Recruit and utilize fleet members knowledgeable about chilling to engage non-chillers regarding the benefits and to provide technical advice.	Quality	\$12,300.00	Majority
Tender-mounted ice machines /ice boxes (Program TBD)	Provide tender-mounted ice machines and insulated totes to increase ice availability throughout Bristol Bay.	Quality	\$146,197.70	Majority
Discount RSW Jump Start (Program TBD)	Provide discounted RSW units to Bristol Bay fleet.	Quality	\$250,000.00	Majority
Northern Economics – Processor Quality	Determine the level of chilled fish reaching processors.	Quality	\$12,300.00	Majority
BBSRI – Port Moller Test	Support test fishery.	Sustainability	\$40,000.00	Majority
ADF&G Electronic Measurement Boards	Support to improve the hardware and software used for	Sustainability	\$10,000.00	Majority
ADF&G – Escapement Tracking	Early counting in five districts and late tower operations in four in 2016.	Sustainability	\$43,200.00	Majority
Organization			\$20,000.00	
Sustainability			\$93,200.00	
Marketing			\$781,145.00	
Quality			\$535,597.70	
		TOTAL	\$1,429,942.70	

(Addendum 5) **Anchorage** Membership Approval 2016 Funded Projects Review **Majority Support FOR Majority Support AGAINST**

Project Name	Purpose	Strategy	Total	
KDLG	Expanded coverage of the commercial fishery.	Organization	\$20,000.00	Majority
Industry Marketing Proposal	Develop and test marketing actions that will demonstrably, reliably and measurable increase sales of Bristol Bay Sockeye salmon in U.S. retail stores.	Marketing	\$700,000.	Majority
McDowell – Salmon Market Reports	Annual spring and fall research report to analyze Bristol Bay sockeye markets and distribution channels.	Marketing	\$56,145.00	Majority
Chefs Collaborative Sponsorship -- - Funding Amount TBD (up to \$25k possible)	Educate the CC community about Bristol Bay’s fishery and about frozen-- -at-sea Bristol Bay sockeye salmon as a sustainable and delicious choice.	Marketing	\$25,000.00	Majority
OBSI – Bristol Lady	Support ice barge operating costs.	Quality	\$16,400.00	Majority
Trident – Bristol Maid	Support ice barge operating costs.	Quality	\$16,400.00	Majority
Chilling Campaign - Funding Amount TBD (up to \$61,500)	Develop and execute a campaign to increase the number of Bristol Bay gillnetters that chill their salmon at the point of harvest and encourage best fish handling	Quality	\$61,500.00	Majority
OBSI Ice Barge Delivery Modification	Improve ice barge delivery system.	Quality	\$20,500.00	Majority
Chilling Ambassadors	Recruit and utilize fleet members knowledgeable about chilling to engage non-chillers regarding the benefits and to provide technical advice.	Quality	\$12,300.00	Majority
Tender-mounted ice machines /ice boxes (Program TBD)	Provide tender-mounted ice machines and insulated totes to increase ice availability throughout Bristol Bay.	Quality	\$146,197.70	Majority
Discount RSW Jump Start (Program TBD)	Provide discounted RSW units to Bristol Bay fleet.	Quality	\$250,000.00	Majority
Northern Economics – Processor Quality	Determine the level of chilled fish reaching processors.	Quality	\$12,300.00	Majority
BBSRI – Port Moller Test	Support test fishery.	Sustainability	\$40,000.00	Majority
ADF&G Electronic Measurement Boards	Support to improve the hardware and software used for	Sustainability	\$10,000.00	Majority
ADF&G – Escapement Tracking	Early counting in five districts and late tower operations in four in 2016.	Sustainability	\$43,200.00	Majority
Organization			\$20,000.00	
Sustainability			\$93,200.00	
Marketing			\$781,145.00	
Quality			\$535,597.70	
		TOTAL	\$1,429,942.70	

(Addendum 6) **Homer Membership Approval 2016 Funded Projects Review** Majority Support FOR Majority Support AGAINST

Project Name	Purpose	Strategy	Total	
KDLG	Expanded coverage of the commercial fishery.	Organization	\$20,000.00	Majority
Industry Marketing Proposal	Develop and test marketing actions that will demonstrably, reliably and measurable increase sales of Bristol Bay Sockeye salmon in U.S. retail stores.	Marketing	\$700,000.	Majority
McDowell – Salmon Market Reports	Annual spring and fall research report to analyze Bristol Bay sockeye markets and distribution channels.	Marketing	\$56,145.00	Majority
Chefs Collaborative Sponsorship -- - Funding Amount TBD (up to \$25k possible)	Educate the CC community about Bristol Bay’s fishery and about frozen-- -at-sea Bristol Bay sockeye salmon as a sustainable and delicious choice.	Marketing	\$25,000.00	Majority
OBSI – Bristol Lady	Support ice barge operating costs.	Quality	\$16,400.00	Majority
Trident – Bristol Maid	Support ice barge operating costs.	Quality	\$16,400.00	Majority
Chilling Campaign - Funding Amount TBD (up to \$61,500)	Develop and execute a campaign to increase the number of Bristol Bay gillnetters that chill their salmon at the point of harvest and encourage best fish handling	Quality	\$61,500.00	Majority
OBSI Ice Barge Delivery Modification	Improve ice barge delivery system.	Quality	\$20,500.00	Majority
Chilling Ambassadors	Recruit and utilize fleet members knowledgeable about chilling to engage non-chillers regarding the benefits and to provide technical advice.	Quality	\$12,300.00	Majority
Tender-mounted ice machines /ice boxes (Program TBD)	Provide tender-mounted ice machines and insulated totes to increase ice availability throughout Bristol Bay.	Quality	\$146,197.70	Majority
Discount RSW Jump Start (Program TBD)	Provide discounted RSW units to Bristol Bay fleet.	Quality	\$250,000.00	Majority
Northern Economics – Processor Quality	Determine the level of chilled fish reaching processors.	Quality	\$12,300.00	Majority
BBSRI – Port Moller Test	Support test fishery.	Sustainability	\$40,000.00	Majority
ADF&G Electronic Measurement Boards	Support to improve the hardware and software used for	Sustainability	\$10,000.00	Majority
ADF&G – Escapement Tracking	Early counting in five districts and late tower operations in four in 2016.	Sustainability	\$43,200.00	Majority
Organization			\$20,000.00	
Sustainability			\$93,200.00	
Marketing			\$781,145.00	
Quality			\$535,597.70	
		TOTAL	\$1,429,942.70	

(Addendum 7) **Kodiak Membership Approval 2016 Funded Projects Review** Majority Support FOR Majority Support AGAINST

Project Name	Purpose	Strategy	Total	
KDLG	Expanded coverage of the commercial fishery.	Organization	\$20,000.00	Majority
Industry Marketing Proposal	Develop and test marketing actions that will demonstrably, reliably and measurable increase sales of Bristol Bay Sockeye salmon in U.S. retail stores.	Marketing	\$700,000.	Majority
McDowell – Salmon Market Reports	Annual spring and fall research report to analyze Bristol Bay sockeye markets and distribution channels.	Marketing	\$56,145.00	Majority
Chefs Collaborative Sponsorship -- - Funding Amount TBD (up to \$25k possible)	Educate the CC community about Bristol Bay’s fishery and about frozen-- -at-sea Bristol Bay sockeye salmon as a sustainable and delicious choice.	Marketing	\$25,000.00	Majority
OBSI – Bristol Lady	Support ice barge operating costs.	Quality	\$16,400.00	Majority
Trident – Bristol Maid	Support ice barge operating costs.	Quality	\$16,400.00	Majority
Chilling Campaign - Funding Amount TBD (up to \$61,500)	Develop and execute a campaign to increase the number of Bristol Bay gillnetters that chill their salmon at the point of harvest and encourage best fish handling	Quality	\$61,500.00	Majority
OBSI Ice Barge Delivery Modification	Improve ice barge delivery system.	Quality	\$20,500.00	Majority
Chilling Ambassadors	Recruit and utilize fleet members knowledgeable about chilling to engage non-chillers regarding the benefits and to provide technical advice.	Quality	\$12,300.00	Majority
Tender-mounted ice machines /ice boxes (Program TBD)	Provide tender-mounted ice machines and insulated totes to increase ice availability throughout Bristol Bay.	Quality	\$146,197.70	Majority
Discount RSW Jump Start (Program TBD)	Provide discounted RSW units to Bristol Bay fleet.	Quality	\$250,000.00	Majority
Northern Economics – Processor Quality	Determine the level of chilled fish reaching processors.	Quality	\$12,300.00	Majority
BBSRI – Port Moller Test	Support test fishery.	Sustainability	\$40,000.00	Majority
ADF&G Electronic Measurement Boards	Support to improve the hardware and software used for	Sustainability	\$10,000.00	Majority
ADF&G – Escapement Tracking	Early counting in five districts and late tower operations in four in 2016.	Sustainability	\$43,200.00	Majority
Organization			\$20,000.00	
Sustainability			\$93,200.00	
Marketing			\$781,145.00	
Quality			\$535,597.70	
		TOTAL	\$1,429,942.70	

(Addendum 8) **Bellingham Membership Approval 2016 Funded Projects Review** **Majority Support FOR** **Majority Support AGAINST**

Project Name	Purpose	Strategy	Total	
KDLG	Expanded coverage of the commercial fishery.	Organization	\$20,000.00	Majority
Industry Marketing Proposal	Develop and test marketing actions that will demonstrably, reliably and measurable increase sales of Bristol Bay Sockeye salmon in U.S. retail stores.	Marketing	\$700,000.	Majority
McDowell – Salmon Market Reports	Annual spring and fall research report to analyze Bristol Bay sockeye markets and distribution channels.	Marketing	\$56,145.00	Majority
Chefs Collaborative Sponsorship -- - Funding Amount TBD (up to \$25k possible)	Educate the CC community about Bristol Bay’s fishery and about frozen-- -at-sea Bristol Bay sockeye salmon as a sustainable and delicious choice.	Marketing	\$25,000.00	Majority
OBSI – Bristol Lady	Support ice barge operating costs.	Quality	\$16,400.00	Majority
Trident – Bristol Maid	Support ice barge operating costs.	Quality	\$16,400.00	Majority
Chilling Campaign - Funding Amount TBD (up to \$61,500)	Develop and execute a campaign to increase the number of Bristol Bay gillnetters that chill their salmon at the point of harvest and encourage best fish handling	Quality	\$61,500.00	Majority
OBSI Ice Barge Delivery Modification	Improve ice barge delivery system.	Quality	\$20,500.00	Majority
Chilling Ambassadors	Recruit and utilize fleet members knowledgeable about chilling to engage non-chillers regarding the benefits and to provide technical advice.	Quality	\$12,300.00	Majority
Tender-mounted ice machines /ice boxes (Program TBD)	Provide tender-mounted ice machines and insulated totes to increase ice availability throughout Bristol Bay.	Quality	\$146,197.70	Majority
Discount RSW Jump Start (Program TBD)	Provide discounted RSW units to Bristol Bay fleet.	Quality	\$250,000.00	Majority
Northern Economics – Processor Quality	Determine the level of chilled fish reaching processors.	Quality	\$12,300.00	Majority
BBSRI – Port Moller Test	Support test fishery.	Sustainability	\$40,000.00	Majority
ADF&G Electronic Measurement Boards	Support to improve the hardware and software used for	Sustainability	\$10,000.00	Majority
ADF&G – Escapement Tracking	Early counting in five districts and late tower operations in four in 2016.	Sustainability	\$43,200.00	Majority

Organization	\$20,000.00
Sustainability	\$93,200.00
Marketing	\$781,145.00
Quality	\$535,597.70
TOTAL	\$1,429,942.70

(Addendum 9) **Monterey Membership Approval 2016 Funded Projects Review** **Majority Support FOR** **Majority Support AGAINST**

Project Name	Purpose	Strategy	Total	
KDLG	Expanded coverage of the commercial fishery.	Organization	\$20,000.00	Majority
Industry Marketing Proposal	Develop and test marketing actions that will demonstrably, reliably and measurable increase sales of Bristol Bay Sockeye salmon in U.S. retail stores.	Marketing	\$700,000.	Majority
McDowell – Salmon Market Reports	Annual spring and fall research report to analyze Bristol Bay sockeye markets and distribution channels.	Marketing	\$56,145.00	Majority
Chefs Collaborative Sponsorship -- - Funding Amount TBD (up to \$25k possible)	Educate the CC community about Bristol Bay’s fishery and about frozen-- -at-sea Bristol Bay sockeye salmon as a sustainable and delicious choice.	Marketing	\$25,000.00	Majority
OBSI – Bristol Lady	Support ice barge operating costs.	Quality	\$16,400.00	Majority
Trident – Bristol Maid	Support ice barge operating costs.	Quality	\$16,400.00	Majority
Chilling Campaign - Funding Amount TBD (up to \$61,500)	Develop and execute a campaign to increase the number of Bristol Bay gillnetters that chill their salmon at the point of harvest and encourage best fish handling	Quality	\$61,500.00	Majority
OBSI Ice Barge Delivery Modification	Improve ice barge delivery system.	Quality	\$20,500.00	Majority
Chilling Ambassadors	Recruit and utilize fleet members knowledgeable about chilling to engage non-chillers regarding the benefits and to provide technical advice.	Quality	\$12,300.00	Majority
Tender-mounted ice machines /ice boxes (Program TBD)	Provide tender-mounted ice machines and insulated totes to increase ice availability throughout Bristol Bay.	Quality	\$146,197.70	Majority
Discount RSW Jump Start (Program TBD)	Provide discounted RSW units to Bristol Bay fleet.	Quality	\$250,000.00	Majority
Northern Economics – Processor Quality	Determine the level of chilled fish reaching processors.	Quality	\$12,300.00	Majority
BBSRI – Port Moller Test	Support test fishery.	Sustainability	\$40,000.00	Majority
ADF&G Electronic Measurement Boards	Support to improve the hardware and software used for	Sustainability	\$10,000.00	Majority
ADF&G – Escapement Tracking	Early counting in five districts and late tower operations in four in 2016.	Sustainability	\$43,200.00	Majority
Organization			\$20,000.00	
Sustainability			\$93,200.00	
Marketing			\$781,145.00	
Quality			\$535,597.70	
		TOTAL	\$1,429,942.70	