



BBRSDA Board Meeting Minutes

February 17–18, 2015 – 8:30 a.m.

Mayflower Hotel – Seattle, WA

February 17, 2015

1. Call to Order/Establishment of Quorum

Chairman Heyano called the meeting to order at 8:33 a.m. PST. Present were board members Heyano, Christensen, LaRussa, Johnson, Solberg, Carscallen, and Marinkovich. Also present were Executive Director Aspelund, Marketing Director Herendeen, Sustainability/Marketing Assistant Lang, Fieldwork Communications' Coughlin, and members Carley Higgins, Dave Hansen, and Peter Most.

2. Approval of Agenda

Carscallen moved and Johnson seconded to approve the agenda as presented. **MOTION CARRIED UNANIMOUSLY.**

3. Ratification of Approval of Previous Minutes – January 14–15, 2015

Christensen moved and Solberg seconded to ratify the minutes of the January 14–15, 2015 meeting as previously approved via email. **MOTION CARRIED UNANIMOUSLY.**

4. Member Comments

Hansen previewed the new direct marketers' (DMs) website for the board. The board clarified that the \$500 contributed to the effort by individual DMs will be used in addition to the \$5000 provided by the BBRSDA for the website project. Hansen will coordinate with BBRSDA's marketing staff to identify additional DMs to ascertain their interest in posting to the website prior to the BBRSDA publicly announcing and linking to the website.

Executive Director Report

Aspelund offered to respond to any questions or comments on her written report. She highlighted that a *Waypoints* went out on February 17 announcing the candidates running for board election and that candidate statements had been posted to the BBRSDA website. The board discussed creating an opportunity for members to ask candidates a question after seeing responses to the candidates' prepared questions. The first step would be to ask the candidates whether or not they'd be willing to participate. Questions submitted by members will be broadly stated and directed to the all of the candidates, who may answer the questions, if they wish. Fieldwork Communications' Coughlin will research options for doing so via the BBRSDA website and the item will be added to Miscellaneous Business for additional discussion.

Christensen inquired of Aspelund about the status of North Peninsula line enforcement. Aspelund reminded the board of her discussions during Fish Expo with ADF&G's Regnart about this issue. ADF&G and the Alaska Wildlife Troopers are working on the issue of straightening lines statewide, since what happens in Area M will have statewide implications. An update on this issue is on the March industry meeting agenda. It is BBRSDA's expectation that a proposal to address North Peninsula line enforcement would be submitted for the 2016 Area M Board of Fisheries meeting as a result.

Christensen moved and Solberg seconded to accept the executive director's report.

MOTION CARRIED UNANIMOUSLY.

5. Committee Reports

A. Sustainability – LaRussa

There have been two Sustainability Committees meetings since the January board meeting. The January 28, 2015 meeting minutes are final, but the February 2, 2015 minutes are still draft. The CFBB restructure will be discussed during executive session later in the meeting. *The Breach* update was encouraging; folks are responding well to it.

Johnson inquired about the Vital Choice canned salmon being provided at *The Breach* national tour showings. Herendeen responded that it is canned Bristol Bay Sockeye salmon bellies. The response from the Palm Springs showing has resulted in inquiries about where product can be purchased and was enthusiastically received.

Johnson moved and Christensen seconded to accept the Sustainability Report. **MOTION CARRIED UNANIMOUSLY.**

B. Marketing – Christensen

Christensen turned the floor over to Herendeen. The February 3, 2015 Marketing Committee minutes are available for review. There are two action items identified for the board's consideration by the Marketing Committee: 1) Anne Mosness' request for \$3,500 to attend this April's USDA's NOSB meeting and again represent the BBRSDA; and 2) Battle on the Bay (BOTB) response. Herendeen would like to have a broader discussion about next steps on the issues given the attention our response has garnered. The board asked that Herendeen reach out to fishermen to open the door for discussion about how what being portrayed is harmful to Bristol Bay salmon marketing and quality efforts, and potentially, vessel insurance rates. The board's setting the tone for fishermen peer-to-peer discussions with the fishermen on the show is another tool. The board directed the Marketing Committee and Herendeen to continue to research tools to use to address the impacts of the BOTB. Is there a way to research whether or not the show has negatively impacted consumers? The people that "own" the program start by developing show imagery and produce a pilot, and then the network will "buy" the show and produce it.

The *Strategic Marketing Plan* requires board approval and the committee recommends the board's review and approval at the March meeting. Herendeen will provide the draft final plan next week for the board's review. She inquired as to whether or not the approved *Strategic Marketing Plan* would be posted on the BBRSDA website given some of the sensitivities of internal industry dynamics and how it would be used relative to the BBRSDA's *Strategic Plan*. Aspelund described that the individual program plans feed into the BBRSDA's *Strategic Plan* at about the 20,000' level, but that the implementation and strategies would be housed on Onehub in order to memorialize them. Christensen reviewed his discussion during the Seattle Symphony of Seafood with a Sysco sales rep who advised that we need to always stress our stories and that sustainability sells. Christensen reminded the board that sustainability is the foundation of our fishery so should be listed first in the BBRSDA's *Strategic Plan*. LaRussa advised that the board didn't prioritize items in BBRSDA's *Strategic Plan*; Aspelund mentioned that perhaps if there was no intent to prioritize items that "in no particular order" be added to the top of the plan. There was further discussion about the fact that perhaps sustainability should be listed as the highest priority.

Johnson moved and Christensen seconded to accept the Marketing Report. **MOTION CARRIED UNANIMOUSLY.**

C. Quality – Johnson

Johnson doesn't have a Quality Report, but referenced the February 9, 2015 Quality Committee minutes. These minutes contain a review of all of the potential quality projects under discussion. One question that has arisen is who all can participate in the Quality Strategic Planning Session. One committee member has expressed the opinion that it should be a closed session, though Aspelund advised that the member has already been told that a strategic planning session is not an executive session activity. Johnson expressed that the strategic planning should be done prior to funding projects and raised the issue of hiring a Quality Coordinator. Heyano recommended that Johnson, Aspelund, and McDowell (the Strategic Planning facilitator) sit down to develop a plan for the session, subject to approval by the committee. Perhaps the first stage in the Strategic Planning process would be to identify the landscape of quality issues for further discussion.

The board recessed at 11:30 a.m. for lunch. Chairman Heyano called the meeting back to order at 1:10 p.m. Aspelund asked when the the processor quality survey would be available; she responded that the contractor was still waiting on survey results from a major processor, but assured the board that the contractor would get it to the board as soon as possible. Aspelund will provide the processor quality survey questionnaire to the Quality Committee for review to assist it in developing quality questions to ask processors, hopefully prior to the strategic planning session in March.

Christensen mentioned that in the February 9, 2015 Quality Committee minutes, he meant for the tag line extension discussion to mean only on tenders, not fishing vessels. (The Quality Committee will correct and reapprove those minutes.)

Carscallen moved and LaRussa seconded to accept the Quality Report. **MOTION CARRIED UNANIMOUSLY**

D. Finance – LaRussa

LaRussa highlighted the approved minutes of the February 4, 2015 Finance Committee minutes. There are two action items for this meeting: to approve the committee's recommendation of Johnson's appointment to the Finance Committee and approval of the revised Financial Policies. Approval of the FY 14 Stub year closeout is tabled to the March meeting.

Christensen moved and Marinkovich seconded to accept the Finance Report. **MOTION CARRIED UNANIMOUSLY.**

E. Buyback – Carscallen

Carscallen reported that there's not been a Buyback Committee report since the last board meeting. Aspelund still hasn't readied the buyback survey postcard mailing due to other workload priorities.

Marinkovich moved and Solberg seconded to accept the Buyback Report. **MOTION CARRIED UNANIMOUSLY.**

6. Review/Approve Policies – Aspelund

A. Review/Approve Financial Policy & Procedures

Aspelund reviewed the revised Financial Policy and Procedures and highlighted revisions and additions.

Christensen moved and Johnson seconded to approve the revised Financial Policies and Procedures. **MOTION CARRIED UNANIMOUSLY.**

B. Review/Approve Updated Committee Policy & Procedures (Committee Memberships and Composition)

LaRussa suggested that the Committee Policy & Procedures be revised to reflect the board's desire that all board members participate in committee strategic planning sessions, and that strategic planning sessions be held a day prior to a board meeting. A discussion about committee members vs. committee advisors will be placed on the March meeting agenda, as well as a discussion about consistency in membership criteria across committees, and board member participation in strategic planning sessions.

The board also discussed the importance protecting sensitive deliberative information that could jeopardize important strategies and implementation. It was determined that

such items should be discussed in executive session.

7. Committee Appointments

The Finance Committee voted to recommend the appointment of Johnson to the Finance Committee at its February 2, 2015 meeting.

LaRussa moved and Carscallen seconded to appoint Johnson to the Finance Committee.

MOTION CARRIED UNANIMOUSLY.

8. Miscellaneous Business

A. Review Board Annual Calendar – Aspelund

Aspelund reviewed the draft board calendar she developed upon the advice of the board's trainer in January. She explained that the calendar is intended as a tool to annualize the board's work so that everyone knows when specific tasks need to be accomplished. She queried the board as to whether or not it prefers a "board only" calendar or would find a "staff/committee/board" calendar more useful since that type would better demonstrate workflow. The board will consider its preferred use of the board calendar and discuss on a future agenda.

B. Board of Directors/Contractor "Directors" Title Discussion – Aspelund

Aspelund suggested that we maintain the title of "directors" for the contractors since that is a well-defined title in the business realms in which they work and that board members refer to themselves as "board members", not "directors". The board agreed.

C. Response to Anti-commercial Fishing Ads – Marinkovich

Marinkovich relayed his concerns about the anti-commercial fisheries rhetoric in the public, that sometimes BBRSDA is pretty "Bay-centric", and fails to adequately address broader negative perceptions about commercial fishing. He would like to see the board recognize that there is an actual anti-commercial fishing movement that we should be concerned about and make addressing it a regular part of our Sustainability and Marketing programs. The Sustainability and Marketing committees could discuss development of an approach to address this issue. The board supports the Sustainability Committee developing a problem statement and some strategies to address it, and then passing it over to the Marketing Committee for review.

D. Fall/Winter Meetings Hotel Research – Aspelund

Aspelund reviewed the research requested by the board relative to meeting hotels. What she learned is that hotels with meeting space at SeaTac are very expensive. President Heyano, upon learning that, requested that Aspelund research meeting space in Bellingham to learn if it was more reasonable than in Seattle. The Fairhaven Village Inn would very much like our business and has offered hotel meeting space at no cost with a minimum hotel room booking.

Aspelund recommended a meeting schedule, taking into account Johnson's BOF schedule; after discussion the board approved future meeting dates as follows:

- September 22–23, 2015
- October 18–19, 2015
- November 16–17, 2015 (PME is November 18–20, 2015)
- January 19–20, 2016
- February 16–17, 2016
- Sometime the week of March 1 to 7, 2016 – Anchorage, AK (Aspelund to contact ADF&G on and send dates to board).

Solberg moved and Johnson seconded to use the Fairhaven Village Inn in Bellingham for the September (22–23), October (18–19), January (19–20), and February (16–17) meetings; the November meeting (16–17) will be at the Silver Cloud; and Sue will confer with ADF&G on the dates for the March meeting during the first week. **MOTION CARRIED UNANIMOUSLY.**

The board recessed for the day at 4:26 p.m.

February 18, 2015

The board reconvened at 8:30 a.m.

At 8:30 a.m., Christensen moved and LaRussa seconded to go into executive session for the purposes of discussing legal and personnel items. **MOTION CARRIED UNANIMOUSLY.**

9. Executive Session – Legal and Personnel

Christensen moved and Johnson seconded to come out of executive session at 5:01 p.m. **MOTION CARRIED UNANIMOUSLY.**

Johnson moved and Carscallen seconded a motion to form an Ad Hoc Public Relations/ Outreach committee charged with continually strengthening communications between the association and its members. The Committee Policy and Procedures policy is waived for the work of this committee. Appointed committee members are Solberg (Chair), Marinkovich, and Aspelund. **MOTION CARRIED UNANIMOUSLY.**

9. Miscellaneous Business – continued

E. Member Opportunity to Question Candidates

Aspelund reviewed the information provided by Coughlin relative to a potential process and costs of enabling members to ask board candidates a question. Aspelund was directed to query the election auditor as to whether or not the election would be prejudiced if notice of asking additional member questions of candidate, the results of

which being posted to the website, and a notice of which is included in the ballot mailing, assuming that the candidates are okay with the additional questions.

10. Future Agenda Items

- A. Review/Approve 2014 990 tax return
- B. Review/Approve FY 14 Stub financials
- C. Consideration of Mosness USDA NOSB meeting funding request
- D. Review/Approve Strategic Marketing Plan
- E. Review/Approve Updated Committee Policy & Procedures (Committee Memberships and Composition)
- F. Prophet Productions film proposal
- G. Review board calendar

11. Review/Confirm Future Meeting Dates

March meeting: March 4–5, 2015 – Courtyard Marriott, Anchorage

June Annual Meeting: June 6, 2015 – Elementary School Gym, Dillingham, AK

September meeting: September 22–23, 2015 – Fairhaven Village Inn, Bellingham, WA

October 18–19, 2015 – Fairhaven Village Inn, Bellingham, WA

November 16–17, 2015 – Silver Cloud, Seattle, WA

January 19–20, 2016 – Fairhaven Village Inn, Bellingham, WA

February 16–17, 2016 – Fairhaven Village Inn, Bellingham, WA

1st week of March, 2016 – Anchorage, AK

12. Adjourn

LaRussa moved and Solberg seconded to adjourn at 5:32 p.m. **MOTION CARRIED UNANIMOUSLY.**