



BBRSDA Board Meeting Agenda

October 18–19, 2015 – 8:30 a.m.

October 18 – Woods Coffee, Boulevard Park, Kiln Room

October 19 – Fairhaven Village Inn – Bellingham, WA

1. Call to Order/Establishment of Quorum

Chairman Williams called the meeting to order at 8:50 a.m. Present were Chairman Williams, Vice-president Christensen, Secretary/Treasurer Solberg, and board members Marinkovich, Gibbons, Andrew, and Johnson, and ex-officio board member Friccero. A quorum was established.

Also present were Marketing Director Lang and Executive Director Aspelund. Members present were John Fairbanks, Brian Bennett, Michael Jackson, and Carley Higgins.

2. Approval of Agenda

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

3. Approval/Ratification of Previous Minutes

A. May 11, 2015 board meeting minutes

B. September 22–23, 2015 board meeting minutes

Christensen moved and Andrew seconded to approve the both sets of meeting minutes as presented. **MOTION CARRIED UNANIMOUSLY.**

4. Member Comments

- Fairbanks – He inquired about the status of the executive director hire. He stated that he doesn't believe that the petition to defund the BBRSDA is going to get traction and stated that positive postings don't happen; only the negative gets posted.
- Brian Bennett – Interested to learn more about what is going on with the BBRSDA.
- Michael Jackson – He inquired about whether or not there is a collective strategy regarding the petition to defund the organization. He stated that this is the first year that members have been invited for input and that it's critical to keep the momentum going. If there's a collective strategy he would like to be part of it. At \$.50/lb, this organization is more important than ever. The BBRSDA needs to keep the members abreast of what's going on; if fishermen don't know what's going on, they go negative.

5. Executive Director Report – Aspelund

Aspelund provided her written report and asked for any questions or comments. Solberg stated that the BBRSDA should explore additional media sources for information coming into the New Year.

6. Committee Reports

A. Finance – Solberg

The committee hasn't met, but Solberg has current account information and can respond to questions. He and Aspelund met recently to go over FY 16 budget and future budget projections.

B. Sustainability – Marinkovich

The committee hasn't met yet this meeting year. Marinkovich recommends that the board discuss the committee charge since previously the entire Sustainability Program was focused on fighting the Pebble Mine and it's unclear what the program's focus should be now. There are still a number of fronts that need to be tracked relative to sustainability; those need to be identified and a program identified to support them. Marinkovich would appreciate help understanding when there are Pebble issues and actions that need our attention. Salmon State can likely be that source of information. CFBB's advisory panel representatives can liaison with the Sustainability Committee. A *Waypoints* could be sent out explaining the transfer of CFBB from a BBRSDA project to a Salmon State project. Williams recommended the committee be in touch with ADF&G due to state budget cuts since those cuts may threaten the fishery's sustainability. We need to continue to monitor budget discussions in the Alaska Legislature. Fairbanks stated that while the Sustainability Program was overshadowed by efforts to stop the Pebble Mine, he reminded the board that there have been a lot of sustainability projects funded by BBRSDA (Iliamna spawning surveys, otolith studies, habitat baselines, etc.).

C. Marketing – Christensen

Christensen reported that the committee met once since the last board meeting; the new committee is energetic. It is still in a "definition" mode, working to build the budget for the coming year and to formulate more direction. It is working on branding, distribution points, etc. Lang provided a general outline of what's been done in 2015. The *2015 Strategic Marketing Plan* was approved in March. (List three goals from the plan.) Identified primary audiences (retail, foodservice, media/PR) and secondary (processors, direct marketers). The resources utilized for 2015 were \$330,000 and is 22% of the BBRSDA 2015 budget; staff is an important resource, as well. Primary staff (Marketing Director (3/4-time) and Program Coordinator (1/2-time) are now employees of the BBRSDA, though contractors are utilized for special projects. The challenges are lack of Bristol Bay branding and the fact that we don't own or sell product. We have achieved a lot by collaborating with individuals and businesses that already have an audience and resources that can be leveraged.

The question arose about who gets to claim “National Salmon Day”? It was stated that October is National Seafood Month. In this case, Chicken of the Sea put out a salmon pouch so just decided, as an advertising ploy, to “proclaim” it. Perhaps there ought to be a linkage to salmon as “America’s fish” – Salmon: America’s fish on the Fourth of July.

Friccero forwarded the ASMI “All Hands” report about the salmon promotions to Lang for the committee’s use. It states that an average of 85% of the country’s sockeye come from Bristol Bay. He encouraged our involvement with ASMI’s efforts. The marketing director and a couple of board members intend to participate in the All Hands meeting.

A question arose about who has a 4# line in the Bay? Swinomish Fish Company has a 4# line and does custom processing so that may be where the product is processed.

D. Quality – Johnson

Gibbons described this presentation as part of a triangulated campaign on chilling 1) development of a program to enable fishermen to chill more fish; 2) elevate the price for RSW fish through collaboration; and 3) a media campaign. Gibbons visited the creators of the *Live to be Salty* PFD campaign in August and asked them to provide us with a pro forma presentation of a potential media campaign. Benton provided an overview of the potential chilling campaign.

The board recessed at 11:56 a.m. and reconvened at 1:38 p.m.

There have been two Quality Committee meetings since the last board meeting. One of the agenda items was the S-K Grant, the objective of which is to pursue a bulk discount purchase RSW systems and getting started on it. It was stated that inurement could be avoided by offering the systems to everyone in the fishery. The PartnersCreative presentation was referenced, as was the RSW tax credit program being investigated with Bristol Bay Borough by Gibbons, and incentives for tender-mounted ice machines. The committee briefly discussed the ice-bag project, including improvements/modifications to the bags, as well as an immediate RSW discount project (as compared to waiting until potential receipt of the S-K grant funding). Friccero is also working with OBSI on improving ice delivery on its ice barge.

E. PR/Outreach – Solberg

The committee met once since the last board meeting; it included discussions about Expo, the FY 16 budget, and future activities. The committee recommends to the board that it become a standing committee, but with a waiver of the standing committee notice requirements in order to ensure that it can stay dynamic. The committee recommends some deliverables for PME: the *Fall 2015 Salmon Market Report Executive Summary*, funded project list, a “what have you done for us lately” list, and a hard-copy newsletter. Committees are welcome to provide materials for the both and member meeting, such as a survey, “suggestion box”. We could offer door prizes to encourage

member participation. The last discussion item was planning for the upcoming year, and what the interaction appropriately is between committees and delivery of their messages vs. PR/O's own independent projects; there needs to be a clear understanding of its role.

Christensen moved and Solberg seconded to accept the committee reports as presented.
MOTION CARRIED UNANIMOUSLY.

7. Conflict of Interest Reviews – Williams

Discussion ensued regarding any changes to board conflicts of interest resulting from the recent policy and disclosure form updates.

8. Quality Committee Recommendations

A. S-K Grant Application and Resolution

Johnson moved and Andrew seconded to approve Resolution 15-02 resolving that BBRSDA provide a \$250,000 match to the 2015 Saltonstall-Kennedy grant to purchase RSW units at a discount for members funded from BBRSDA's budget reserve. **MOTION CARRIED 5/1 (Solberg recused).**

B. RSW Unit Project

No action was taken, as this agenda item will be addressed during the FY 16 budget approval process in November.

9. PR/Outreach Committee Recommendations – Solberg

A. PR/O as Standing Committee

Solberg moved and Andrew moved to stipulate the PR/O Committee as a Standing Committee, but with the waivers applicable to Ad Hoc committees. **MOTION CARRIED UNANIMOUSLY.**

10. Committee Appointments – Williams

A. PR/O

Williams appointed Michael Jackson to the PR/O committee.

B. Quality

Williams stated that he'd like committee recommendations for additional appointments based on the expertise of appointees relative to committee tasks to be undertaken.

The meeting recessed at 4:46 p.m. and reconvened at 8:38 a.m. on Monday, October 19.

11. Buyback Project Status

The executive director was directed to put out a *Waypoints* advising that the board is going to wait until after the Board of Fisheries meeting in December to take any further action on a buyback socio-economic analysis, including an educational paragraph about BBRSDA's

abilities, and that the E.D. is to validate the second buyback survey. (Initial action 10-13-13 board meeting.)

12. Financial Forecast – Solberg

Solberg provided background information to board using spreadsheets that provided a history of the budget reserve and a forecast of how the budget reserve could be affected in the future by low exvessel prices, an overview of the 5-year rolling averages and percentages of class allocations, and provided budget scenarios based on three budget totals with differently prioritized budget classes.

13. FY 16 Budget – Aspelund/Solberg

Christensen moved and Solberg seconded to approve an FY 16 total budget amount of \$1,424,000 million. **MOTION CARRIED UNANIMOUSLY.**

The board recessed at 11:48 p.m. and reconvened at 1:13 p.m.

Johnson moved and Christensen seconded to target the following program allocation caps: Organization – \$454,000; Marketing – \$527,000; Quality – \$298,000; Research – \$47,000; Sustainability – \$98,000. In addition the FY 15 carryover will be allocated to Marketing. **MOTION CARRIED UNANIMOUSLY.**

Christensen moved and Andrew seconded to approve the FY 15 budget revisions as recommended by the executive director. **MOTION CARRIED UNANIMOUSLY.**

14. Final Pacific Marine Expo Planning – Williams

The draft agenda for the member meeting was discussed and confirmed.

Marinkovich moved and Christensen seconded to maintain the BBRSDA sponsorship of the 2015 Bristol Bay Reception donation and staffing as in the past. **MOTION CARRIED UNANIMOUSLY.**

The Quality Committee will develop the quality survey instrument for member inputs during PME.

15. Miscellaneous Business

A. Authorization for PME raffle drawings

Johnson moved and Marinkovich seconded to solicit leveraged donations totaling \$2,000 in BBRSDA funds to members who submit a quality survey or a suggestion box form at PME or via an online submission through December 1, 2015. **MOTION CARRIED UNANIMOUSLY.** Solberg will coordinate securing the drawing prizes.

B. PartnersCreative Project

Gibbons moved and Johnson seconded to seek a PartnersCreative proposal for the chilling campaign. **MOTION CARRIED UNANIMOUSLY.**

The board recessed at 3:30 p.m. and reconvened at 4:24 p.m.

Marinkovich moved and Solberg moved to go into executive session at 4:49 p.m. for the purposes of discussing personnel and legal issues. **MOTION CARRIED UNANIMOUSLY.**

16. Executive Session – Personnel and Legal

Solberg moved and Marinkovich seconded to come out of executive session at 5:15 p.m. with no action taken. **MOTION CARRIED UNANIMOUSLY.**

Solberg moved and Christensen seconded to empower the board president to engage in negotiations with the board’s applicant of choice for the executive director position. **MOTION CARRIED UNANIMOUSLY.**

Christensen moved and Marinkovich to extend Aspelund’s contract through December 8, 2015. **MOTION CARRIED UNANIMOUSLY.**

17. Future Agenda Items

- A. RSW Discount Unit Project – November
- B. Buyback Socio-economic Impact Analysis – January

18. Review/Confirm Future Meeting Dates

- 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
- March 3–4, 2016 – Anchorage, AK

19. Adjourn

Christensen moved and Andrew seconded to adjourn at 5:31 p.m. **MOTION CARRIED UNANIMOUSLY.**