



**BBRSDA Board Meeting Minutes**  
September 22–23, 2015 – 8:30 a.m.  
Fairhaven Village Inn – Bellingham, WA

1. Call to Order/Establishment of Quorum

Chairman Williams called the meeting to order at 8:35 a.m. Present were Chairman Williams; Vice-chair Christensen; Secretary/Treasurer Solberg; board members Gibbons, Marinkovich, Johnson, and Andrew; and ex-officio Friccero. Also present were Executive Director Aspelund, Marketing Director Lang, Marketing/Sustainability Program Coordinator Hand, and members Darryl Pope and David Harsila, and other Mark Buckley and Reidar Solberg. A quorum was established.

2. Approval of Agenda

Marinkovich moved and Johnson seconded to approve the agenda as revised to move Committee Appointments to follow the Executive Session. **MOTION CARRIED UNANIMOUSLY.** It was also noted that the meeting would recess from 11:00 a.m. and reconvene at 2:15 p.m.

3. Approval/Ratification of Previous Minutes

- A. June 6, 2015 Board Meeting as corrected.
- B. August 11, 2015 Special Meeting as presented.
- C. August 13, 2015 Special Meeting as presented.
- D. August 31, 2015 Special Meeting as presented.
- E. September 8, 2015 Special Meeting as presented.
- F. September 12, 2015 Special Meetings as corrected.

Marinkovich moved and Andrew seconded to approve the listed board meeting minutes as presented or revised. **MOTION CARRIED UNANIMOUSLY.**

4. Member Comments

Harsila: 10 phone calls about the change of leadership posted on the website and wondering what happened. (Abe explained that there has been a change in the presidency and that a number of the issues are sensitive.) All the other phone calls have been about the \$.50 “going home” price. Don’t see the wholesale #s correlating with the grounds price. (Abe/Larry/Mike explained that there’s been a lot of good discussion—including at last night’s Marketing Committee Meeting—about the price.

Pope: Some members want this thing to end. They don’t see anything being done; there’s little participation, even though there’s a lot that needs doing. You guys have a big job!

Buckley: Interested in quality. The one sure-fire way to increase the price of the fish is to improve quality.

Friccero: Noted that those in attendance represent important constituencies.

Williams: Working in partnership with those in industry is a good way to make progress.

Christensen: The price was an abomination. The travesty should have been exposed by getting the governor and the press involved. Addressing this is the responsibility of every fisherman involved in the fishery.

5. Executive Director Report – Aspelund

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

**MOTION CARRIED UNANIMOUSLY.**

6. Committee Reports

A. Finance – Solberg

One meeting since back from the Bay to go through the April, May, June, and July financial reports, recommending approval by the full board of the June financial report. Described the two action items on the board's agenda: synchronizing the financial and travel policies relative to reimbursement documentation, and posting of quarterly financial reports to the web. Also mentioned the ADF&G Counting Tower "advance" to run the towers late.

B. Sustainability – Christensen

The board could potentially consider merging Sustainability and Research since there is a lot of overlap. Ensuring the tower counts is a sustainability project that is also research-based. The CFBB transfer to Salmon State has been completed. Need to appoint seats to Salmon State Advisory Board. Need to stay dynamic on that front. Gibbons wondered if we could inquire of ADF&G about the six million sockeye up the Alagnak and how that factors into forecasts, harvest, etc. Marinkovich reminded the board that we need to stay aware of sport fish interests that are opposed to commercial fishing interests. Williams talked to Link (BBSRI) about the how the BEG/OEG discussions and how the department uses them; would like to invite Mr. Link to discuss this. Johnson discussed that while a lot of research has a sustainability nexus, there is a lot of other research isn't linked to sustainability.

C. Marketing – Christensen

There have been two post-season Marketing Committee meetings since the season. Lang overviewed highlights of the September marketing activities as contained in the Marketing Report. Board discussion ensued regarding other potential opportunities and the need to identify and evaluate the benefits from the marketing strategies we undertake, both in the marketplace and with the membership.

D. Quality – Johnson

Johnson provided a wrap-up of that last few months' activities. He reviewed the strategic planning process, the ice-directory project (and cessation of it), and the "potential chillers" project with McDowell Group. Other ideas are under consideration. The Quality Committee and the PR/O Committee are a natural collaboration to target a mailing to that list. A suggestion was made to provide information to the list describing the steps to achieve chilling. Pacific Fishing did a four-page article in June using the information about chilling from the BBRSDA website. It would be good to look more in-depth at the potential chillers list to review demographics about those most likely vs. those not to target messaging. There's discussion about a potential "Chilling Ambassador" program to encourage one-on-one talks about chilling. Solberg advised that there were complaints this summer regarding the Naknek ice barge, both in breakdowns and ice capacity. Marinkovich discussed the ice bag project reported that some Johnson Hill fishermen are considering buying of their own ice bags. Christensen took a tour of the Naknek ice barge and was "pretty impressed" and wondered if Johnson had discussed with BBEDC's plans for improving transfer to boats and tenders? Johnson advised that Buckley provided a report to BBEDC and that we made an overture to BBEDC for such an upgrade, to which BBEDC responded "bring us a proposal." Even with the RSDA's support, BBEDC subsidizes the ice barges as much as half a million annually. Need to continue the discussions with BBEDC and Bristol Bay Ice. Buckley added that in a study a year ago, with RSW boats, chilled fish are delivered 98% of the time compared to 75% of iced boats.

E. Buyback – Gibbons – Nothing to report.

F. PR/Outreach – Solberg

The newest ad hoc committee was formed in late winter to bridge the communications gap with the fleet, particularly as the organization matures. The only current way to reach all members is via mail. The postcard "trifecta" last spring occurred prior to the season addressing the board's desire to hear from the fleet, a quality postcard, and a marketing postcard (replacing the newsletter). Then fishing, and the second project was a second mailing with a successful call out to members recruiting committee members. Need to discuss whether or not to continue as an ad hoc committee or a standing committee. Need to discuss fleet meeting outreach in fishermen's communities. Our collaboration with marketing and quality committees goes without saying, but also serving as an education arm of the BBRSDA are all something that need to be discussed as well. What about a BBRSDA board FB page? Marinkovich complimented Solberg's efforts; it's very cost-efficient and important work.

Marinkovich moved and Christensen seconded to accept all of the committee reports as presented. **MOTION CARRIED UNANIMOUSLY.**

The board recessed at 10:30 and reconvened at 10:43 a.m.

7. Review/Approve June 2015 Financial Reports – Solberg  
Marinkovich moved and Johnson seconded to accept the June 2015 financial reports as presented. **MOTION CARRIED UNANIMOUSLY.**
  
8. Finance Committee Recommendation
  - A. Post Monthly Financial Reports to BBRSDA Website
  - B. Clarify Travel Reimbursement Documentation Requirements  
Action on this item was deferred to 10D.
  
9. Marketing Committee Recommendations
  - A. Approve Marketing Strategic Plan Executive Summary for Web Posting  
Christensen moved and Marinkovich seconded to post the *2015 Strategic Marketing Plan Executive Summary* to the BBRSDA website. Discussion was that there is the need to recognize that a strategic planning document is dynamic and subject to change as the needs of the fleet and marketplace change. **MOTION CARRIED UNANIMOUSLY.**
  
  - B. Approve LaValva Travel for PME Presentation  
Johnson moved and Christensen seconded to fund up to \$1,500 for LaValva’s travel to present on the canned salmon pilot project at Pacific Marine Expo contingent upon board review/approval of the presentation. **MOTION CARRIED UNANIMOUSLY.**
  
  - C. Approve Dissen Travel to Chefs Collaborative  
Christensen moved and Andrew seconded to fund up to \$1,500 for Chef Dissen’s travel to lead the Frozen Fish Workshop in Chicago. **MOTION CARRIED UNANIMOUSLY.**

The board recessed at 11:07 a.m. for other business and lunch and reconvened at 2:00 p.m.

Members Robert and Tierna Buchmayr were present for the afternoon.

10. Review/Approve Policies and Procedures – Aspelund
  - A. Committee Policy and Procedures

The board recessed at 2:43 p.m. and reconvened at 2:50 p.m.

Gibbons moved and Andrew seconded to revise the *Committee Policy and Procedures, Procedures #1* such that committee members are appointed by the board chair and confirmed by the board. **MOTION CARRIED 6/1.**

Christensen moved and Marinkovich seconded to revise the *Committee Policy and Procedures, Standing Committees, #2* – Marketing Committee charge and composition. **MOTION CARRIED UNANIMOUSLY.**

Christensen moved and Johnson seconded to revise the *Committee Policy and Procedures, Standing Committees, #3* – Quality Committee charge and composition. **MOTION CARRIED UNANIMOUSLY.**

Christensen moved and Marinkovich seconded to revise the *Committee Policy and Procedures, Standing Committees, #4* – Sustainability Committee composition. **MOTION CARRIED UNANIMOUSLY.**

B. Elections Policy and Procedures – No action was taken.

C. Conflict of Interest Policy and Procedures

Johnson moved and Andrew seconded to revise the *Conflict of Interest Policy and Procedures* as presented. **MOTION CARRIED UNANIMOUSLY.**

Andrew moved and Solberg seconded to revise the *Conflict of Interest Disclosure Form* as presented. **MOTION CARRIED UNANIMOUSLY.**

D. Financial Policy and Procedures

i. Post Monthly Financial Reports to BBRSDA Website

Marinkovich moved and Johnson seconded to post the board-approved quarterly financial reports to the BBRSDA website. **MOTION CARRIED UNANIMOUSLY.**

ii. Clarify Travel Reimbursement Documentation Requirements

Johnson moved and Andrew seconded to clarify the travel reimbursement documentation in the *Financial Policy and Procedures* for consistency with the *Travel Policy and Procedures*. **MOTION CARRIED UNANIMOUSLY.**

Aspelund queried the board relative to its intent regarding receipt of meeting fees for committee meetings attended in person by a non-committee board member. She was advised that a meeting fee would only be paid to committee board members that met the other requirements of the *Meeting Fee Policy*.

She further reminded the board of its earlier discussions relative to potentially allowing telephonic participation by non-committee and non-board members in committee and board meeting. She was directed to research the costs of such an undertaking.

The board recessed for the day at 3:57 p.m. and reconvened at 8:35 a.m. on Wednesday, September 23, 2105.

11. FY 16 Budget Development Process – Aspelund/Solberg

The Finance Committee will outline the fixed costs for the board to initiate the budget discussions based on the current fiscal situation and attempt to provide that to the board within the next two weeks.

In terms of unsolicited proposals, thank them and advise that we haven't initiated a call for proposals, are in the process of developing our FY 16 budget, and will get back with them once the organization's fiscal priorities are clear.

The current project proposals are to be referred to the Sustainability Committee.

12. 2015 Pacific Marine Expo Planning – Aspelund/Williams

Aspelund advised that meeting space for the November board meeting prior to Fish Expo and hotel rooms have been secured for board and staff at Silver Cloud Stadium. She further advised that she was able to secure space at CenturyLink during Expo for a member meeting on Thursday morning, November 18, from 8–10 a.m. and reminded the board that BBRSDA committed to support the Bristol Bay reception to be held on Thursday evening. Booth space 501 has again been secured for the show, and all board members and staff have been pre-registered as exhibitors.

The board affirmed its intent that board members' three nights of hotel would be reimbursed upon completion of two two-hour shifts at BBRSDA's booth. The board also discussed a draft member meeting agenda.

The board recessed at 10:10 and reconvened at 10:20 a.m.

13. Williams COI – Christensen

Christensen assumed the chair to discuss Williams' conflict of interest, describing the board's duty to understand conflicts of interests by board members. Williams had contracts with Nuna Resources (funded by Pebble) since 2010 to undertake community development and fisheries issues. He has an existing contract with PLP that began January 2015 to carry on some of the same work. Under community outreach he works with communities' receptive to the Pebble Project, particularly related to the NEPA and permitting processes. Williams advised that as the chairman of BBRSDA he is willing to recuse from legal discussions associated with the mine, but would like to be part of broader discussions about the Sustainability Program, budgets, etc. He chooses to respect others' opinions and asks that his opinion be respected as well. Williams requested that any information requests relative to PLP be routed through the vice-chair so that he doesn't have any involvement.

Marinkovich moved and Johnson seconded to go into executive session to discuss personnel and legal matters at 10:54 a.m. **MOTION CARRIED UNANIMOUSLY.**

Williams left the meeting at 10:55 a.m. and Christensen assumed the chair.

14. Executive Session – Personnel and Legal

The board recessed for lunch at 11:30 a.m. and reconvened at 12:50 p.m.

Johnson moved and Solberg seconded to come out of executive session at 3:40 p.m. with no action taken. **MOTION CARRIED UNANIMOUSLY.**

Johnson moved and Solberg seconded that because of stated conflict of interest declarations and certain acknowledged contractual agreements, Abe Williams is recused from any BBRSDA business involving the Pebble Limited Partnership litigation. **MOTION CARRIED 5/2** (Andrews and Williams abstained).

Aspelund was directed to reach out to current Alaska legal counsel regarding continuing representation on State of Alaska matters.

Friccero moved and Johnson seconded to proceed with a background check and the executive director hiring process currently underway. **MOTION FAILED UNANIMOUSLY.**

The full board will conduct interviews with the top three applicants as soon as possible. As many board members as possible will participate in person; those who can't attend will be video-conferenced in. Aspelund's contract will be extended through October 30, 2015.

#### 15. Committee Appointments

Chairman Williams made the following committee appointments. Bold denotes the chairmanship as determined by board committee members.

- Finance – **Solberg**, Andrew, and Christensen
- Quality – **Johnson**, Gibbons, Marinkovich, and Buckley. The committee will name two additional committee members.
- Marketing – **Christensen**, Friccero, Andrew, Lowrance, Luck, and Singleton.
- Sustainability – **Marinkovich**, Solberg, and Gibbons; committee can add industry members, if desired.
- PR/O – **Solberg**, Johnson, and Marinkovich, w/committee naming additional members as desired.
- Buyback – TBD

Johnson moved and Solberg seconded to ratify the list of board committee member appointments as outlined by the chair. **MOTION CARRIED UNANIMOUSLY.**

#### 16. Sustainability Program – Christensen

##### A. Program Future

No action taken until the committee meets to develop a program plan.

##### B. Appointments to Salmon State Advisory Panel

Solberg moved and Marinkovich seconded to table.

17. Miscellaneous Business

Gibbons moved and Johnson seconded to expend up to \$10,000 to hire a grant writer in pursuit of a Saltonstall-Kennedy grant to improve fish quality. **MOTION CARRIED UNANIMOUSLY.**

18. Future Agenda Items

- A. May 11, 2015 board meeting minutes approval FY 16 budget
- B. Financial Forecast
- C. Personnel Manual
- D. Appointments to Salmon State Advisory Panel
- E. S-K Grant Application
- F. PR/O as a Standing Committee

19. Review/Confirm Future Meeting Dates

October 19–20, 2015 – Fairhaven Village Inn, Bellingham, WA – To accommodate Solberg’s participation, Aspelund was directed to try to move meeting back to original dates of October 18–19, 2015

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

20. Adjourn

Solberg moved and Christensen seconded to adjourn at 5:34 p.m. **MOTION CARRIED UNANIMOUSLY.**