

**CR/PWS Marketing Association**  
 Board of Directors Meeting Minutes  
 June 10, 2015 9:00 AM  
 CRPWSMA Office and Teleconference  
 Voice file 20150610.MP3

	2.11.15	3.5.15	4.8.15	5.9.15	6.10.15
Jeff Bailey (JB)	P	P	P	P	P
Bill Lindow (BL)	P	P	P	P	P
Thea Thomas (TT)	P	P	P	P	P
Dennis Zadra (DZ)	P	P	P	P	P
Susan Harvey (SH)	E	P	P	P	P
Rich Wheeler (RW)	P	P	P	P	P
Shawn Gilman (SG)	P	P	P	P	P

**Staff:** Amanda Wiese

**Public:** Bob Smith, Per Nolan, Christa Hoover, Erica Clark

**A. Intro**

**1. Meeting called to order 9:13 AM**

**2. Roll call:** DZ, SG, MH, BL, JB, TT

Called to order 9:13 am

SG: Motion to approve agenda with changes; under section B, new order of items is 1, 7,4,2,6,8 of the original agenda.

BL: second

SG moves

BL seconds

All in favor, agenda approved

5/9 minutes have many problems and things are missing.

It is suggested to defer approval minutes of May 9 to next meeting.

BL: Motion to approve minutes of 3/5/15 and 4/8/15

DZ: Second

Discussion:

-April 8 minutes, says JO resigned. We need to make this more prominent and include the date he resigned.

- Page 2: motion on Rob's proposal with no vote recorded. Need to remove the motion from the minutes.
- The highlighted paragraph should remain and the following paragraph should be deleted.
- Section 5.2: Shawn has language to be added.
- Page 8: "Processor contention" should be "processor buy-in"
- Within discussion about bylaw 8.1 (to reinstitute revenue policy), there was a motion that was not withdrawn, it was voted on and failed.

Rich arrives at 9:25 am.

Clarification of what Shawn wants in March minutes. " I do want to clear up some of the confusion about term limits. The board in 2010 tried to delete term limits from the bylaw. They however forgot to completely delete all language referring to term limits in this section. This made it possible that past board members were elected and sat improperly for an extra term. I would rather see two consecutive terms where you sit out a year until the next election. We should try to encourage more people to run for these seats."

JB: Motion to pass March and April minutes

Five in favor with TT abstained, JB did not vote.

### **1. PWSSC Copper River Sonar Study**

BL: Move to approve contract 15-05-26 Copper River Sonar Study  
SG: Second

Discussion

-Questions about change in timeline from original proposal. Clarification provided by Rob Campbell (PI of this proposed study).

All in favor, contract approved (time 21:40)

### **2. Revelry PWS Marketing**

Discussion lead by Revelry

### **3. Revelry Contract Approval**

We need to change the name on the contract from Prince William Sound Marketing Association to Copper River/Prince William Sound Marketing Association.

TT: Motion to approve Revelry contract as written in the amount of \$45,000.  
DZ: seconds

All in favor, motion passes.

### **Staff Report (AW)**

#### **Copper River Wild! Salmon Festival funding request**

Erica Clark gives information and makes a funding request in total of \$3,200. Funds would be used to create stainless steel cups with the CRPWSMA logo (\$2,000) and to help fund an event tent that would also feature the CRPWSMA logo (\$1,200).

Discussion:

- In previous years, a similar funding request has been approved, but even then there was question about what we were receiving in return and if it fits our mission.
- More discussion is needed. Discussion and decision is deferred till end of the meeting.

Discussion about staff report:

- Do we want video? If so, let's explore options and consider which company might be able to do this best.
- Coho promotion with Haggen in the fall is a great idea. Haggen is a high-end store and becoming a major player.

#### **4. Christa Hoover's application for interim ED position**

ED search committee has asked that we offer her interim ED position instead of the Program Coordinator position in which she was originally interested.

BL: Motion to hire Christa Hoover as interim ED at salary of \$55,000 per year with benefit package.

TT: second

Discussion

- In offering as interim, are we putting a time limit on it?
- Committee recommendation was to offer interim ED position because we need someone to track our financials and be responsible for bills, payroll, etc. Christa's original apprehension was because she didn't know the details of the organization, but the committee has full confidence that she is well qualified for this position.
- We are still going to continue with the permanent executive director search as previously planned.

Call for motion (1:17:50)

All in favor, motion passes

Accept Hayley Hoover's resignation from the board of directors (see attached letter of resignation). Hayley is Christa's daughter and it would be in conflict with bylaw for her to continue as a director.

## 5. Seed Media Proposal

Discussion:

- Chelsea has a video from Boston Seafood Show on her computer
- Chris Miller has done some video
- It's the time to get the footage now so that we have it for next year
- Time to update video library
- This needs a little more thought and time and professional direction
- Maybe we need to send an RFP to Revelry, or what is the next move?
- The end goal should be having a catalog that people can choose from. Rich volunteers to be on committee.
- Table this discussion until new ED can look at it. Can address it in the next week or two. Until end of next week next meeting probably end of July (1:35:40)

### **Revisiting Copper River Wild! Salmon Festival funding request**

SG: Move to approve project proposal application

MH: second

(1:37:00)

Discussion:

- Don't think we will get enough out of it to justify. Doesn't fit our mission statement.
- Would like to give at least some money to it, good press at least within Cordova. Some support of \$2,000 or under toward it and tie it in to instate marketing.
- Have supported it in the past at a rate of about \$2,000 but board really questioned that amount too.
- In favor of token donation of \$500-\$1,000. Similar request from Noveau- does it benefit membership, etc?

All opposed, motion fails.

-Leave donation up to the ED.

### **Public comment**

Bob Smith: (1:42:54) He has been asking for mediation for months, received no response. Don't know if any of you have seen the complaint filed against me, Gordon and Per. It's all false, request that you do due diligence and find out what's in there.

Per: Packet was on website only yesterday. Minutes and RFPs are not online. 2010 bylaw was not changed (??) talks about police action violation, etc.

Chair JB requests to go into executive session.

### **Executive session (2:00:06)**

**Regular session** (New voice file: 20150610b.MP3)

JB not present.

Board comments:

-Staff directed to thank 10<sup>th</sup> & M Seafoods on our website because they took over the net storage barge on short notice.

-Apology to public for board packet

-Board has moved to hire additional staff and can do a better job keeping up on website

-Board is looking into all questions asked from audience and believes they will be answered.

### **Old business**

There were problems with the bylaw letter. Bylaw changes to be on a future agenda and we need to set a meeting date to accept these bylaw changes.

Ask Jeff to have staff draft a new letter. The correction letter hasn't been sent by Great Originals.

SG: Motion to adjourn

MH: second

All in favor, meeting adjourned.

Hayley Hoover  
Letter of Resignation  
Copper River Marketing Association  
6/6/15

Due to the current bylaws (specifically article 5.14) I am submitting this letter of resignation pending my mother's hire. Although I am disappointed that I won't get to sit on the board with all of you, I am very excited that the marketing association has the opportunity to hire such an innovative director. Christa Hoover will go above and beyond in every aspect of the position. It is in her nature to work as hard as she can in whatever she does. If at some point the bylaws are changed I would be thrilled to sit on the board once more. Thank you for deeming me worth electing.