

CR/PWS Marketing Association
Board of Directors Meeting Minutes
May 9, 2015 2:00 PM
CRPWSMA Office and Teleconference
Voice file 20150509specialmeeting.MP3

| | 1.7.15 | 2.11.15 | 3.5.15 | 4.8.15 | 5.9.15 |
|-------------------|--------|---------|--------|--------|--------|
| 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) | P | E | P | P | P |
| Rich Wheeler (RW) | P | P | P | P | P |
| Shawn Gilman (SG) | P | P | P | P | P |

Staff: Chelsea Haisman

Public: Hayley Hoover, Michael Hand, Ezekiel Brown, Dan Bilderback, any others unknown

A. Intro

1. Meeting called to order 2:08 PM

2. Roll Call: all present

TT: Motion to approve agenda

BL: second

Discussion:

- Would like to add resolution 2015-05-06-01 and resolution 2015-05-06-02 and PWS RFP because it was determined that we didn't have a quorum at the last meeting.
- Minutes of March and April meetings deferred

BL calls question.

All in favor, motion to approve agenda with the resolutions listed above and the PWS RFP passes. Agenda approved.

Public comment

None

Resolution 2015-05-06-01

A RESOLUTION OF THE COPPER RIVER/PRINCE WILLIAM SOUND MARKETING
ASSOCIATION BOARD OF DIRECTORS TO DECREASE THE NUMBER OF BOARD SEATS
FROM ELEVEN (11) TO NINE (9).

BL: Moves to approve resolution 2015-05-06-01

SH: Second

Resolution read for the record

TT calls question

All in favor, motion passes

Appoint 2 board members

SG: Move to appoint Dan Bilderback

DZ: Second

Dan Bilderback: Put my name in for consideration but would like to step aside for other
members to be appointed

SG: Withdraws motion

TT: Motion to appoint Michael Hand to the Board of Directors

RW: second

TT: calls question

All in favor, Michael Hand appointed to Board of Directors

SH: Motion to appoint Hayley Hoover to the Board of Directors

RW: second

All in favor, Hayley Hoover appointed to the Board of Directors

Discussion:

- Hayley would be a great addition. Ezekiel Brown also would be and is encouraged to apply in the next election.
- Bylaw that will likely be adopted reads that appointments are only to serve until the next election. Reference section 5.6.
- Asked attorney Joe Levesque to check into it.

Resolution 2015-05-06-02

A RESOLUTION OF THE COPPER RIVER/PRINCE WILLIAM SOUND MARKETING
ASSOCIATION BOARD OF DIRECTORS ADOPTING AN ANTI-DISCRIMINATION AND
HARRASSMENT POLICY.

SG: Move to adopt resolution 2015-05-06-02

BL: calls question

All in favor, motion passes

TT: Move to accept Revelry Agency proposal to develop a PWS marketing strategy plan

SH: Second

Discussion:

- At last meeting May 6 in which there was no quorum, general feeling was that Revelry was the best
- Liked how they will research before beginning their plan
- Would be good to ask that they do their best to have a plan that coordinates with processors, if this is possible
- Next step is to develop contract; ask that they include how they will include processors
- Retailer input also important

TT: calls question

Motion passes, none opposed, Hayley Hoover and Michael Hand abstain.

Interim Executive Director Search

Two letters of interest.

Discussion:

- John Hozey, city manager in Valdez, has submitted letter of interest and brief resume. Not interested in moving here.
- Salary: would be contracted position month-to-month. Joe Lévesque suggested offering about \$6,500/month.
- Another letter from Anna Bryan at UAA, also submitted letter of interest and resume. Not interested in moving here.
- We need help, staffing is thin. Contacted Foraker and past applicants and no response.
- Concern that we are setting up for a repeat of the last ED scenario.
- Need to be careful about process we are using. If we do an interim ED, we need a job description. Need agreement on pay, benefits, etc. We don't have this right now. Concerned that we haven't done much outreach to provide

fair opportunity. Is it useful to have someone come in just for a couple months, with all the training involved? May be better to put more energy into permanent ED search.

- General consensus that it would not be helpful to hire someone that won't be in Cordova during the summer.
- Suggested that Revelry might have someone to send for the summer if we want someone interim. Suggested to advertise locally. Possibly contract Chelsea for media tour, etc
- Suggested to possibly hire another administrative assistant level position

Staff directed to advertise for Program Coordinator position

SG: Motion to direct staff to advertise and proceed to fill the Program Coordinator position under the same contract and guidelines the position is currently under, not to exceed current salary level. Starting as soon as possible.

TT: Second

All in favor, motion passes

Permanent Executive Director Search

TT: Move to commence permanent executive director search, advertised under previous parameters, and form a hiring committee.

HH: Second

Discussion:

- Longer than 30 days recommended
- Timeline for interviews

Committee: Thea, Michael, Bill, Susan, with Jeff participating as possible.

All in favor, motion passes

Membership Meeting Agenda

Discussion:

- Public image of organization: vote was almost 2-1 to continue supporting the organization and that should be acknowledged positively
- Market conditions: If run is large and prices drop, this can still be positive in that it expands consumer base
- Management of the ice barge; can a processor take it on? People will be disappointed about not having a net barge or an ice barge.

- Emily Stolarcyk speaking about Northern Edge after the meeting is adjourned
- Fiscal year change, clean audit that is available online
- Reissuing the bylaw letter. Encourage feedback on the bylaw changes
- Jeff will include the Executive Director search in his welcome message
- How will we handle potential motions from the floor?
- Present the setnet election results

Board Comments

Minutes from meetings can be shortened
Thanks from Hayley and Michael for appointment

Adjourned 4:11 pm