



BRISTOL BAY

Regional Seafood Development Association

BBRSDA Board Meeting Minutes

Wednesday, February 24, 2021 – 9:00 a.m. AKT
Teleconferenced

1. Call to Order/Establishment of Quorum

President Johnson called the meeting to order at 9:02am AKT. Present were board members Jackson, Temple, Niver, Cook, Ure, and O'Neill; committee member Dowie; and staff members Bursch, Dunn, Machain, and Wink. **A QUORUM WAS ESTABLISHED.**

2. Approval of Agenda

Jackson moved and Ure seconded to approve the agenda. Johnson offered a friendly amendment to allow member comments throughout the meeting when members are able to join; the motion makers accepted. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

3. Approval of Previous Minutes

a. January 22, 2021

Jackson moved and O'Neill seconded to approve the minutes from January 22, 2021. **MOTION CARRIED UNANIMOUSLY.**

4. Member Comments

Emailed comments from one member were provided in the meeting materials for the board to review prior to the meeting.

Buck Gibbons joined the call at 9:08am AKT and commented on the ice shuttle project. He emphasized the good ROI for individuals to invest in RSW on their boats and how he finds it hard to justify not converting to RSW. He sees the ice shuttle as creating a public utility that puts the RSDA, potentially, in a position to provide ice into perpetuity with no burden on the processors and disincentivizes investment in RSW.

5. Executive Director Report

Jackson moved and Temple seconded to approve the ED report as presented. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

Jackson wanted to acknowledge the work by ED Wink and staff and thanked them for such.

6. Program Updates & Committee Business

a. Finance

i. Bank balances and financial snapshot

Machain presented the financial snapshot highlighting notable items.

ii. Contract tracking status update

Machain presented the status of current contracting for 2021 projects.

Keith Singleton joined the call at 9:35am AKT.

b. Quality

i. RSW Proposals

Bursch gave an update on the RSW request for proposals noting only one was submitted but then subsequently withdrawn. She has been in touch with RSW technicians and has heard support from that end.

Jock Mackenzie joined the call at 9:45am AKT and noted that he would appreciate if the RFP could be extended as he has had personal time commitments that have delayed him in submitting a proposal.

Quality Committee chairman Cook requested for unanimous consent to extend the RSW RFP deadline for an additional 2 weeks. The board was supportive of this request.

ii. Ice Shuttle Proposals

Bursch gave an update that only one proposal has been received but BBEDC has not yet had time to meet about ice supply. The RFP deadline is March 10th, Bursch felt this could be enough time to get the info to BBEDC and give them time to meet on their end. Cook prefers to only move forward if we can get a firm commitment on the supply / ice side.

c. Marketing Program Update

Dunn walked through a quick update on marketing programs, including:

- The Salmon Cooking Guide was extremely successful and still making it's rounds through social media and throughout the industry. It appears people are resharing it and utilizing it in positive ways.
- Currently, we have 3 Lent promotions with Rouses, Seattle Fish, and Santa Monica Seafoods (Albertson's brands).
- The next big push will be for our "Fast, Wild, Easy" campaign – piggy back on influx of consumers cooking at home and wanting to know how to best prepare BBSS. That will have both deliverables avail in print for DM's and retailers.
- Boston Seafood show (SENA) will be virtual, in March.
- AFDF Symphony of Seafood event – there will not be an in-person event in March, but they are discussing the possibility of in-person or virtual event later this year.
- Planning on a Direct Marketing push in Q3.
- Continuing to keep a pulse on food-service consulting and possible contractors.

Marketing Committee chairman Jackson announced the addition of Keith Singleton as an advisor to the Marketing Committee. Singleton expressed thanks and acknowledged Mark Jones work for and commitment to the RSDA.

d. Sustainability Program Update

Niver referred to an email proposal from Dr. Cam Wobus for a Hydrology study. This will be talked about in a future Sustainability Committee meeting and an update will be given to the board after that.

e. PR/Outreach

Ure gave a brief update from the Outreach Committee that they have given direction to staff to work on sending the Bay Annual Report out with election ballots, if feasible.

i. KDLG Fish Report Proposal

The Outreach Committee recommended the KDLG proposal to the board with two contingencies. Wink had discussions with them and the counteroffer was for KDLG to do an "Industry Corner" segment as a compromise to separate news from sponsored content. KDLG also agreed to let the Quality PSA's be included as in-kind with the additional funding.

Jackson moved that we approve the KDLG proposal for \$50,000 down from the original request of \$60K. Seconded by O'Neill. **MOTION CARRIED 5-1.**

7. Executive Session

The board agreed to delay executive session until after agenda item 8.

Jackson moved to enter into Executive Session at 12:10pm AKT to discuss personnel and legal issues. Seconded by Temple. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

Jackson moved to end executive session at 1:01pm AKT. Seconded by Temple. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

8. Miscellaneous Business

10 minute recess at 10:58am AKT

a. Fleet Outreach Regarding 2020 Price and Market Conditions

The board was provided with the "White Paper" documents, entitled "Explanation of Fishery Price & Options for Fleet Consideration" in the meeting materials prior to the meeting. Jackson thanked Wink for all of his work to create and draft this White Paper. He feels it is an important document that will be seminal.

Jackson moved to approve the motion to publish the two documents entitled "Explanation of Fishery Price & Options for Fleet Consideration". Seconded by Temple. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

Notable discussion topics included:

- Board members were invited, but not required, to sign the document. Staff will coordinate getting signatures of any board members who wish to sign.
- Jackson suggested to think of frequently asked questions that may come up and have answers posted to our website or readily available.

b. Board Member Compensation

The current Meeting Fee Policy was included in the meeting packet for reference. Staff provided info on other boards' compensation schedules.

O'Neill moved and Niver seconded to amend the Meeting Fee Policy to provide a meeting fee to Directors for 3 hours (cumulative per day) instead of the current policy amount of 4 hours. **MOTION TABLED UNTIL NEXT MEETING.**

Jackson suggested more outside research should be done to fully consider board compensation. Cook felt the whole policy should be looked at to include committee work and other reimbursements. Cook requested to table this topic until the next meeting to incorporate more thought into it.

9. Future Meeting Dates & Agenda Items

Wink prefers for the Industry Meeting and next Board Meeting to be in the first week of April to give more time to prepare. Johnson asked Wink to check on Fish & Game meeting dates.

- Year-end financials
- Industry Meeting
- RSW project
- Ice Shuttle project

10. Adjourn

Jackson moved to adjourn at 1:08 pm AKT. Seconded by Temple. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

Total meeting time: 4 hours, 6 minutes