



BRISTOL BAY

Regional Seafood Development Association

BBRSDA FINAL Meeting Minutes

March 5, 2020 – 9:00am AKT
Hotel Captain Cook – Club Room 1
Anchorage, AK

1. Call to Order/Establishment of Quorum

Chairman Johnson called the meeting to order at 9:02 am AKT. Present were board members Cook, Jackson, O'Neill, Temple, Christensen and Ure via teleconference; staff members Wink, Dunn, Padilla and Machain; and guest Robert Heyano.

2. Approval of Agenda

Christensen moved and O'Neill seconded to approve the agenda with the following revisions:

- Adding discussion of coronavirus under Miscellaneous
- Added Ice Infrastructure to 7diii
- Added #11 to be 2020 Board Elections

MOTION CARRIED UNANIMOUSLY.

3. Approval of Previous Minutes

a. February 4, 2020 Meeting Minutes

Jackson moved and Christensen seconded to approve the February 4, 2020 minutes.

MOTION CARRIED UNANIMOUSLY.

4. Member Comments

No non-board members were present for comment.

Board member Jackson thanked Padilla on behalf of the board and staff to include in the minutes:

"Thank you for your professionalism. Like the boy scouts you are always prepared, which means WE are always prepared. She forces me to always bring my "A" game. Thank you for your grace. You have a rare mix of empathy and patience, which translates to being forgiving and approachable. We have never felt threatened to ask you questions. Thank you for your humor. You're always ready with hugs, a laugh, and a quick comeback. I can always count on you to leave me with a smile after an email, phone call, or text. Thank you for your friendship. You have been an amazing staff member but an even better friend."

5. New hire introduction

Andy introduced Lilani Dunn as the new Marketing Director. Lilani thanked Cameo and gave a brief background on herself. Jackson thanked Andy for his choice.

6. Executive Director Report

Jackson moved and Temple seconded to approve the ED Report. **MOTION CARRIED UNANIMOUSLY.**

7. Committee Reports & Recommendations

a. Finance

i. Bank balances & Financial Snapshot

Christensen and Machain presented the Financial Snapshot.

ii. Q4-2019 Financial Reports

Machain presented the 2019 Interim Financials highlighting notable items. Christensen moved and Jackson seconded to approve the 2019 Financial Reports as presented. **MOTION CARRIED UNANIMOUSLY.**

O'Neill commented on the overall budget that it would be prudent of us to be thoughtful of where we're spending out money going forward without delaying how we are moving forward. Cook agreed that we should err on the side of prudence and focus our expenditures on things that help enhance the value and price of the fishery.

iii. FY20 project contracting status

Machain presented the Contract Status Update provided in the board materials.

b. PR/Outreach

i. Program update

- Four Town Hall meetings have been scheduled, as of 2-28-20, in Astoria, Anchorage, Homer, and Kodiak. O'Neill and Jackson gave an update on the Town Halls that have already happened.
- Wink is planning on reaching out to KDLG about upcoming summer programming and how to better integrate BBRSDA activities/goals.
- UW's Chris Boatright reached out about hosting a 'UW Forecast Meeting' for BB fishermen. They'd plan on webcasting it as well. Wink is standing by for more details and committed to getting the word out if/when they are ready.
- Reba is working with Gabe Dunham and the BB Fish Expo organizers about a class for fishermen.
- AMSEA class planning/prepping continues.
- Wink has been working on creating a structure that would efficiently/effectively allow Fishermen Ambassadors to execute smaller projects/activities with Fleet Team funds. The goal is to begin tasking and using these funds beginning in March or April.
- Wink met with six legislators (mostly those on the House Fisheries Committee) in Juneau on February 24-25 to update them on BBRSDA

activities and accomplishments. They are appreciative our efforts and we did not receive any negative feedback.

- Participation/engagement in BBRSDA's facebook page is growing, albeit slower than we'd like.
- The Instagram feed (which is more focused on fishery culture), is seeing a lot of engagement and has quickly built a strong following.
- Ure is looking into man overboard device. We want to encourage best practices and the PR/O committee can come up with ideas to emphasize that.
- Discussion about staffing needs – Wink will continue to report on how staff resources are working and will identify any gaps that we may have. The board was still in support of filling the open PRO/Admin position when ready.

Guest Michael Link joined the meeting at 10:15 am

ii. Radio discount update

Ure shared an update on the radio discount updates and his continued efforts with Dan Barr. This will be taken up by the PRO Committee. There are some funds available to use for this depending on the need.

*** 10 minute break ***

c. Sustainability

i. Program update

- Wink has been in regular contact with other stakeholders about all things Pebble.
- 'The Wild' Tour is officially kicking off on 4/22 (Earth Day), but there are some earlier screenings scheduled. BBRSDA activities related to 'The Wild' will be more focused on marketing than sustainability, until/unless something changes with the Pebble situation; however, Mark Titus keeps in regular contact so opportunities regarding habitat protection won't be missed.
- We have not received any Net Recycling proposals as of 2.28.20, but expect we'll see something at least one.
- Other Sustainability projects are either on track or don't begin until later in the year.

ii. Pebble Mine and EPA litigation update

- The US Army Corps of Engineers (ACE) produced a "Preliminary Final EIS" (PFEIS) in early February, which is being shared with cooperating agency entities. ACE is expected to issue a Final EIS around July 1. A Record of Decision (ROD) regarding the Section 404 permit is expected 30-60 days after that.
- EPA Case Update: an oral hearing on the Government's motion to dismiss was held in Anchorage on March 2. Wink updated that the judge said there

would be a written decision on the motion to dismiss by the end of the month (March 2020).

iii. BBFC update

Michael Link joined the discussion and gave an update about BBFC. Mr. Link stated that the BBFC met a few times and developed a scope and cost very similar to last year but with a better program.

d. Quality

i. Program update

Padilla provided the updates on the Quality Program, as outlined in board materials, including:

- Capt'n Jack's Tidebook
- Tender Quality Messaging
- Quality Mailer
- Quality Swag
- Ice Barges
- Seattle Tarp Discount Ice Bags
- Northline Seafoods
- Ice Distribution RFP
- Ice Infrastructure RFP
- Ice Shuttle Project RFP – working with BBEDC
- Seafood Analytics/Digital Observer Project
- RSW Tech Training

ii. Copper River Seafoods proposal

Copper River Seafoods requests funding for the purchase of 25 ice totes as part of BBRSDA's ice infrastructure RFP. Jackson in support of this since we haven't had projects that benefit Togiak in the past. Cook suggested some branding or logo to show the BBRSDA support of the project, even a stencil and spray paint could be cost-effective. Cook moved and Jackson seconded to support Copper River Seafoods for purchase of totes for \$14,720 with suggestion of branding them somehow with the BBRDA logo. **MOTION CARRIED UNANIMOUSLY.**

iii. Ice Infrastructure proposal from Icicle Seafoods

Padilla gave an update that Icicle's compressor went out at the end of last season – if they don't get a new one they will have no ice opportunities. They submitted a proposal to get a new compressor, but it was submitted only shortly before the Board meeting so directors did not have a chance to review it. Cook and Jackson were not in favor of handing out money based on the provided proposal. Christensen pointed out that it appears they are moving forward on the project with or without funding.

Cook moved that we delegate to Quality Committee to authorize expenditure of up to \$50,000 if determined to be a viable project. **MOTION DIED FOR LACK OF A SECOND.**

Board agreed to follow proposal procedure and review the proposal at the next Quality Committee meeting.

e. Marketing

i. Program update

Padilla gave an update on the Marketing Program, including:

- Lilani Dunn starting as Marketing Director
- RTC Marketing report for January
- 2020 Budget Updates
- 2019 Promotions Volume Lift
- 2020 Retail Promotions
- Food Service
- Content Development
- International
- Upcoming Events: Symphony of Seafoods, Boston, Brussels, The Wild Tour

ii. Rising Tide Communications update

Kate Consenstein gave an update on the marketing program. Highlights from 2019 were:

- The relationship established with Wegman's, one of the most popular in US. Did a fresh promotion, helped them visit Bristol Bay and make processor connections and sourcing opportunities. They saw the value of what the BBRSDA has to offer them.
- Processing partners giving us good opportunities putting labels on products in Costco. We gained good visibility from that and had a low price point for a successful project.
- Doing a deeper dive into the data to get better qualitative analysis.

Jackson thanked Kate and RTC for all they do and requested we ask Wegman's for a letter of support to put on our website.

Board and Kate discussed the issue of small fish and the conversations that have been had with retailers.

iii. Marketing promotions budget discussion & amendment

Staff provided an update on market conditions and ongoing promotions for Spring 2020. Wholesale sockeye prices are declining and there's been anecdotal reports of relatively larger inventories of small sockeye (compared to a normal year), creating concerns about 2020 season pricing. Staff recommended a range of possible marketing activities requiring additional funding.

Jackson moved and Christensen seconded to approve increasing Marketing FY20 Retail Promotions Budget from \$125,000 to \$225,000 with funds coming from investment reserves. **MOTION CARRIED UNANIMOUSLY.**

****LUNCH BREAK AT 12:10PM UNTIL 1:30PM****

f. Governance

- i. Discussion and prioritization of future committee topics
Cook requested staff to prepare a tracking spreadsheet for every board member to prioritize the 10 topics for the Governance Committee. He suggested this to be sent out in the next week or two.

8. Miscellaneous Business

a. Fishery enforcement discussion

Board discussed whether this topic belongs under the BBRSDA's responsibility and if so, which committee would handle this. No action was taken at this time, but it was noted that Trooper Quist would participate in an enforcement discussion at the BBRSDA industry meeting tomorrow (3/6).

b. Coronavirus discussion

Christensen suggests the marketing team develop more of an action plan surrounding the coronavirus. Board discussed potential market impacts and opportunities but wanted to be sure any actions taken were appropriate. Wink mentioned how Boston has been cancelled, Brussels is a few months out, but might be affected. Wink preferred to give staff and board the choice to decide whether or not they would choose to travel for events.

9. Future Agenda Items

- a. Vote on Board Term Limits
- b. Annual Report – whether or not this should be website updates or an actual report.
Board consensus was that the members like the information in the report and read it.

10. Review and Plan Future Event & Meeting Dates

March 6, 2020 – Industry Meeting
March 6, 2020 – Anchorage Town Hall
March 15-17, 2020 – Seafood Expo North America - **cancelled**
March 25, 2020 – Homer Town Hall
March 28, 2020 – Kodiak Town Hall
April 22, 2020 – Teleconference Board Meeting
June 9, 2020 – Board Meeting – Naknek
June 9, 2020 – BBRSDA Member Meeting – Naknek
June 12-13, 2020 – Fish Expo

11. 2020 Board Elections Discussion

The Board discussed questions related to nominations for candidates in the upcoming BBRSDA Board seat election. As of 2/26/2020, BBRSDA physically received 8 signed petitions of support and 2 signed petitions of support via email for Mark Niver. The Board discussed whether Mr. Niver's nomination materials meet BBRSDA's requirements for becoming a board seat candidate.

Jackson moved and Temple seconded to accept Mark Niver's nomination package as submitted.

MOTION PASSED 4-2.

Aye – Jackson, Temple, O'Neill, Ure

Nay – Christensen, Cook

Jackson moved and Ure seconded the nominations of Larry Christensen, Spencer Elwell, and Fritz Johnson pending confirmation that signatures supporting said candidates belong to Bristol Bay permit holders as of December 15, 2019. **MOTION CARRIED UNANIMOUSLY.**

12. Executive Session

Jackson moved and Temple seconded to enter Executive Session at 4:05pm. **MOTION CARRIED UNANIMOUSLY.**

Jackson moved and Temple seconded to come out of Executive Session at 5:22pm. **MOTION CARRIED UNANIMOUSLY.**

13. Adjourn

Jackson moved and Temple seconded to adjourn at 5:31pm. **MOTION CARRIED UNANIMOUSLY.**

Total Meeting Time: *Morning: 3 hours, 8 minutes*
 Afternoon: 4 hours, 1 minute
 Total: 7 hours, 9 minutes