



# BRISTOL BAY

Regional Seafood Development Association

## **BBRSDA Board Meeting Minutes**

September 18, 2023 – 9:00am AKT

Teleconferenced

### **1. Call to Order/Establishment of Quorum**

Chairman Johnson called the meeting to order at 9:03am AKT. Present were board members Niver, Andrew, Morgan, Schonberg, and Sabo; staff members Bursch, Dunn, Machain, McNeil, and Wink; and member guests Harsila, Gibbons, Singleton and Resetarits. **A QUORUM WAS ESTABLISHED.**

### **2. Approval of Agenda**

Sabo moved and Morgan seconded to approve the agenda with the addition of Truckload Sales discussion under 6b. Marketing updates and marine mammal predation discussion under 6c. Sustainability updates. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

### **3. Approval of Previous Minutes**

#### **a. August 8, 2023**

#### **b. August 15, 2023**

Andrew moved and Sabo seconded to approve the minutes from August 8 and August 15 with the revision to the August 8 minutes to remove the subsequently added letter from former board member Jackson. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

### **4. Member Comments**

Chairman Johnson opened the floor for member comments.

Buck Gibbons asked the board to consider paying a professional grant writer when opportunities arise. He also pointed out how social media threads have been focusing on photos depicting poor fish quality.

Keith Singleton added that those pictures do not help our situation and hurt our relationships with retailers. We cannot dictate how our partners run their ads or sales promotions.

Schonberg volunteered to talk with the Facebook group moderators about possibly removing the photos from the group thread.

Regarding bad display cases, Dunn suggested letting her or contractor Mark Jones know about the issue and they can have those conversations.

## **5. Executive Director Report**

Johnson asked Schonberg to take over the lead with the Advisory Panel in the wake of board member Jackson's departure. Schonberg accepted.

Schonberg moved and Morgan seconded to approve the Executive Director report. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

## **6. Program Updates & Committee Business**

### **a. Finance**

Machain gave a brief timeline of the budgeting process and walked the board through the financial snapshot highlighting bank balances and cash position.

#### **- FY2022 Audited Financial Statements**

The draft audit was provided in the meeting materials. This draft is recommended by the finance committee for full board approval.

Sabo moved and Schonberg seconded to approve the FY2022 Audited Financial Statements. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

#### **- Q2 2023 Financial Statements**

The Q2 2023 Financial statements were provided in the meeting materials. These were presented to the finance committee and they have been recommended to the full board for approval.

Morgan moved and Sabo seconded to approve for Q2 2023 Financial Statements. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

#### **- FY2024 Budget - Staff Draft & Discussion**

Machain gave a high-level overview of the current draft budget for 2024. This is a first look for the board to get a sense of the overall

budget direction. The final budget approval is anticipated for the November in-person board meeting. Each committee will be meeting before the final approval for in-depth program budget reviews.

There were no questions from the board. Wink and Machain clarified the budget ceiling that has historically been used based on operating reserves and assessment income. Due to the anticipated sharp decrease in assessment income in 2024, staff anticipates needing to look further ahead than we have typically had to in the past.

## **b. Marketing**

An in-depth report on the Japan Marketing trip was included in the meeting materials. The board was in favor of staff sharing a summary of Lilani's Japan report in a digestible blog post to highlight international efforts with the fleet.

### **- Edelman PR & Marketing Contract Extension**

Dunn introduced Katie Goldman from Edelman who walked the board through a brief presentation highlighting their PR activities, including:

- Their goal this year was to capitalize on the consumer preference of wild vs farmed.
- Influencer partnerships.
- Driving awareness with earned media storytelling, focusing on utilizing earned media.
- Their preference is for no break in the contract to take advantage of the built-in news moments in the fall and holiday seasons.
- More recently implemented a "clicks-to-cart" metric to track purchases from their efforts.
- They aren't doing anything international yet, but they can layer in potential markets if we contract with them in the coming year.
- They do not do any promotions for farmed products. Finding chefs that want to push wild is important.

The board discussed the pricing and options of extending the current contract by 3 months, as recommended by the Marketing Committee, and options for 2024.

Andrew moved and Sabo seconded to extend the Edelman contract through December 31, 2023, for \$125,000. **MOTION CARRIED 5-1.**

- **Truckload Sales Discussion**

Wink brought up an idea where processors sell a truckload of salmon to a local fisherman “on consignment”. The fishermen can then go out and try to sell the fish out of a big, refrigerated truck. Whatever doesn’t sell is then bought back by the processor. This could start on a small scale with some direct marketers and if it sells out, we could scale it up relatively quickly.

Johnson directed staff to assess interest with our direct marketer list and pitch it to them to see if it is worth pursuing further.

**c. Sustainability**

- **Oil & Gas Leases in Bristol Bay**

Oil and gas leases in the BB region (Alaska Peninsula area) are up for renewal. There is a comment period open through October 30. These leases have been open for the last 10 years but have not been bid on to our knowledge.

The board was in favor of Wink gathering more information on this topic.

- **Marine Mammal Predation**

There were no questions or discussion.

**d. Quality**

Bursch gave a verbal update on the Quality program. There will be a committee meeting on 10/3 and all of the summary reports are anticipated to be received before then and she will share those with the committee. Current projects include the 2 ice barges, the RSW apprentice program, and 2 CQR projects.

**e. Outreach**

Bursch gave a verbal update on Outreach activities, most notably that the setnet vote is underway and the results will be known in early November. The Outreach Committee will be meeting later this week.

## **7. Miscellaneous Business**

### **a. Changes to BBRSDA Bylaws - Arbitration for Board Members**

Staff has drafted updated bylaw language to require incoming board members to sign an arbitration agreement form, similar to the currently required COI form. This language and the draft arbitration form have been vetted by legal.

The board decided to discuss this during executive session. Coming out of executive session, the following motion was made:

Schonberg moved and Niver seconded to not adopt the recommended changes to the bylaws. **MOTION CARRIED 5-0.**

### **b. Board Seat E Vacancy**

Michael Jackson has resigned his position on the BBRSDA Board of Directors. This leaves a vacancy for Seat E (Non-resident). BBRSDA bylaws state: *"Section IV. Vacancies. The board will fill vacancies as they arrive by developing a slate of candidates and choosing a new member by a 2/3 vote of all seated board members. The new member will serve for the balance of the vacant term."* The board opted to develop a slate of candidates by collecting letters of interest through October 6<sup>th</sup> and consider those at the October board meeting.

### **c. Discussion of Bristol Bay Salmon Price Crisis**

Wink shared a list to start conversation and get input from the board on BBRSDA's future course of action. Topics included:

- The Price Mediation Petition: the board agreed to keep this open through PME to see if it gains momentum.
- Legal Analysis of BB Price Situation
- Marketing strategy
- Aid & Forbearance options
- Fund a study on "Price Needed for a Livable Wage"
- Form a Bristol Bay Salmon Cooperative working group
- Draft a "Fishermen's Agreement"

- Should we push for legislative changes and/or legislative hearings?

The board went through the list and will be discussing these items in more detail at future work sessions and meetings and give direction at that time.

**d. Fall Member Meeting Agenda**

The board discussed the November member meeting luncheon scheduled during Pacific Marine Expo. The consensus was to have a simplified agenda with lunch, ADF&G presentation, brief market update, and the rest of the time for member discussion and Q&A. This will be fine-tuned closer to the event.

**8. Executive Session**

Sabo moved and Morgan seconded to enter executive session. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

Schonberg moved and Niver seconded to exit executive session. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

**9. Future Meetings, Events, and Agenda Items**

<b>September 13</b>	<i>ASMI Domestic Marketing Committee meeting</i>
<b>September 20</b>	<i>Advisory Panel meeting</i>
<b>September 26</b>	<i>Marketing Committee meeting</i>
<b>September 30</b>	<i>Fall Fishermen's Festival - Ballard, Fishermen's Terminal</i>
<b>October 6</b>	<i>Sustainability Committee meeting</i>
<b>October 10</b>	<i>BBRSDA Board Meeting</i>

**10. Adjourn**

Schonberg moved and Niver seconded to adjourn the meeting at 1:58PM AKT. **MOTION CARRIED UNANIMOUSLY.**

*Total meeting time: 4 hours, 55 minutes*

*Board members in attendance: Andrew, Johnson, Morgan, Niver, Sabo, Schonberg*