



BBRSDA Board Meeting Minutes

January 28, 2026 10am AKT

1. Call to Order/Establishment of Quorum

Morgan called the meeting to order at 10:02 AKT and established a quorum.

Present were board members Doug Morgan, Doug Elwell, Sean Guffey, Peter Andrew, Casey Coupchiak, Fritz Johnson, and Mark Niver, staff members Lilani Dunn, Becky Machain, and Mariah Clemens, and member Toby Bloom

2. Member Comments

There were no member comments.

3. Approval of Previous Minutes

a. December 17, 2025

Johnson motioned and Niver seconded to approve the minutes from December 17, 2025. **Motion carries with unanimous consent.**

4. Approval of Agenda

Niver moved and Elwell seconded to approve the agenda as presented. **Motion carries with unanimous consent.**

5. Executive Director Report

Dunn provided a written executive director report. There were no comments.

6. Committee Member Proxy Voting Verbiage Approval

Morgan read the proxy voting policy update.

Johnson motioned and Elwell seconded to approve the proxy voting policy change. Johnson discussed that proxy voting would improve efficiency in decision-making in the organization. Elwell agreed that proxy voting would be helpful in the event of inclement weather. **Motion carried with unanimous consent.**

7. Program Updates & Committee Business

a. Marketing Program

Dunn reported that we are in peak marketing program season focused on moving inventory along to make room for the 2026 harvest. Lilani Dunn reported on the marketing committee's recent meeting, emphasizing the importance of the upcoming Seafood Expo North America and ongoing promotions for sockeye salmon.

b. Social Media Contractor Approval

Dunn reported that a motion passed in the marketing committee meeting to approve a budget of up to \$25,000 for a one-year contractor for social media management, with the goal of enhancing the brand's presence and messaging.

Andrew motioned and Niver seconded to approve the budget of up to \$25,000 for a one-year social media management contract. Niver expressed the need for the contractor to be knowledgeable about the industry. Dunn clarified that BBRSDA staff are collecting multiple proposals, and the contractor will be responsible for creating content that is appealing to consumers and portrays accurate and accessible fishery information to consumers. It is critical that this contractor have consumer expertise. Dunn also clarified that BBRSDA staff reviews all social media content ahead of time and has control over what is posted. Dunn reported that the current social media contractor is reusing content and photo contest from 2025 to maintain social media presence after staff member Aubrey McNeil's departure. Social media management was a portion of McNeil's job description, and this contract would not encompass all her former job duties. Dunn also stated that hiring an outside contractor is beneficial for the brand, so the contractor can focus on consumer messaging without influence from other projects. **Motion carried with unanimous consent.**

8. Sustainability Program

a. Sonar RFP

Johnson motioned to enter executive session on the grounds of discussing legal matters. Andrew seconded the motion. There was no opposition. **Entered executive session at 10:17am AKT.**

Exited executive session at 11:05 AKT.

Andrew motioned and Johnson seconded to table the approval of the sonar project until January 29, 2026. **Motion to table carried.**

a. Quality

Dunn gave a verbal report that the RFP for RSW apprenticeships has been published. Dunn stated that she has been having conversations regarding quality with retail partners and will have more to report at the next board meeting.

b. Outreach/Organization

i. Bristol Bay Live App

Machain reported that the agreement with the Bristol Bay Live app creator, Mica Linscheid, had changed to 1 year lease with the option to buy the app at the end of the year for \$35,000. If BBRSDA does not purchase the app at the end of the contract, we could also extend the lease another year. Machain detailed that the contract included an \$8,000 lease and \$6,000 for services. This change is less expensive than the previously approved agreement, and allows BBRSDA to purchase the app sooner, if desired. Linscheid is eager to perform well.

Elwell reported on his ongoing conversations with Sea Mountain Insurance and potential underwriters about the possibility of creating a marine or health insurance pool for BBRSDA members.

ii. Organization Website Budget Approval

Dunn requested a budget of \$8,000 to update the BBRSDA organization website as the current site is more than 10 years old and cannot update to a newer platform automatically. Dunn stated that there is no staff capacity to complete the website update at this time. The website update would be scheduled to start in February or March 2026 and would take 1-2 months to complete, at which point BBRSDA staff would take over and manage website content moving forward.

Johnson motioned and Andrew seconded to approve a budget of \$8,000 to update the BBRSDA organization website. There was no discussion. **Motion carried with unanimous consent.**

Johnson suggested increased outreach to the fleet regarding changes to regulations about keeping king salmon.

c. Finance

Guffey shared his observations on the organization's budget, suggesting a need for small adjustments to better serve the fleet and improve marketing expenditures. Guffey noted a healthy financial reserve and suggested that the marketing budget may need to be reduced with smaller salmon runs predicted in the next 5-7 years.

Machain reminded the board of the \$2.2 million approved budget with expenses of \$1.8 million, leading to a net income of \$346,000, not including the investment bucket set aside for sonar. With our current funds and expected assessment income in July, BBRSDA is set to have \$2.5 million baseline cash reserve, indicating a healthy cash position.

c. Good of the Order

Dunn provided a written copy of a draft press release regarding BBRSDA being awarded a private Seafood Industry Climate Award grant from the ACME Smoked Fish Foundation. The grant funds a pilot project to explore the use of aerial drones in salmon enumeration.

d. Future Meetings, Events, and Agenda Items

January 29-31: Sun Vally Culinary Institute
February 3: Juneau (Bristol Bay Legislative Fly-in)
February 17: Juneau (Fish Week)
March 4: BOD Mtg & Member Mtg
March 4-6: SWAMC
March 15-17: SENA (Boston)

Johnson stated that attending SENA is a valuable experience and suggested that when deciding who will attend, that new board members are considered to attend if they are able.

e. Adjourn

Johnson motioned and Niver seconded to adjourn.

Meeting adjourned at 11:25am AKT.

Board members present were Doug Morgan, Doug Elwell, Sean Guffey, Peter Andrew, Casey Coupchiak, Fritz Johnson, and Mark Niver.