BBRSDA Board Meeting Minutes
November 19, 2024 – 9:00am PST
Silver Cloud Hotel | Seattle, WA
In-person and teleconferenced

1. **Call to Order/Establishment of Quorum**
   President Sabo called the meeting to order at 9:00am PST. Present in person were Schonberg, Morgan, Johnson, Niver, Andrew, and Elwell; member Robert Heyano; and staff members Bursch, Dunn, Machain and McNeil. Present via teleconference were members David Kopra and Janis Harsila. **A QUORUM WAS ESTABLISHED.**

2. **Member Comments**
   Sabo opened the floor for member comments. Member Heyano commented that he would like the board to really look into overescapement as it is a huge loss of revenue to fishermen.

3. **Approval of Previous Minutes**
   a. **October 16, 2024**
      Andrew moved and Niver seconded to approve the meeting minutes from October 16, 2024. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

4. **Approval of Agenda**
   Elwell moved and Schonberg seconded to approve the agenda as presented. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

5. **Executive Director Report**
   The board acknowledged the submitted ED report, with the only questions focusing on the herring revitalization meeting. Bursch noted that she could share additional details from her notes at a later time.

6. **Program Updates & Committee Business**
   a. **Marketing**
      Committee chair Andrew noted the team is streamlining efforts with strong contributions from McNeil and her in-house marketing work.

Two new advisors, Arron Kallenberg and Steve Kurian, have joined the committee, with existing members expressing interest in staying on. On-pack efforts include a half-million units at the supplier, and this week marks Salmon Week. A grant submission is under review, with notifications expected by summer 2025 and potential funding in September 2025. Together, the grants total nearly $1M. Marketing program highlights include live in-store demos in Japan, Costco promotions on the West Coast, and global market initiatives. Dunn will attend the Global Seafood Conference in January and our brand had a positive organic collaboration with Guy Fieri through members. Sabo reported progress in social media outreach.

b. **Sustainability**
Following the ANC board meeting, discussions with ADF&G addressed concerns about foregone harvest – they are aware that we are concerned. Norm Van Vactor will present his drone project at the member meeting tomorrow. The member meeting will offer opportunities to engage with Jordan Head from BBSRI as well as scientists from FRI and ADF&G regarding the upcoming forecast.

i. **Salmon Enumeration Project Proposal**
The board discussed the Salmon Enumeration project proposal submitted by Norm Van Vactor and recommended by the Sustainability Committee for up to $80K in funding with suggestions to limit funding or explore alternatives. Some supported delaying action until more details are finalized, while others emphasized maintaining momentum and collaboration with ADF&G, RSDA, and BBSRI. The project aims to use drones and AI for fish counting, though questions about cost-effectiveness and implementation remain.

Johnson moved and Elwell seconded to direct Dunn to pursue an MOU with FRI and BBSRI to refine the project scope, with funding decisions to follow upon recommendations. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

ii. **CFBB Proposal**
The Sustainability Committee recommended to the full board for approval at the $30K funding level. The proposal reflects a budget

increase from $18K in 2024. CFBB plans to build a fleet team that will also assist with RSDA initiatives and in-person events.

Morgan moved to table this to allow staff and CFBB to come up with additions to the proposal and have some guardrails. Seconded by Elwell. **MOTION CARRIED 6-1.**

c. **Quality**

Bursch gave a verbal update of the Quality program and various projects.
- RSW Training & Apprenticeship: encouraging young skippers and deckhands to take RSW courses and explore the RSW apprenticeship program.
- Quality Discussions: Bursch is soliciting feedback from fleet representatives about quality issues. She met with Mark Jones, who reported no negative feedback regarding bleeding requirements or quality this year. Barry Collier was tasked with investigating bleeding practices and will provide a report on Thursday.
- RSW Innovations: Elwell mentioned one example of a captain replacing his RSW system with an all-electric, generator-driven setup. Sabo proposed focusing on tenders and improving their quality by equipping them with slush ice systems. Schonberg highlighted the significant benefits of ice barges, especially the availability of slush ice, noting its absence in Naknek Bay was felt.

d. **Outreach**

i. **Discuss the potential dissolution of the Advisory Panel**

The Outreach Committee recommended to the full board to sunset the Advisory Panel at the 10/21 Outreach meeting. The new advisor structure for our regular operating committees will allow interested members of the AP to join onto committees and be more involved if they would like.

Morgan moved and Elwell seconded to sunset the Advisory Panel as recommended by the Outreach Committee. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

e. **Finance**

i. **Bank Balances**

Machain gave a verbal update of current bank balances, highlighting our reserve balances.

ii. **Approval of Q3 2024 Financials**
Morgan highlighted staff accomplishments and year-to-date savings despite FY24 budget cuts. Machain highlighted cash balances and year-to-date net income and savings.
Morgan moved and Elwell seconded to approve the Q3 2024 Financials. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

f. **Organization**

i. **Get Out The Vote timeline and plan**
Staff is building a plan to span from PME 2024 to the next BOD election in November of 2025 to collect and update our members' contact information. Staff have a plan to collect contact info from attendees of our Member Meeting at Expo and visitors to our booth next week. This outreach will continue throughout the year in our virtual and in-person communication opportunities. Sabo is hoping for 1,000+ members to participate in next year's election. Plans for postcards, town halls, and outreach strategies to be solidified for next fall.

7. **Approval of 2025 Budget**

The draft budget comes to the board after being reviewed and recommended by the Finance Committee with minor changes highlighted for the board to easily see.

The board discussed the proposed budget, with Morgan raising concerns about the 276K deficit. Machain clarified the budget outline, including slight changes since the committee's review. The discussion included clarifying changes in the budget, such as the professional services line (7106) for staff training.

The board also addressed whether the goal was to achieve a balanced budget. Morgan opposed a deficit for 2025, even with 300K in savings from 2024. Dunn offered potential marketing project reductions to help balance the budget, if desired. Elwell urged using the proposed budget and asking staff to be economical.

Elwell moved to approve the budget as outlined and totaling $1,620,000 in income and $1,896,443 in expense with a net deficit of ($276K). Seconded by Johnson. **THE MOTION CARRIED 4-2 with Morgan and Andrew opposing.**

Morgan asked to revisit the proposed budgets for each program. For marketing, Dunn clarified the role of Christine Fanning as well as the timing of any SK grants. For Quality, Bursch clarified the Captain Jack's project is contingent on some board requests, otherwise no changes. For Sustainability, Sabo reminded the group that the drone project proposal for $80K was removed from this budget draft. No changes were made to the previous budget motion.

8. Miscellaneous Business

There were no comments for miscellaneous business.

9. Future Meetings, Events, and Agenda Items

a. 2025 In-person meetings (dates & locations)

Next in-person meetings will be March 5-7 in Anchorage. There will be a board meeting, member meeting, and industry gathering to align with SWAMC. Staff will work on additional town hall locations.

President Sabo would like to see the board meet in-person at least 3 times a year. Once in spring for industry and member meetings, October in Anchorage, and November at PME in Seattle. This is in addition to June member and town hall meetings in Bristol Bay. Elwell and Schonberg emphasized the value of in-person sessions with the board and staff as well as outside groups like ADF&G.

10. Executive Session

The board entered executive session at 11:09am.
The board exited executive session at 12:20pm.

Morgan moved and Schonberg seconded to approve Lilani Dunn's contract and bonus as Executive Director for 2025. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

Johnson moved and Andrew seconded to direct Dunn to work with Nels Ure and CFBB to come up with an RFP and detailed proposal. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

11. **Adjourn**

Johnson moved and Morgan seconded to adjourn at 12:22pm. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

Total meeting time: 3 hours, 22 minutes

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