BRISTOL BAY
Regional Seafood Development Association

**BBRSDA Board Meeting Minutes**
December 17, 2025 | 10am AKT

1. **Call to Order/Establishment of Quorum**
President Sabo called the meeting to order at 10:01 am AKT. Present were board members Johnson, Sabo, Schonberg, Andrew, Morgan and Niver; elected board members Coupchiak and Guffey; members Michael Ferris, Mikal Mathisen, and Janis Harsila; and staff members Dunn, Bursch, Machain, and Clemens. **A QUORUM WAS ESTABLISHED.**

Sabo outlined the meeting agenda. Johnson and Andrew expressed their views on the agenda's order regarding the election results and seating of new board members. Dunn clarified that the new directors would be seated during this meeting, aligning with the bylaws.

2. **Member Comments**
There were no member comments.

3. **Approval of Previous Minutes**
    a. **November 19, 2025**
    Morgan moved and Andrew seconded to approve the minutes from November 19, 2025. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

4. **Approval of Agenda**
Schonberg moved and Johnson seconded to make an amendment to the agenda, moving the seating of new board members and executive officer appointments prior to the Executive Director Report. **MOTION CARRIED WITH UNANIMOUS CONSENT.**

5. **Update to Bylaws: Proxy Voting Verbiage**
Sabo gave a high-level summary of suggested additions to the committee meeting policies to allow proxy voting in committee meetings. Morgan moved and Elwell seconded to table the discussion until after the board has had a week to review the bylaw changes. **MOTION TO TABLE CARRIED WITH UNANIMOUS CONSENT.**

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6. **Personnel Policy Updates**
   Elwell moved and Johnson seconded to ratify the personnel policies and procedures presented at the previous board meeting. **MOTION CARRIED WITH UNANIMOUS CONSENT**.

7. **Seating of new Board Directors**
   Sabo congratulated newly-elected members Guffey and Coupchiak on joining the board and highlighted the need for improvements in the bylaws regarding member transitions including the potential for a swearing-in. Johnson, Niver, Andrew, and Morgan expressed gratitude for Sabo and Schonberg's service to the board. Sabo and Schonberg both thanked the board for the opportunity to serve.

8. **Executive Officer Appointments**
   Sabo opened the floor for nominations for the board chair position and outlined the process for nominating and voting for executive officer appointments to the board, indicating an anonymous voting procedure if more than one member was nominated for an executive officer role.

   Johnson nominated and Andrew seconded the nomination of Doug Morgan for President. Morgan accepted the nomination. Andrew moved and Johnson seconded to close nominations for President. **MOTION CARRIED WITH UNANIMOUS CONSENT.** With no opposition, **Doug Morgan is elected President.**

   President Morgan took over the meeting from Sabo and opened the floor for nominations for Vice President. Johnson nominated Doug Elwell for Vice President; Andrew seconded the nomination. Elwell accepted the nomination. Andrew moved and Niver seconded to close nominations. **MOTION CARRIED WITH UNANIMOUS CONSENT.** With no opposition, **Doug Elwell is elected Vice President.**

   Morgan opened the floor for nominations for Secretary/Treasurer. Andrew moved and Johnson seconded the nomination of Sean Guffey for Secretary/Treasurer. Guffey accepted the nomination. Niver moved and Elwell seconded to close nominations. With no opposition, **Guffey is elected Secretary/Treasurer.**

9. **Executive Director Report (verbal)**
   Dunn gave a verbal report noting that new staff member Mariah Clemens had been officially onboarded and will report to Frances Bursch. Bursch has been promoted from Program Manager to Program Director. Dunn noted that the recent election had 407 votes, which is higher than what we've seen in recent years.  Dunn reported the coordination of a resource room at Board of Fish for members wishing to participate in the process. More information about the Board of Fish meeting would be discussed in the next Outreach Committee meeting.

10. **Program Updates & Committee Business**
    a. **Marketing Program**
       Dunn gave a verbal report highlighting the marketing focus on wellness and nutrition going into January. Dunn noted that Edacious has the necessary 36 samples to analyze and report nutrition facts for Bristol Bay sockeye salmon. Dunn also noted a national retail promotion launch with Whole Foods Market. Dunn reported that she and Greg Smith of ASME will be doing a panel discussion on direct marketing at SWAMC, which is scheduled March 4 - 6 in Anchorage.

       Dunn highlighted a sponsorship promotion of Bristol Bay sockeye with the Sun Valley Culinary Institute and that marketing is pushing toward food service chef and restaurant engagement.

       Regarding Seattle Salmon Week, Dunn reported that the engagement in the event was positive and impressive and more data from the event would be reviewed at the next marketing committee meeting.

       i. **SENA**
          Dunn reported that the booth is ready for SENA and that five BBRSDA representatives were planning to attend, including marketing chair and board president if they choose.

    b. **Sustainability Program**
       Bursch provided background for new board members on the Nushagak sonar RFP and reported that it had some interest from some organizations including one that submitted a draft proposal to review and provide feedback for. Bursch discussed moving the RFP

deadline into January to allow for more organizations to potentially apply. Bursch requested feedback on how to proceed with the RFP review process, suggesting either the sustainability committee or a sonar project subcommittee.

Morgan highlighted the need for timely responses to equipment requests to avoid disadvantaging any group in the RFP process. Bursch agreed with Morgan and agreed to discuss the RFP process with the sustainability committee.

Bursch reported that the aerial drone salmon enumeration project has not heard back from two potential grant funding sources and that the group is considering applying for a third grant to support the project.

Bursch also reported participating in a statewide group to plan participation and events for House Bill 233, including a kickoff event on January 13 during the Board of Fish meeting.

c. **Outreach/Organization**

Bursch reported that 139 respondents had completed the fleet survey, representing 7.7% of the fleet. The preliminary survey results had been posted on the BBRSDA website with a note that the results may not be representative of the whole fleet. Coupchiak and Elwell both suggested that the results not be published since they were not representative. Member Ferris suggested calculating and reporting a margin of error for the results.

Elwell mentioned the possibility of using an incentive to encourage members to complete the survey in the future.

Bursch agreed to continue to promote the survey to the fleet up to the Board of Fish meeting and keep the preliminary results live on the website for transparency.

i. **Board of Fish: Meeting Room**

Bursch reported BBRSDA has a rented room at the Egan Center during the Board of Fish meeting and will provide a printer, paper, and other supplies for members to use during the meeting. BBRSDA will not have staff present at the meeting.

Bursch mentioned BBFA will also be present at the meeting. Member Harsila discussed some of BBFA's priorities for the meeting.

Johnson asked if BBRSDA was able to take any proactive formal action regarding the Board of Fish meeting. Dunn clarified that BBRSDA will not take any formal stance but can provide information to members regarding the proposals and advice on how members participate in the Board of Fish process representing themselves.

The board discussed potential educational resources and discussed scheduling a workshop to discuss the Board of Fish meeting and resources prior to the written comment deadline.

ii. **Bristol Bay Live App**
Bursch provided a report on the progress of the contract for the Bristol Bay Live app, outlining that BBRSDA will pay the creator up to $8,000 annually to develop the app for BBRSDA's needs (invoiced by hour by the app creator), then BBRSDA will own the app after four years. BBRSDA plans to use the app for fleet outreach and quality handling education and intends to launch it prior to the 2026 salmon season.

d. **Quality**
Bursch requested input for the 2026 Captain Jack's Tide Book insert with quality information.

11. **Finance**
Machain reported the 2026 budget had been approved and would incorporate any subsequent board actions. The audit was clean and the 990 had been filed. The finance committee will meet again in early February to review actuals from 2025 and review the un-proposed funds bucket.

12. **Good of the Order**
Member Mathisen acknowledged BBRSDA's inability to take a stance on Board of Fish issues and suggested that this should be changed to increase advocacy for the fleet in general. Morgan responded to emphasize BBRSDA's willingness to collaborate with organizations that can provide that advocacy.

Member Ferris reiterated the need for clear procedures for board transition and calculated that the margin of error for our survey was approximately 9% with a 95% confidence level, assuming 1800 permitholders.

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

January 13-18 Alaska Board of Fisheries (BB Finfish)
January 19-22: Global Seafood Market Conference
January 29-31: Sun Valley Culinary Institute
February 3: Juneau (Bristol Bay Legislative Fly-in)
February 17: UFA
March 5-7 (tentative): SWAMC
March 15-17: SENA (Boston)

**14. Adjourn**

Elwell moved and Johnson seconded to adjourn at 11:45 am AKT.

*Total meeting time: 1 hour, 45 minutes*

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