

**CR/PWS Marketing Association**  
Board of Directors Meeting  
November 15, 2013  
10am AST  
Teleconference & The Pioneer in Cordova

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**MINUTES**

Meeting called to order 10:10AM

Board Members: MEss, MMickelsen, DCarpenter, POwecke, JKallander, JOlsen, BSmith, T Carpenter, BMyer

Staff: KRyals, JDartMclean

Public: ACooper

Bob counseled by lawyer – if the appt of Jim was proper than we had a quorum at last month’s meeting, if not than last meeting is in question. If no quorum than the appt of Jeff, Bob, and Tom has not been validated.

Danny – Why is Jim not valid?

Mike – There’s an email record.

Bob – We need to talk to a lawyer. I don’t think we should do official business until this is resolved.

Jim – When this has happened to me, we just redo the actions in the correct order.

Mike – we will talk to a lawyer

Agenda motioned

Minutes

Motion to approve Danny C  
approved Bill M,  
all approved

1. Draft Budget with new and existing marketing items, board review and prioritize

Kim will put together the work done yesterday into a work plan.

Will be ready for next board meeting.

2. Partnerships – decide level of involvement in management issues

Tom – in the future, grant \$ to other organizations for programs

Paul – doesn’t want restriction on set netters to be a part of this organization’s agenda

Danny – management strategy of ADFG if it affects the way we market fish

Writing a letter to ADFG?

Jeff – Main Bay is a PWSAC management, stay out of the politics

Micah – direct ED to write a polite factual letter to ADFG, can't bypass their scientific process.  
We can't get back our marketplace once it's lost.  
Mike – Kim, write a first draft to ADFG

3. Re-evaluate ice delivery in western sound

Motion to postpone to next meeting after surveying processors, gathering feedback, finalizing ice report DCarpenter  
Second MESS

4. Discuss options for better fleet communications

Bob – survey with a raffle, cash prize

Jim – Newsletter with a tear off?

Bob – Yes.

Jeff – Just our peers is communication enough.

Micah – Need broader than just our reach. Need stimulation.

Jim – Need more than just data back, need to get the story out.

Bob – combine the 2

Micah – comment section

Bob – more newsletters

Mike – need committee to assemble newsletter, convince our worth to our members.

Kim – will take first swat at fleet outreach then turn to volunteers to make plan. Include our board training helpers. Bob, Bill M, Danny, Paul on committee

Jeff – no delineating between drift and set netters, fish go into the same tank

5. Committee to draft decision-making protocol for review by the board

Mike M, Micah, Tom on the committee

Official steps when making decisions

Check list

Bob – Membership wants a formal consideration of their ideas

Kim – monthly informal round table where the fleet can chat

Jeff – not necessary, people find us

Jim – no conference called during Executive session

Jim – audience comments at beginning have to pertain to agenda

Jim – audience comments for anything are at the end

Jim – provide number and code for board meetings

Jim – certain amount of days the agenda is available before the meeting

Micah – put \$ amounts to programs

6. Resolve appointments issue. Board directs chair to get legal opinion and recommendation about how to correct issues with appointments and notification of by-law changes. Attorney to recommend changes to the by laws to resolve this issue in the future.

Mike – when we expanded the board, we needed to alter the by laws  
When we made the change to the by laws about the fee, need to redo  
We need to appoint Jim.

Lawyer will review article 5

Right now we have 8 seats of an 11 person board. Need to reappoint Bill M, Derek, and Jim. Have a quorum right now.

Issue: Motion to appoint Jim Kallander to Dave Salmon's seat. Jolsen, TCarpenter second.

Discussion: BSmith – we need to inform the membership clearly what is happening  
Question called by DCarpenter.

All approved.

Issue: Motion to appoint Bill Myer to a 1 year term. DCarpenter  
TCarpenter seconds.

Discussion: BSmith – before the appointment, others wanted to be in these seats. Jolsen, these seats weren't on the ballot. BSmith I'm not talking about these seats. DCarpenter, this was not expressed at the board meeting.

Question called by DCarpenter

In favor: 8

Opposed: Bob Smith

Issue: Motion to appoint of Derek to a 2 year term. DCarpenter  
BMyer seconds.

Discussion: Derek hasn't been to the last 2 meetings. Kim R: Derek is communicating to me his intention. Danny, we have had absences in the past, that's a problem, you can still call in. JKallander call to question.

In favor: 8

Opposed: Bob Smith

**CORRECTION (1/9/13): Kallander, Myers and Blake were reappointed to the Board; as per current bylaws, each of these three members will serve until the next regular election of Fall 2014.**

7. Address meeting protocol and minutes.

8. Officer election

Issue: JKallander motions Mike to President. TCarpenter seconds. Bob called. All approved.

Issue: BMyer motions Tom to VP. DCarpenter seconds. BillM called. All approved.

Issue: Jolsen motions Micah to treasure. DCarpenter seconds. TC called. All approved.

Issue: DCarpenter motions Bob to secretary. Jeff seconds. Bill M called. All approved.

9. Check signers

DCarpenter, BSmith, TCarpenter

Took off Micah and Mike

10. Sign board agreements

11. Getting Techie with IT

11:58 closed motioned Micah second Danny Next meeting: December 11<sup>th</sup> 7pm