

Minutes of POMA Interim Board Meeting

Friday, August 25, 2006

Holiday Inn, Springfield, Missouri

Submitted by Jim Casada, Acting Secretary and
Laurie Lee Dovey, Management Executive

Presiding Betty Lou Fegely, Chairman/President

Call to Order - Fegely called the meeting to order at 8:15 a.m.

Roll Call, Board of Directors & Staff

Betty Lou Fegely, President/Chairman
Jim Casada, Acting Secretary
Chris Chaffin
J. Wayne Fears
Tom Gresham
Tony Mandile
Pat McHugh
John E. Phillips
Jim Zumbo
Laurie Lee Dovey, Management Executive
Jonathan Berryhill, Legal Counsel
Shelly Moore, Executive Assistant

Absent: None

Welcome to Incoming Board Members and Staff - Fegely welcomed the incoming board member as observers at the meeting. She recognized Chris Chaffin, Judd Cooney, Barbara Baird, Andy Lightbody, Stephanie Mallory, Steve Scott, Vickie Gardner, Laurie Lee Dovey and Shelly Moore.

Welcome to Member Observers - Fegely welcomed POMA members who were in attendance at the meeting as observers.

Reading of Minutes

- Motion: Phillips/Fears to approve the minutes as published to the board. Passed

President's Report - Fegely reported to the board from the report she provided to the membership at the end of the year. She discussed the amazing growth and success of the organization, also recognizing the challenges and growing pains that POMA has suffered as an organization barely one year old. She emphasized the need for all members to comment and participate in the governance, direction and growth of the organization.

Management Executive Report – Dovey requested the board to read and review the POMA Year-End Report delivered to the membership for an overview of POMA's first year accomplishments and challenges.

Membership: Dovey reported current membership numbers to the board and explained that new member applications were steady and were meeting reported new member expectations. The year-end report notes membership at:

Media Membership Breakdown

243 Media Members
33% Cornerstone
30% Charter
85% Voting
9% Associate
4.5% Heritage/Honorary

Journalistic Involvement of media members - staff or freelance.

56% Magazine
31% Newspaper
25% Recently published a book
21% Photography
19% TV
9% Radio

Corporate Partners

125 CP Members
40% Cornerstone
24% Charter

Finance/Budget Updates/Reports: Dovey reported to the board that POMA had carried over approximately \$25,000 from 2005 – 2006 into 2007. The issue of past due membership dues accounts was discussed.

- Motion: Zumbo/Phillips that members present at conference who owe dues be required to remit payment while at conference. Passed unanimously.

The board also directed Dovey to contact all members in arrears, not in attendance at conference, to collect past-due payments, levy late fees and terminate memberships that are unpaid. In addition, the board directed Dovey to disallow conference attendance to any member who is in arrears with their dues payment.

Conference – Dovey reported that the conference looked as if it would be a stunning success from an attendance standpoint. Dovey reported that she and the Conference Committee initially hoped to have 80 members in attendance. Approximately 130 members (70 media and 60 CPs), represented by 195 attendees were registered.

Dysfunctional Committees – Dovey reported that committees, set out to provide POMA with volunteer assistance in accomplishing core organization functions, were unsuccessful. After discussion, the board expressed the opinion that the incoming president should attempt one more time to give the committee structure a chance to operate before considering eliminating them or looking at other options.

Accomplishments – A long list of accomplishments including membership numbers that far exceeded expectations, the development of cutting edge membership benefits not offered by other media organizations in the outdoor industry, working within the budget, and more were presented.

Challenges/Failings – Several challenges, including the member's only Web site login and database functions, ability to deliver member services on a ongoing and scheduled basis due to the failure of committees, and more were discussed. Dovey also stated that the hiring of Executive Assistant Shelly Moore, whose primary job would be bookkeeping, accounting and membership communications, would provide the organization with much needed expertise and attention in these critical areas. The sense of the board was that POMA was doing an exceptional job for a one-year-old entity.

Bylaws Approval: The need for several corrections and adjustments to the bylaws were presented to the board of directors for approval by Fegely. Adjustment included the splitting of dual officer positions and finalization of the need for a 10-member board of directors.

- Motion: Phillips/Gresham to approve bylaws changes as presented to the board for approval. Passed unanimously.

Awards – Dovey reviewed the three industry-based communicators awards she was working on finalizing with the National Shooting Sports Foundation (Grits Gresham Award), Recreational Boating and Fishing Foundation (Homer Circle Award) and the Achery Trade Association (namesake to be decided).

Dovey & Fegely explained the development of the Emerald Cornerstone Award for Extraordinary Volunteer Effort.

- Motion: Phillips/Mandile to go into Executive Session.
- Motion: Phillips/Fegely to come out of Executive Session
- Motion: Phillips/Zumbo to establish the Emerald Cornerstone Award for extraordinary volunteer service to POMA and to honor Patrick McHugh with the first award. Passed unanimously.

Possibility of establishing Ruby/Sapphire Awards/Pins for years of membership was discussed.

Development of Craft Awards – Board discussed and directed that the newly elected president establish a committee to look at the potential/need for craft awards.

Bass Pro Shops “Pass It On Award”

- Motion: Phillips/Mandile to approve participation in the Bass Pro Shops “Pass It On” Award Program. Discussion. Failed unanimously.

Other Old Business/Committee Reports

Stock Photo Agency – Dovey reported that work on the Stock Agency, specifically the Stock Photo Agency is moving forward. She noted that initial guidelines to garner submissions were too complicated and were being overhauled to make it easier for members to submit. The fact that building the agency could take several years was mentioned but hopes that the agency could launch in early 2007 were conveyed.

POMA < 35 – Mallory reported on the development and work completed by the POMA<35 Committee and presented a written proposal outlining programs the committee hoped to work on in the coming year, including the Rising Star membership recruitment program for young industry professionals.

New Business

TJ Stallings Proposal – Member TJ Stallings presented the board with some ideas on setting up a Web site that allows consumers to voice their opinions about declining coverage of the outdoors by newspapers. Board discussion centered on having a workgroup look at how and if POMA could handle such an undertaking at this point.

Public Agency Membership Criteria Change – Betty Lou Fegely presented a request from Jerry DeBin of the Alabama Department of Natural Resources to have the board establish a voting media membership for public agency employees whose job-description is wholly media based, including agency magazine editors, photographers and broadcast producers/editors.

- Motion: Chaffin/Mandile to adopt DeBin’s proposal. Lengthy discussion ensued as the board debated various sides of the issue. Failed: 3 for, 5 against.

After the vote, the interim board members reminded the incoming board members that they could revisit the issue at any time.

Good of the Order

- Moved: Phillips/Casada to go into Executive Session.
- Motion: Phillips/Zumbo to come out of Executive Session.
- Motion Chaffin/Casada to approve bonus to Laurie Lee Dovey and Shelly Moore for work on conference, from funds set aside for payment of meeting planner. Passed unanimously

Casada – Urged cautionary note on finances, asking the board to utilize due fiscal care and conservatism.

Gresham – Asked the new board to keep close watch on POMA and emphasize professionalism.

Zumbo – Mentioned the importance of mentoring and the POMA<35 effort.

Phillips – Stated that the interim board was now entrusting POMA to the new board of directors. Protect and perpetuate it, he asked.

Fegely – Thanked the interim board of directors for their unwavering commitment to POMA and making it a success.

Dovey – Expressed appreciation to interim board, as a board member and now as management executive.

- Motion, Fears/Gresham, to adjourn. Passed unanimously.