

Minutes of POMA Winter Board Meeting  
Wednesday, December 27, 2006  
1 p.m. CST  
Teleconference

**Call to Order:** Betty Lou Fegely, Chairman, called the meeting to order at 1:04 p.m.

**Roll Call**

Present: Barbara Baird, Chris Chaffin, Judd Cooney, Laurie Lee Dovey, J. Wayne Fears, Betty Lou Fegely, Vickie Gardner, Andy Lightbody, Stephanie Mallory, Shelly Moore, John Phillips, Steve Scott

**Absent:** None

**Reading of Minutes:** Three sets of minutes (Interim Board Meeting, Aug. 24, 2006; New Board Meeting, Aug. 24, 2006; General Membership Meeting, Aug. 25, 2006) needed approval. The Interim Board Meeting minutes had not been reviewed by board, so Fegely asked board to look at minutes and send corrections to Baird. Fegely will call for approval via email.

**Committee Updates:** Fears reported that committees are functioning well.

**OLD BUSINESS**

**Communicator Awards Update:** Dovey reported that all annual communicator awards – the Shooting Sports Communicator of the Year Award (partnered with National Shooting Sports Foundation), the Fishing Communicator of the Year Award (partnered with Recreational Boating and Fishing Foundation), and the Archery Communicator of the Year Award (partnered with Archery Trade Association) – are in place. The awards will be given in honor of these industry icons:

Shooting Award – Grits Gresham

Fishing Award – Homer Circle

Archery Award – Name to be approved (Discussed at Archery Trade Association board meeting and summit 10 days ago and will come to POMA with final name for approval.)

The first Grits Gresham Award will be awarded Thursday, Jan. 11, 2007, at the State of the Industry Dinner. The first Homer Circle Award will be presented at the ICAST Show this July and the first Archery Award will be presented next year at the ATA Show.

Fegely added that although POMA has built strong relationships with the archery and shooting industries, we are moving forward to establishing a stronger relationship with the fishing industry, by attending their annual trade show in 2007. She urged the board to help with building the fishing industry relationship.

**Tax Status:** Dovey reported that the IRS approved POMA's non-profit status. It cost \$250 more to file than anticipated because the IRS raised the price from \$500 to \$750. She also reported that POMA's accountant, Russell and Co., filed the extension for POMA's taxes in time not to incur penalties. Within 10 days of that filing, Dovey filed the taxes so all is well with the IRS.

**Membership Financial Update:** Dovey said the next quarterly financial report is due at the end of December. From bank statements and reports so far, Dovey said she is pleased with financial progress. Shelly Moore will start processing quarterly statement information within next few days.

One area that went over budget is the quarterly newsletter, as it was not included in the budget planning process last April. Dovey said she received wonderful responses about the look and content of the newsletter.

Member numbers are a concern. POMA lost 55 members from non-payment of dues from either 2005-2006 and/or 2006-2007. Of those members, 20 Corporate Partners have not paid, 11 Media members did not pay for 2005-2006, and 24 Media Members did not pay for 2006-2007. Upon the Board's directives last summer, POMA's office has sent out notices, certified letters and charged late fees. At this point, these memberships are considered cancelled. These people can return and will be asked to pay their past due balance before they are allowed to resubmit an application.

POMA is above expected recruitment quota – about 5 members per month. Between July 1 and Dec. 27, POMA has averaged a gain of 9.3 members per month.

Lightbody asked if it would be possible to see the list of delinquent payees. Gardner agreed with Lightbody and suggested that she and Lightbody look at the list and contact the Corporate Partners. Fears added that if we can salvage any memberships, we should, but that at some time we will be wasting our time. He suggested having a deadline, which was set for the end of January. Mallory added that we should learn from this experience and find out why members have not renewed.

- **Motion:** Phillips/Lightbody that POMA does not activate membership until payment is received up to 90 days from day of acceptance. Passed.

**Report on 2007 Conference Site Visitation:** Gardner said North Minneapolis is a great location and that she is excited about having the conference there. The Field Day location is only 15 minutes from hotel. Dovey agreed with Gardner and discussed Field Day planning, which includes networking in the afternoon under a huge tent. The set-up will allow media and industry to visit and exchange story ideas. Five mini-sessions will be held every 20 minutes, highlighting CP's products/uses. Media members should be able to increase networking and get story material.

Dovey added that the hotel is beautiful and fabulous for evening gatherings. She also reported that the hotel staff at the site, and the staff of Visit Minneapolis North have been supportive and excited for POMA to come to Minneapolis.

## **NEW BUSINESS**

**Conference Site Selection:** Dovey presented the list of three possible conference sites for 2008. She urged board members also to consider choosing a site from the list for 2009, as well. The three locations include Erie, Penn.; Niagara Falls, N.Y.; and Sioux Falls, S.D. She said that all three bids were excellent.

Discussion about various sites. The consensus among the Board members was that the conference should be held at a location that is easy to reach and affordable. The main emphases of a POMA conference are business and networking. Fegely then asked if the Board members wanted to choose sites for 2007 and 2008. Dovey said that she requested bids from every state in the country. She added that she would like to look at some Western locations for future conferences.

Cooney said he likes to talk to the membership and reminded the Board that we talked to the membership about Minneapolis at the last conference, and furthermore, he did not like the idea of selecting the conference site for 2009 until we talk to the membership. Phillips concurred. Fegely asked Baird to poll the Board in answer to her question of whether it wanted to choose one or two sites. The Board unanimously chose to vote for only one site. Phillips recommended that we bring bids for 2009 and 2010 to the upcoming annual conference. Dovey reminded the Board that every city on the list came from a working list to her submitted by the membership.

- Motion: Phillips/dropped for lack of a second that we vote on one of the three bids before the Board and bring the next two years' proposals to the conference so that we can get our members' input as to where to hold the 2008 and 2009 conference.

Vote for 2008 conference was held. Majority voted for Sioux Falls.

Dovey asked for more input from the Board between April and the conference. She will encourage Erie and Niagara to bid for the 2009 conference. She urged Board members to find contact information for other sites. Phillips suggested that we set April as a deadline for the next two conferences and inform the membership that we are searching for conference sites for 2008 and 2009. Dovey responded that it might be difficult to get site inspection done before April, but information could be gathered before the conference date.

**Associate Industry Professional membership category:** The Rising Star program allows anyone in the industry to pay 1/2 or full dues for a young industry (under 35) professional to join POMA. The gift card doesn't pose a problem for working media folks, as they can use the membership gift card to become an associate or voting member

based on their media credentials. Where it becomes a problem is with junior/assistant/associate marketing and/or communications folks or other staffers (who may or may not work for a CP) who want to work in our industry and who will be the movers and shakers in our industry for years to come. These folks are disenfranchised – and not just by POMA. The group that wraps their arms around these young people can help guide their thinking, educate them and learn from them – and establish great working relationships with the future of this industry and our traditional outdoor sports.

- **Motion:** Fegely/Cooney that POMA approves an Associate Industry Professional membership category. Passed unanimously.

For the record: The Associate Industry Professional category is an individual non-voting membership for industry professionals who are actively involved in the outdoor industry-based professions of communications, PR or marketing. To qualify as an Associate Industry Professional Member, the applicant must receive some monetary compensation for work. Payment of annual dues required. In discussion, Mallory said there is a need for this membership in POMA, and that this membership level will support the Rising Star Program.

### **Good of the Order**

- Field Day policy statement: We have one or two members who are complaining about spouses and/or guests participating in field day and claiming that CPs do not want spouses involved. We have some members whose spouses work with them, who want them to participate. Gardener said that most of the CPs are in favor of spouses/guests participating in Field Day, as long as all parties are responsible. She stressed that this year's Field Day will be different, as the CPs will be giving away information that members can use in copy and not a lot of free merchandise. Gardener said there is a shift to get away from giving away freebies, but focusing on professionalism of media members. She will write the policy statement in regard to Field Day and send to Fegely.
- Conference Dates – Discussion requested by Steve Scott as to why the conference is held in August, instead of June or mid-March. Fegely explained the reasoning of the interim Board for setting the date in August.
- Conference Debrief Summary – a copy will be emailed to each Board member before Friday, December 29.
- Baird questioned why minutes were not ready for approval. Fegely and Dovey explained that the interim Board minutes were causing the delay.

**Motion:** Phillips/Fears to adjourn at 2:39 P.M. Passed.