

**Professional Outdoor Media Association
Board Meeting, August 1
2007-2008 Board of Directors
Minneapolis, Minnesota 2007 Annual POMA Conference**

Call to Order: POMA Chairman Steve Scott called the meeting to order at 4:15 p.m.

Roll Call: (Mallory) Present -- Steve Scott, Barb Baird, Chris Chaffin, Mike Faw, Vickie Gardner, Andy Lightbody, Stephanie Mallory and Bill Miller

Management: Laurie Lee Dovey

Absent: Jay Cassell (excused), Judd Cooney (excused)

Motion/Second (Chaffin/Miller): To excuse those absent. PASSED

Quorum Present: Yes

Election of Officers 2007/2008:

Scott presented a slate of officer nominations to the board. Nominations were made by board members and each candidate agreed to serve, if elected. Scott asked if there were any additional nominations. Since no additional nominations were made, a motion was made:

Motion: To elect the slate of officers as presented: Chairman, Steve Scott; President, Judd Cooney; Treasurer, Chris Chaffin; Secretary, Stephanie Mallory. PASSED

Old Business:

Baird read three motions presented by POMA Chair Steve Scott

MOTION (Scott): Establish the "Tim Tucker Memorial Benevolence Fund," to be administered by a committee of at least 7, consisting of two past board members, at least one current board member, at least one media member, the treasurer, and the president; all members to be appointed by the president. Available funds for distribution each year shall only be derived from income generated by fund, and no principle shall be used. Subject to final Board approval, committee will be responsible for design and implementation of initial endowment campaign, eligibility criteria, and establishing decision-making procedures. PASSED

Motion/ Miller – To take the above motion off of the table.

Action steps – President will appoint a committee of at least 7, consisting of two past board members, at least one current board member, at least one media member, the treasurer, and the president. Committee will determine the course of initial endowment campaign, eligibility criteria, and establish decision-making process.

MOTION (Scott): Authorize membership drive campaign and allocate \$2,400 towards implementation. PASSED

Motion/Miller -- To take the above motion off the table.

Scott says it will be called Campaign - "208 in 2008". It will be a year-long, incentivized, membership recruitment contest to increase POMA media and CP members by a total of 208 by Sioux Falls conference.

Prizes include an expense-paid trip to Argentina to hunt free-range red stag and blackbuck antelope (donated by Steve West, Steve's Outdoor Adventures), an expense paid 5-day Alaskan fishing adventure for saltwater (halibut, salmon shark, etc.) or freshwater (trout, salmon, grayling) (donated by Steve West, Steve's Outdoor Adventures) and a Smith & Wesson pistol, rifle or shotgun (donated by Smith & Wesson)

Rules – Winners selected by random drawing at conference. Each new, board approved media member, as well as the recruiting member, will each receive one chance for the drawing. Each new CP member, and their recruiting member, will receive two chances. First drawn has first choice, second/second, etc. Board members and staff shall not be eligible.

Benefits – in addition to the increased revenue stream, POMA has an opportunity to deliver via email and regular mail to membership, a positive message to encourage participation and to build goodwill towards POMA

Action steps/Expenses – Prepare a streamlined application form and plan internal marketing schedule in advance. POMA will pay for a ticket from airline hub to each destination. Total fare should be \$2000 or less and \$400 for admin/ mailing, for \$2400 total, which Scott said would be covered with 12 new media or 5 new CP members.

Scott said if POMA did not receive enough memberships to pay the airfare for the prizes, he would pay them out of his own pocket.

MOTION (Scott): Chairman shall explore the feasibility of, and create a business and marketing plan for a POMA speakers' bureau for future board consideration. PASSED

Motion/Miller: To take the above motion off of the table

Scott says the outdoor industry has many well-known names and personalities. From highly recognized names of magazine writers, editors, and publishers, to leaders of advocacy groups like NRA, NAHC, and SCI, to outdoor television personalities, to industry and political leaders and Olympic athletes, the universe of the outdoor industry has many "stars." At the suggestion of, and after extensive discussions with, POMA member Michael Bane and others, the benefits of an outdoor-oriented speakers' bureau became apparent. With minimal expense and staff time, the POMA speakers' bureau will generate many benefits:

- creates outreach opportunities to promote outdoor issues, recruit new members, and generate goodwill towards the industry
- raises the visibility of the industry in general, and POMA in particular
- creates additional income opportunities for professionals from many segments of the industry
- POMA will be the recognized leader in this segment of the outdoor industry, and will create a vehicle with which to increase membership
- POMA revenue sources will be enhanced, possibly significantly

Action Steps - The Chairman will coordinate a task force of industry experts to explore the viability of creating a POMA speakers' bureau. When and if an affirmative conclusion is reached, a business and marketing plan and preliminary roster of speakers will be developed and presented for the Board's consideration at the next BOD meeting.

MOTION/Seconded Chaffin/Lightbody: Change the fiscal year to a calendar-year basis.
PASSED

Scott proposed a liaison to act as a direct line of communication between membership and the board. Mallory volunteered and board accepted her as the liaison.

Scott then requested a volunteer to edit POMA's Web site so that it will be current by September 1. Baird volunteered for this position.

MOTION/Seconded Scott/Baird: To discontinue relationship with DC Nokes as Pennsylvania attorney. Scott and Baird agreed to an amendment of their motion.

Ammended Motion/Second Miller: That recorded council for POMA be Jonathan Berryhill based in Birmingham, Alabama. On his recommendation as needed, POMA will seek specific council in Pennsylvania. Board will review resumes of prospective PA council, which Dovey will provide by October 1, 2007. PASSED

Scott suggested determining a way to solicit membership opinion for conference sight selection. An executive advisory committee was formed to determine time and place of POMA's annual conferences. Committee is comprised of Faw, Cassell, Lightbody and Dovey.

Scott recommended the development of an internal policy procedure manual that every board member have access to. He set a cumulative goal of 12 months from the 2007 board meeting to have it in place.

Scott gave a report of his time spent at the ICAST show and the feedback he received concerning POMA. He suggested three proposals to gain more support from the fishing industry.

- 1) To establish an executive advisory board comprised of fishing industry executives who receive complimentary membership which is approved by the chair
- 2) To create a by-invitation-only fishing summit.
- 3) To create a pre-Sioux Falls event for fishing writers and corporate partners.

New Business:

A. Fears presented a proposal made by the Whittington Center for POMA to organize an event in which writers/editors known for the anti-gun stance would attend a weekend-long shooting event at the Whittington Center. POMA board agreed to look into this further.

Motion/Seconded Miller/Scott: To Adjourn

Submitted by Stephanie Mallory, Secretary

Approval Date