

Minutes of General Membership Meeting
Thursday, August 2, 2007
Ramada Inn Minneapolis, Minnesota
Submitted by POMA Secretary, Stephanie Mallory

Call to Order: POMA 2006/2007

President J Wayne Fears called the meeting to order at 3:30 p.m.

Roll Call: (Dovey) Board members and management

Board Present: Barbara Baird, Chris Chaffin, Michael Faw, Stephanie Mallory, Bill Miller, Steve Scott

Management Present: Laurie Lee Dovey

Absent: Jay Cassell, Vicki Gardner, Judd Cooney, Andy Lightbody

Introduction of New Officers: Steve Scott, chairman; Judd Cooney, president; Chris Chaffin, treasurer; Stephanie Mallory, secretary

New Members, First-Time Conference Attendees: Fears welcomed new members and first-time conference attendees. He acknowledged student and guest attendees and thanked POMA's generous conference sponsors.

Deceased Members: Membership took a few moments of silence to remember deceased members Tim Tucker and Scotty Keller.

President's Report: Fears reported that POMA's current membership totaled 266 media members and 132 corporate partners. He said that over the past year, POMA has exceeded its recruitment goal of 15 members per quarter.

Fears reported that committees had been problematic and that the board would be looking at different ways to meet the needs of the membership in addition to using a volunteer committee structure.

Fears reported that the Restricted Endowment Trust was not put together this year, but will be implemented the following year by the Finance Committee.

Fears announced that the 2008 conference would be in Sioux Falls, South Dakota and the 2009 conference would be in Erie, Pennsylvania.

Executive Director Report: Dovey reported that 210 people signed up to attend the 2007 conference.

She then acknowledged the committees that had been active and successful throughout the year.

She announced the approved name of the POMA Pinnacle Awards to be presented to members annually for excellence in communications.

Fears was then presented with the final version of the NSSF/POMA Grits Gresham Shooting Sports Communicator of the Year Award – which will be given to the winner of the award each year to keep.

Dovey also reported that the bronzed Gresham hat on pedestal will be housed in a permanent home in the coming 12 months.

Brief Overview of Board Actions: Fears briefly discussed board actions throughout the year and acknowledged the three new board members, Bill Miller, Michael Faw and Jay Cassell.

Treasurer's Report: Treasurer Chris Chaffin announced that more than \$162,000 is on hand and the Restricted Endowment Trust would be implemented. He thanked Executive Director Dovey for the way the money was managed and accounted for.

Motion/Seconded (Phillips/Tim Flannigan) To approve actions of the board of directors. PASSED

New Business:

Barb Baird, Chair of the Money Line Committee, announced that the American Bass Anglers has invited writers to join them in tournament boats in November in Georgia. This announcement will appear in Money Line. She also said that CP Chris Moise, from myoutdoortv.com, is looking for tips for a wiki-type encyclopedia on its Web page. That will also be posted on Money Line.

Steve Scott: Said goodbye to exiting board members Betty Lou Fegley, J. Wayne Fears and John Phillips. Scott told the membership that the board has faced challenges in the past and is currently working toward solutions. He said that the board wants to facilitate open communication. He said the board will be polling the membership on what it's doing well and what it's not doing well.

Scott announced that the board authorized the establishment of the Tim Tucker Memorial Outdoor Communicator's Benevolence Fund, which will help family members of a deceased POMA member, or members who are disabled or encountering a difficult time. A committee will be established for this purpose.

Scott also commented that POMA would work harder to get more involved in the fishing industry.

In addition, Scott said that there is a need to increase POMA's financial base, so he's proposing a membership drive called "208 in 2008". His goal is to add 208 new members by the next annual meeting in 2008. He said those participating in the membership drive will garner chances/tickets to win a Smith & Wesson pistol, an all-expense-paid trip to Argentina for red stag and blackbuck, or an all-expense-paid, 5-day customized Alaska fishing adventure. The more people a member recruits, the more chances that member has to win.

POMA Member John Jefferson: Requested that first-time conference attendees get a ribbon or some sort of adornment to their badges so they can be easily distinguished and welcomed.

POMA Member Gary Smith: Requested that the board provide regular updates to the membership about the status of POMA.

POMA Member Mike Faw: Commented that POMA is what its membership puts into it. He encouraged everyone to volunteer.

POMA Member Tim Flannigan: Asked about the POMA Stock Photo Agency. J. Wayne Fears reported on the Stock Photo Agency stating that he put work on the agency on hold a month prior. He said the agency needed a business plan and that there was too much room for confusion and misunderstanding in operations. The agency is in a holding pattern until details can be worked out and President Cooney can provide charges for the committee.

Past President J. Wayne Fears encouraged everyone in attendance at conference to fill out the conference debrief forms.

Good of the Order:

POMA Member Tim Flannigan: Announced that he was the chairman of the Pinnacle Award and that there were four award categories – broadcast, newspaper, magazines and illustrations. Flannigan asked for member comment on the awards/rules/program and stated that the committee would have submission rules set forth so awards could be presented at the 2009 business conference.

POMA Member Jeff Munshaur: Requested a chat room or bulletin board for the Web site where members can network, communicate and speak on a regular basis.

Betty Lou Fegely: Announced that the auction had changed formats and that Wayne Carlton would be the auctioneer.

Motion/Seconded: (Phillips/Fegely) To Adjourn. Passed

Meeting adjourned at 4:10 p.m.

Stephanie Mallory, POMA Secretary

Approval Date