

**July 29, 2009**  
**2008 – 2009 Board Meeting**  
**St. Louis, Mo.**

Call to Order: Judd Cooney, 0800 hours

**Roll Call:** Secretary Michael D. Faw

**Board and staff present:**

Judd Cooney, Chairman  
Chris Chaffin, President  
Michael Faw, Treasurer  
Rick Story, Secretary  
Pete Brownell, Director  
Jay Cassell, Director  
Andy Lightbody, Director  
Bill Miller, Director  
Kevin Tate, Director

Laurie Lee Dovey, Executive Director

Also present Tammy Sapp and John Zent, incoming Board members 2009-2010

**Excused Absences:**

Larry Weishuhn, Director (excused absence)

**Chairman's Report:** Chairman Judd Cooney welcomed the board and guests (Vickie Gardner, Kelli Van Cleave, Tom Opre)

Cooney offered an overview of the past year. Cooney stated that POMA is ahead, from membership and services perspectives, even during the rough economic times. POMA stayed within bounds, dropped a few programs and fine tuned others.

**President's Report:** Chris Chaffin explained that POMA stayed the course, gained and lost members, is headed for a good conference with strong registration numbers.

**Executive Director's Report:** Laurie Lee Dovey reported on a wide range of issues.

1. **2009 conference** required hundreds of hours of additional work because anticipated assistance from the city and state did not pan out.

Story questioned lack of involvement by Missouri Department of Conservation at the St. Louis conference. Dovey indicated that they were not contacted. In the future, state DRNs will be contacted regarding conference assistance

Meals/hotel services are far more expensive than anticipated. Need conference changes in the future, including CVB participation. Dovey praised Pete Brownell and

Mike Benecke for their help in securing the POMA visit to the Busch Mansion during conference.

Dovey explained that staff went above and beyond the call this year and especially on conference. Shelly Moore, Russ Bailey, Kaylee Moore and Susan Pribulsky worked to get conference organized. Pribulsky is a new part-time contractor.

2. **Future conference sites:** Previously CPs wanted hub cities, membership wants 2<sup>nd</sup> tier cities for destination articles and trips. Brownell explained CPs willing to travel to whatever location is best for POMA.
3. **Conferences 2010** bids (perhaps 2011 also). Cities of Ogden, UT; LaPort, IN; and Peoria, IL have CVB staff present in St. Louis for conference bidding.
4. Miller explained that the Great Lakes Region received **stimulus dollars** to fight invasive species, which would favor a LaPorte conference.
5. **Conference budget overview** presented and reviewed. While more expensive, more potential income was anticipated. CP partnerships not as strong at conference, but media attendance and support highest ever.
6. **Member numbers** are up over last year. Although the economy caused some members to put their memberships on hold — numbers did increase overall.
7. Dovey pointed out that members can **pay dues** by several methods to meet their individual budgets. Dues invoices were sent to cover the remainder of 2009. In Dec. invoices will be sent for the full 2010 fiscal years.
8. Dovey reminded the board that members receive a **\$20 referral fee** for each member they recruit.
9. A **Web site redesign** is necessary. The current sites are receiving many hits but are not providing the level of function necessary. Brownell and Dovey will vet programmers for the site overhaul and make recommendation to the board as soon as possible.
10. Numerous **membership services** were discussed. Membership survey needed to again hear from members on what's valuable and what's not.
11. **Money Line** was discussed in detail. In addition to market listings, also teach members how to make money in new media, and utilize other educational elements that can make/save members money. POMA must work to help members better understand new media.
12. Dovey will get **restricted endowment trust** set up with bank. Bylaws changes regarding funding of the RET were approved (as part of bylaws changes motion) . Percentage of dues, auction funds and other funds to go into the RET.
13. **Trade Tips and Tech Talk** have lacked input by committees and committee members. Proposed to drop both services — predicated on member survey.

14. **New template for POMA business operations** and meeting member needs must be explored. The old way of doing (journalist organization) business is not longer good enough. POMA must continue its focus to be forward thinking and reaching.
15. **Motion Miller:** To discontinue printed and mailed newsletters. Approved. News/newsletter will be e-mailed and posted online with an annual report to be printed and mailed to members.
16. Number of **business discounts** for POMA members is growing and details are placed on line.
17. **Photo Stock Gallery** seems to be growing. Looking at video capabilities. Needs more member involvement.
18. **Facebook and Twitter** are both being used to keep members up to date and to hook new members. Another way to service members quickly and easily.
19. **US v. Stevens case and Supreme Court** action with the Amicus Brief has gained great PR and industry goodwill for POMA, and placed organization in front of industry. More than 600 individuals and dozens of organizations supported POMA's efforts. Dovey will attend the Oct. 6 hearing before the Court.
20. **Speakers bureau** success and activity discussed. Dovey reported that program was not grown or augmented by committee in past year. Miller presented info on Moontoast proposal, that could replace the speakers bureau. Under POMA branded site, members charge \$X per hour to interact/consult with public on-line. Board decided to put speakers bureau on hold for at least a year until moontoast.com proposal is heard.
21. Dovey reported that **Pinnacle Awards** need more promotion and involvement from members. Continued support from Mossy Oak has been key to program growth.
22. Proposal to consider switching **conference dates to early March**. No hunting seasons or trade shows then. Discussion followed but concern about conflicts for core member segments were expressed. POMA to survey members about possible change and to review full slate of industry shows and events that might conflict.

#### **Old Business:**

1. Cooney: Reported that the executive director's annual evaluation is complete. Board discussed bonus and conference planning. Discussion to continue at Oct. board meeting.
2. Final language for previously approved **bylaws changes** presented by Bylaws Committee. Motion: Lightbody/Cassell — To approve and implement changes as proposed. Approved. Changes to go before membership for ratification.
3. Discussion of proposed **POMA membership and fee-level changes** (family, publishing group, others). No action taken.

4. **Motion** Miller/Lightbody — To place POMA member names (no details) on POMA public Web site. Approved
5. Discussion of **Walk on the Wildside** Day — youth involvement projects, and other extra groups and actions. No decision.
6. **Motion** Lightbody/Miller — To go into executive session. Approved.
7. **Motion** Chaffin/Miller — To go out of executive session. Approved.
8. **Motion** Chaffin/Cassell — To honor Kathy Etling with POMA Heritage membership. Approved.

**New Business:**

**Gavel passed** from Judd Cooney to Chris Chaffin, the newly elected chairman of the board.

Recognition of incoming board members and new officers. Incoming directors Tammy Sapp and John Zent. New officers for 2009 – 2010; Bill Miller, President; Rick Story, Treasurer; Mike Faw, Secretary.

**Good of Order:**

**Judd Cooney thanked** for more than 44 years of service to the industry and his service to POMA as a board member, president and Chairman.

**Andy Lightbody thanked** for his three years of service to POMA as a board member.

**Motion:** Miller/Lightbody — To adjourn. Approved

Adjourned at 1330 hours.

Presented by Mike Faw, Secretary