

**POMA  
Fall 2009 – 2010 Board Meeting  
Teleconference Call  
Oct. 15, 2009**

**Call to Order**

Meeting called to order by Chairman Chaffin at noon (1200 hours) Eastern time.

Board members present:

Chris Chaffin, Chairman  
Bill Miller, President  
Michael Faw, Secretary  
Rick Story, Treasurer

Directors:

Pete Brownell  
Jay Cassell  
Tammy Sapp  
John Zent  
Kevin Tate  
Bob Humphrey

Executive Director: Laurie Lee Dovey

**Welcome**

Chaffin welcomed Bob Humphrey to the board. He took director Larry Weishuhn's seat.

**Approval of Minutes**

Chaffin reported the previous board meeting minutes (all Aug. 2009 meetings) were approved via online vote.

**Chairman's Report**

- 1) Chaffin reported that he was pleased with the POMA committees formed, and that committee chairs should work to keep members active. Chaffin also recognized Pete Brownell work as CP representative, and LL Dovey for her recent work with the Supreme Court 1<sup>st</sup> Amendment issue. Chaffin also covered the fishing industry communication task force and the theme for the 2010 POMA Conference in LaPorte—New Media and New Business.

**President's Report**

- 1) Bill Miller reported committees were coming together, and some POMA members who had volunteered were now reluctant. Committees have been formed, and chairs have notified committee members.

**Executive Director's Report**

- 1) Dovey provided the board with a lengthy written report.
- 2) Dovey indicated that POMA Under <35 will again be held at the 2010 conference, and this group is a budget item that receives funding. Questions by Rick Story.
- 3) POMA continues to mail invoices because some members ignore e-mail bills. A benefits list is also inserted with the regular mail invoice.
- 4) Dovey presented the proposed 2010 budget to the board. Two items were discussed.
- 5) In lieu of the printed POMA Briefs, which was eliminated by board directive, an annual report will be mailed to all members in March and will include full 2010 conference details.
- 6) On the budget, Brownell asked about the membership services item in the budget proposal. Dovey explained that the increase in dollars were for the new POMA Web under construction.
- 7) Move to approve budget: Miller/Sapp. Unanimously approved.
- 8) Dovey led a discussion about POMA's restricted endowment fund and a 501-C-3 nonprofit status/organization to handle the fund. Approximately \$550 for an attorney to prepare and file papers.
- 9) Motion to create the POMA Foundation: Story/Tate. Approved.
- 10) Dovey covered SHOT Show activities. Grits Gresham award will be presented at SHOT Industry Banquet. POMA will hold an afternoon networking session during SHOT (2<sup>nd</sup> day of the show at 1:10 PM. (13:10 hours). Board members will visit at least three manufacturers each during the show and invite them to join POMA. Discussion followed about program for SHOT membership gathering. Discussion also held about ATA and POMA representation. Bill Miller and Chris Chaffin will be at ATA show.
- 11) Dovey covered important committee work that makes members aware of industry changes and opportunities.
- 12) Motion to approve newly formed POMA committees: Sapp/ Brownell. Approved.
- 13) Dovey reported that a last-minute change in the Outdoor Retailer Show dates caused a conflict with POMA's annual conference. POMA's 2010 conference dates were changed and members notified. Dovey thanked LaPorte, Ind., and the Best Western Hotel for their flexibility.
- 14) Motion to change 2011 Ogden, Utah conference dates to August 10-14: Humphrey/Zent. Approved.
- 15) Dovey led discussion regarding holding the 2012 conference in Southeast. Board is in favor, and challenged ED to solicit bids and find suitable sites/cities. Board discussion followed about resort destinations instead of airport hotels or in a hotel like St. Louis setting.
- 16) Dovey reported more CPs are joining because of POMA momentum, membership base, and recent Supreme Court casework.

### **Old Business**

Chaffin led discussion about Outdoor Speakers Bureau. Bill Miller gave update on MoonToast. Discussion followed. Speaker's bureau to be discontinued and members encouraged to use Moon Toast — under a POMA private label arrangement. Further actions postponed.

Motion to enter Executive Session: Faw/Miller. Approved.

Motion to Exit Executive Session: Faw/Tate. Approved.

### **New Business**

Dovey initiated discussion and requested approval of a member application/status change. Discussion centered in on what is and is not a "personal Web site" and what can and can't be used for membership qualification.

The board agreed Web sites developed and run by members, in their own name or another name, through which the member derives income (advertising, subscriptions, other income) and communicates about the traditional outdoor sports can be used to qualify as a Voting Media Member Category in POMA.

Blogging also was discussed, but no criteria was determined for bloggers.

### **Good of Order:**

Motion to go into Executive Session: Sapp/ Zent. Approved

Motion to split POMA's 2009 budget cash overage for use as an initial deposit in endowment trust account and as bonuses for Dovey and Moore for exceptional commitment to the organization. Bonuses are annually recurring and are predicated on the final amount of overage matching or exceeding the number presented to the board by the executive director. Brownell/Sapp. Approved

Motion to move out of Executive Session: Miller/Story. Approved

Motion to adjourn: Miller/Story. Approved

Board meeting ended at approximately 2:35 ET.

Submitted by:

Michael D. Faw  
Secretary