

## **Presented to Board for Approval 10-11-01**

### **PROFESSIONAL OUTDOOR MEDIA ASSOCIATION**

#### **2010 Fall Board of Directors Meeting**

**Oct. 26, 2010, 2:30 p.m. EDT**

**Presiding: Bill Miller, Chairman**

### **Chairman Miller called the meeting to order at 2:30 p.m. EST, Oct. 26, 2010**

#### **Roll call by Secretary Sapp**

The following board and staff members were present at the meeting:

- Bill Miller, Chairman
- Mike Faw, President
- Kevin Tate, Treasurer
- Tammy Sapp, Secretary
- Pete Brownell, Director
- Bob Humphrey, Director
- Bill Conway, Director
- Lisa Metheny, Director
- Tom Opre, Director
- John Zent, Director
- Laurie Lee Dovey, Executive Director
- Shelly Moore, Membership Director

\*Directors Humphrey and Metheny were not present for the entire meeting due to severe weather and loss of utility services in their area.

#### **Minutes of Previous Meeting**

Vote to approve the minutes from the August meetings conducted on POMA Forum. Minutes of previous board meeting accepted as printed and provided.

#### **Consent Agenda**

Chairman Miller stated committee reports (Awards, Conservation Outreach, CP Advisory Council, Fishing Industry Outreach, Membership Development, Money Line, POMA<35, TeleSeminar/Webinar/Tech) were adopted, based on the fact there were no objections or requests to move an item from the consent agenda for action or discussion.

#### **Chairman's Report**

##### **Industry Update**

Chairman Miller noted the hunting/shooting industry won a major victory regarding efforts to ban traditional ammunition (lead components), and POMA played a role in reporting on the issue.

He also mentioned new problems on the horizon that may require POMA to discuss how we will report on them and if POMA should/will take a stance.

##### **2011 Conference**

2011 conference planning is underway, and Chairman Miller expressed his belief it is shaping up to be a great event. The conference outline board members received shows efforts to provide

opportunities to satisfy member needs and increase the number of new members through offerings of seminars and other special events.

## **President's Report**

### **Committee Activity**

President Faw noted while some POMA committees are not yet making progress, others are active including Money Line and the POMA<35 committee, headed by Brandon Butler.

### **Member Benefits Programs/Outside Fundraising**

President Faw updated the board on the Staples agreement. Executive Director Dovey indicated the agreement with Staples has been signed and returned to Staples. This agreement is expected to save members money but may not result in commissions to POMA.

President Faw also is exploring car rental rewards programs.

In addition, he will obtain additional outside fundraising suggestions for the next board meeting.

### **Spring Destination Opportunity**

President Faw announced the opportunity for a small group (approx. 20 members) to participate in a destination meeting at Honey Creek Resort in central Iowa. The opportunity could consist of fishing, spring turkey hunting (season 3), and activities on multi-purpose trails (ATV Park). President Faw is awaiting details regarding what the cost would entail. Discussion on whether that would refocus sponsor resources on this event rather than annual conference.

Another opportunity President Faw is exploring is working with photo and video associations as a way to increase membership.

## **Executive Director's Report**

### **Legal Services**

Executive Director Dovey reminded the group that D.C. Nokes has been confirmed and will be providing legal services to POMA as needed.

### **POMA Foundation Status**

The POMA Foundation has received its 501 (c) (3) status. Executive Director Dovey explained the Foundation is separate from POMA. However, the Foundation will disperse all money to POMA, and we can use POMA board for the Foundation board. Sitting POMA officers at the time the foundation was launched (Story, Faw, Miller, Chaffin) are the current foundation board of directors. They will provide direction on how to move the foundation forward.

### **Mississippi Breakfast at SHOT Show**

The state of Mississippi invited POMA to co-sponsor their SHOT Show breakfast. This will provide opportunities to recruit media members. Michael Jones (Mississippi Tourism) has asked POMA to assist him in locating other sponsors. Mossy Oak and Brownells may participate.

### **SHOT Show**

POMA's general membership meeting will be held at SHOT Show Wednesday, Jan. 19 at 1 pm.

Grits Gresham award recipient is being selected now and will be presented at the State of the Industry Dinner.

### **Corporate Partners**

Executive Director Dovey said POMA's corporate support is incredible as evidenced by the Oct. 15 CP Advisory Council Meeting, where several measures to improve the organization's conference were proposed and adopted.

### **Conference & Changes**

Letter to conference sponsors inviting them to participate again in 2011 provided good feedback from Ram, NSSF, Mule Deer Foundation, Sportsman Channel, Alpen and HuntNFishregs.com.

### **Proposal on Corporate Media**

Executive Director Dovey reminded the group the Board approved the Corporate Partner Media Outlet Membership category and the next step is to approve a pricing structure.

Executive Director Dovey proposed the following: \$500 per year, which allows an entity to become both a CPMOM member and have one individual designated as a Voting Media Member; \$50 per additional staffer added under the CPMOM membership. These staffers will be listed in the directory as CP Media Outlet Staff Members, within the media directory. These staffers are non-voting members.

### **CPMOM Discussion points and questions:**

Reasons for POMA to implement: increase media members, conference attendees, revenue and diversify POMA membership.

Reasons for members to join: While many staffers say they don't need POMA, if they suddenly find themselves unemployed, they would benefit from POMA's network. Plus, organizations would benefit from the training their staffers would receive.

Issues: Discounts to CP staffers could result in loss of revenue. In addition, only one person from a CP could be a voting member, thus reducing the pool of potential board member candidates (though voting members could be rotated within an organization). Adding this new membership category also will result in about \$600 in IT expenses to have the POMA Web site altered. And, it's unknown how the membership will embrace the new category.

Questions: Would an organization/agency/company be a CP, a CPMOM or both? Is CPMOM open to all corporate partners?

Motion by Sapp to approve the CPMOM pricing structure and direct the ED to implement the new membership category based on directives of the board, second by Faw. Motion Carries.

## **Finance Committee**

### **Proposed 2011 Budget**

Executive Director Dovey announced a \$12,000 budget shortfall for 2010 associated with meeting obligations for the 2008 POMA board-approved membership drive and funding the POMA Foundation's endowment.

Executive Director Dovey explained that 2011 budget numbers are not much higher than 2010. Impact of the economy was seen this year. Treasurer Tate proposes a budget of approximately \$194,000 income and \$192,000 in expenditures, which includes an extra intern and the contractual financial structure related to executive director services.

Motion by Brownell to accept the 2011 budget as proposed, second by Opre. Motion carries.

Board discussed need to control level of endowment funding to accommodate POMA budget.

Motion by Brownell to modify Foundation endowment giving, beginning with POMA's 2011 budget, to include a stopgap for donations from POMA to the POMA Foundation should POMA's net income fall below \$0, second by Zent. Motion carries.

### **Lapsed Members**

Executive Director Dovey cleared the books of lapsed members from 2008 to 2010, which amounts to approximately \$40,000.

### **Financial Investment Consultant**

Executive Director Dovey led a discussion on the need to immediately invest POMA funds while she conducts a search for a financial investment consultant. Executive Director Dovey suggested investing 30 to 40 percent of POMA funds in a low risk, managed-fund investment account. This account carries no time restriction and can yield 2.5 percent, though it does carry some risk.

Motion by Sapp to direct the executive director to set up a managed fund account at the First Commonwealth Bank in Pennsylvania based on board direction, second by Zent. Motion carries.

### **Non-Dues Income**

#### **Webinars**

Treasurer Tate discussed approved plans to move forward with a pilot webinar for members. After value and use are shown, a series of fee-based webinars will be scheduled.

## **Vocus Proposal**

Executive Director Dovey and Treasurer Tate explained a revenue-producing proposal to work with Vocus to offer social media monitoring services to members at a reduced cost. The committee is proceeding with its work to buy media monitoring services in bulk, develop strategies to provide services to members at a discount and thus produce revenue for POMA.

## **Conference Strategies**

Director Brownell reported the CP Advisory Council approved non-member entities to participate in product showcase and/or interactive days at conference, subject to certain guidelines such as paying a higher rate than member attendees and not allowing companies that directly compete with existing CPs.

In addition, the CP Advisory Council eliminated à la carte conference pricing, instead approving a single fee for CP conference participation.

## **Conference Program**

Chairman Miller outlined efforts to produce a conference program that provides POMA with ample opportunities to market the conference to members and nonmembers.

Big changes include an indoor product show case on Thursday afternoon followed by an interactive field day on Friday. The 2.5-hour Interactive shooting event will be held Friday morning at a location 25 miles from the hotel.

Transportation and lunch will occur after the shooting event. Then the 3-hour interactive field/water event will occur Friday afternoon and will include fishing, kayaking, canoeing, birding and an opportunity to test a range of outdoor gear from trucks to spotting scopes. Event location is 1.5 miles from the hotel.

Thursday training sessions include "Bring Your Own Laptop learning," Editor's Track, CP & Business Track and POMA<35. Issues and Answers will allow CPs to host short "press conferences" to present issues and answer questions. Saturday will feature New Media, Photography, Video and Business/Sales/Marketing tracks.

Of particular note is a session called the Hexagon Dilemma, a media world summit to discuss content rights and contracts. Chairman Miller envisions the effort as one of POMA's legacy actions, to be the first organization to include people from across the industry (freelancers, lawyers, management, editors) to discuss and understand these complex issues.

## **Board Nominating**

Requests for nominations have been delivered to the full membership. In addition, each board member was invited to make at least one suggestion of a possible candidate by Oct. 28, 2010. The full list of nominees was provided to the committee on Nov. 1, 2010. The committee will complete its task within the parameters and timeframe outlined in the bylaws.

## **Old Business**

### **Risk Management**

President Faw and Executive Director Dovey to discuss risk management.

### **Membership Drive**

POMA is pleased that prizes have been awarded to the top three winners of the 2008 POMA board-approved membership drive. Third place winner Travis Noteboom received a shotgun, second place winner Mike Dickerson was rewarded a New Mexico antelope hunt and first place winner Lisa Metheny won a mule deer hunt.

Steve Scott, then POMA board chairman, initiated the membership drive and garnered the prizes to be awarded. In addition, he stated for the record he would personally pay for the airfares if the recruitment goal of 208 new members wasn't met. Since the membership goal was not achieved, the board directed Scott be invoiced for airfares.

In addition, Scott arranged and promoted donated trips to Alaska and Argentina as prizes. The trips did not take place. To honor its obligations to Dickerson and Metheny, POMA arranged to cover the costs of the replacement hunts, including airfare, as originally proposed by Scott and approved by the board. Meeting this obligation resulted in a budget shortfall in 2010.

### **Bylaws Ratification**

Executive Director Dovey will coordinate items that need to be ratified by the membership posting them at POMA's online office for the board's consideration and then to the membership at large for vote.

### **Conference Site Selection**

Director Conway expressed concern regarding the conference site selection. It was suggested that a conference site selection committee be formed to recommend sites for Executive Director Dovey to invite to bid on future conferences. President Faw to coordinate that committee. Bill Conway and Tom Opre volunteered to serve.

### **New Business**

No new business was introduced.

### **Good of the Order**

Nothing regarding good of the order was introduced.

Motion by Conway to adjourn, second by Brownell. Motion carries.

Meeting minutes submitted by Secretary Tammy Sapp

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