

Board Approved

POMA Board Meeting Minutes, August 11, 2010

2009-2010 Board of Directors

Call to order: Chairman Chris Chaffin

Present: Bill Miller, President

LL Dovey, ED

Michael D. Faw, Secretary

Rick Story, Treasurer

Kevin Tate, Director

Tammy Sapp, Director

John Zent, Director

Excused absence: Bob Humphrey, Jay Cassell

Minutes of previous board meeting accepted as printed and provided: Move: Miller; 2nd: Sapp. Passed.

Chairman Chaffin: A quick report on the many works by the board and others to accomplish many things for POMA in the past year. Commented on US vs. Stevens and 1st Amendment and crush videos, plus POMA presence at Supreme Court in Washington, DC. POMA maintained membership and continued high renewal level in spite of economy and job markets. Special thanks to Tammy Sapp for extra work on Money Line. Attention called to industry partnerships with the archery and fishing industries.

President's Report: Bill Miller

POMA achieved great recognition in US Supreme Court at the Stevens case. POMA has increased efforts to provide more services to members, and the momentum is obvious with the new website and services. POMA has challenges ahead. Thanks, Chris Chaffin, POMA has moved forward.

ED's Report: LL Dovey

Stevens case helped everyone in the industry. Chief Justice Roberts cited the POMA brief in his favorable statement. Possible problems and loop holes mean more crush videos could be coming and POMA needs to be vigilant. Some language has passed the US Senate.

Also, annual permit for film crews of 5 or less on public lands is stuck in committee.

John Zent: NRA has someone working on that (film permit) issue.

LLD cont.: POMA did not hire a lobbyist in filming/permit legislation — or US v. Stevens Supreme Court Case. No costs to POMA beyond staff time.

Miller: Confusion over language in the permit requirements and \$200 daily fee.

LLD Cont.: Round of applause for Tammy Sapp and her service. Discussion of POMA MVP awards to be given to member(s), and not to board members. "Board member of year" voted on and to be recognized at conference. Mediation is available for members with issues and pay disputes. Discussion followed on lawyers.

Move: Story; 2nd Zent. Hire POMA legal counsel.

Move: Miller; 2nd Tate. Zent opposed. Move to Executive session.

Move: John Zent; 2nd Miller. Move out of Executive session:

LL Dovey continued ED report on conference and problems with CVB and motel. LaPorte has more media and CP members present than previous years. Nine students expected to be present. Many sessions available, so members can go where they wish for upcoming days of conference. Market and conference surveys forthcoming.

LLD will send out letter to dropouts from president to inform about POMA benefits.

LLD: need to form membership committee: Committee will include; Zent, Sapp, Brownell, Story. To possible use a Southwick survey on membership issues. Specific assignments to come to board members.

LLD: Led discussion on changing conference to three days. Cut shooting day, combine registration and product showcase, have corporate partners require less time at conference, and sessions would be held on Saturday. All are options. Wait for conference survey results. No action.

Discussion on cash reserve limit for POMA

Move: Miller; 2nd Tate: To drop POMA level for reporting on POMA's cash reserve to \$170,000. Info on cash reserves and fluctuations to be presented at OCT 2010 Board meeting by LLD.

LLD: Need additional POMA income. Webinars? Discussion of webinars and certification ensued.

John Zent: Webinars could put POMA in competition with NRA, plus competing with SEOPA.

Chris Chaffin: Finance committee to look at income from webinars and funding sources. Tate and Zent to serve on committee.

Tammy Sapp: Presented information on conservation outreach and awards. Proposed work with Association of Fish and Wildlife Agencies (states).

Move: Sapp; 2nd Zent. That POMA develop a conservation communication award and develop an area to present the award, and determine prestigious name that will be attached to the award. Conservation committee will continue.

CP Representative Pete Brownell: CP Advisory Council discussed and rejected special membership level to let PR firms have blanket coverage for multiple clients, and rejected. There will be a fee based per manufacturer. CP with 50 brands, for example, however, can bring all into POMA for one fee. CP group has been active and looks forward to conference days.

Move: Miller; 2nd Brownell. Enter Executive session.

Move: Sapp; 2nd Tate. Exit executive session.

Pres. Bill Miller: Is there a need to vet board members? Discussion followed per background checks, levels and issues of concern, bylaws for removing members and board members. No action followed.

CP Representative Pete Brownell: Discussion of business relationships and discounts from CPs to POMA members. Possible problems with CP and members doing business together. Is this above board? Tabled. POMA members will be urged to follow directives of bylaws. Mike, I thought Pete's discussion was centered on board members keeping work relationships out of the POMA governance process and always viewing issues and voting predicated upon the best interests of POMA.

Good of Order: Thanks to Chris Chaffin, Rick Story and Jay Cassell for service to POMA members.

Announced incoming board and changes: Chairman Bill Miller

President Michael D. Faw

Secretary Tammy Sapp

Treasurer Kevin Tate

New board members: Lisa Metheny, Bill Conway, Tom Opre.

Move: Sapp; 2nd Story. Adjourn.

Submitted by:

Michael D. Faw
Secretary

PROFESSIONAL OUTDOOR MEDIA ASSOCIATION
2010 Summer Board Meeting Minutes
2010 – 2011 Board of Directors (Incoming Board)
Aug. 11, 2010
Presiding: Bill Miller, Chairman

Chairman Miller called the meeting to order at 1:30 p.m., Aug. 11, 2010
Roll call by Secretary Sapp

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

- Bill Miller, Chairman
- Michael Faw, President
- Tammy Sapp, Secretary
- Kevin Tate, Treasurer
- Pete Brownell, Director
- Bill Conway, Director
- Lisa Metheny, Director
- John Zent, Director
- Laurie Lee Dovey, Executive Director

Motion to excuse absences of Director Bob Humphrey and Director Tom Opre made by Kevin Tate, seconded by Mike Faw. Motion carried unanimously.

Chairman Miller welcomed guest/observer Chris Chaffin.

Chairman Miller discussed need for setting dates for upcoming board meetings. Miller to work with Executive Director Dovey to identify dates for board conference calls in the fall, winter and spring.

Goal for next two years - President Faw requested goal setting for the next two years. Fundraising was identified as one major area to consider and several ideas were discussed including raffles, lifetime memberships, annuities and need for financial advisor. Executive Director Dovey to provide appropriate proposals/suggestions regarding potential financial advisors for the board's consideration at the October meeting.

Risk Management Discussion – No action taken

Enter into Executive Session (motion Zent, 2nd Faw). Exit Executive Session (motion Sapp, 2nd Tate)

Proposed Media Publishing Member Discussion – To encourage membership, it was proposed POMA establish a Corporate Media Membership that includes: a base corporate membership fee that covers membership for the media company and its primary staff media member; a lesser membership fee for each additional employee of the company who wishes to become a media member under the corporate membership. Under this arrangement, only the initial, full-time, paid staff member has voting rights,

while additional full-time, paid staff members are given associate membership status, which includes access to POMA services but is not a voting membership.

Motion by Sapp, 2nd by Zent to develop a media corporate membership for an entity and initial eligible staffer with allowances for associated memberships at a lesser fee for additional eligible staffers. Motion carried unanimously. Executive Director Dovey to explore and suggest a fee structure for the board's consideration at the October meeting.

POMA Stock Agency Discussion - Executive Director Dovey announced POMA's photo stock agency is ready to be promoted and used. Photographers couldn't agree on fees, which will affect the ability to immediately download and use images. Board invited to test the site.

Membership recruitment discussion – Membership growth strategies discussed including developing media get-togethers at key conferences such as ICAST and ATA based on success enjoyed by POMA recruitment efforts at SHOT Show meeting. Board discussed conducting a survey of POMA members and nonmembers to understand what services are valued by current members and what recruitment possibilities exist among outdoor communicators engaged in traditional and new media efforts. No action taken. President Faw requested additional suggestions from the board.

Marketing/PR Discussion – Board discussed need for additional PR efforts for POMA and explored hiring a PR agency to handle those duties or hiring someone to assist Executive Director Dovey with other tasks, thus freeing her up to focus on creating awareness of POMA via PR and marketing communications efforts. Executive Director Dovey to solicit bids from POMA member PR firms to handle POMA PR tasks in addition to developing a proposal regarding the cost of hiring another person to handle daily administrative tasks so Executive Director Dovey could do PR/marketing work. Proposals to be provided for the board's consideration at the October meeting.

No Executive Director Report - (See report presented during the 1st board meeting, Aug. 11, 2010)

2012 Conference Finalists – Chairman Miller to collect Board ballots on preferred location for 2012 conference during Shooting Day, Saturday, Aug. 14.

Possible Change in Conference Dates – Discussed possibility of shortening conference by one day with attendees at the annual business meeting then consider change in length/structure of conference. No action taken.

Committees – President Faw to present a list of committees and chairs and allow chairmen and chairwomen to locate members to serve on committees.

Motion to adjourn by Sapp, 2nd by Metheny. Motion carried unanimously.

Meeting minutes submitted by Secretary Tammy Sapp

Tammy Sapp/Date