

PROFESSIONAL OUTDOOR MEDIA ASSOCIATION
2011 Spring Board of Directors Meeting
April 5, 2011, 11:00 a.m. EST
Presiding: Bill Miller, Chairman

Chairman Miller called the meeting to order at 11:00 a.m. EST, April 5, 2011

Roll call by Secretary Sapp

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

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

The following board members were not present at the meeting:

- *President Mike Faw, unexcused absence.
- *Bill Conway, excused absence

Motion by Sapp to excuse Director Bill Conway's absence, second by Humphrey. Motion carries.

Minutes of Previous Meeting

Directors were reminded they had previously voted to approve the minutes of the Oct. 26, 2010 board meeting at POMA's online forum.

Consent Agenda

Chairman Miller offered to make additions to the agenda. Hearing none, the meeting agenda was accepted as presented in the board packet.

Chairman's Report

Chairman Miller congratulated **incoming officers**:

- Mike Faw – Chairman
- Kevin Tate – President
- Tammy Sapp – Treasurer
- John Zent – Secretary

Chairman Miller indicated an email was distributed inviting **POMA's voting members to participate in the board election**, with April 25 being the deadline to vote. He observed POMA's voting members had a good slate of candidates to choose from.

Chairman Miller announced **Pete Brownell was re-elected as corporate partner director.**

2011 Conference

With conference planning in its final stages, Chairman Miller thanked Executive Director Dovey for her work and observed there was a terrific list of speakers, and it is expected to be a great conference.

Chairman Miller **encouraged board members to assist with conference planning and execution** by preparing to moderate sessions, soliciting items for auctions and raffles, and setting up the auction.

President's Report

No President's Report

Treasurer's Report

Treasurer Tate reported that **POMA's bank balance** has held steady at just below \$175,000.

Treasurer Tate said he was looking at the **new webinar series** POMA launched in March 2011 as a potential cash generator.

Total POMA membership was reported as 463 individuals, which includes 314 media members and 149 corporate partners.

Corporate Partner Director's Report

CP Director Pete Brownell reported **a new idea called "POMA Camps,"** that are designed to better showcase corporate partner products. The 2011 conference will feature three POMA Camps that will allow media members to see and touch products as well as witness product demonstrations.

POMA Camps will be theme-based featuring boating, fishing and field activities. A group of corporate partner leaders are pulling together the details to create the camps.

Shooting range activities will be held in the morning and POMA Camps will be featured in the afternoon. Estimates put the drive from the shooting range to POMA Camps at 40 minutes. Lunch and the POMA Camp afternoon activities will be 2.5 miles from the conference hotel.

Board members are encouraged to recognize and thank corporate partner members.

Executive Director's Report

Executive Director Dovey reported they are struggling to finish **Phase II of the website project.** Work with a foreign vendor has not produced expected results and Executive Director Dovey is interviewing new website developers. The goal now is a July 1 launch.

Motion by Sapp to move into executive session, second by Zent. Motion carries.

Motion by Sapp to move out of executive session, second by Brownell. Motion carries.

Discussion centered on the success of the **Outdoor Blogger Directory** as well as the challenges of creating membership opportunities for nonmonetized bloggers. It was decided a committee consisting of Directors Opre, Tate, Sapp and Executive Director Dovey should be formed to develop a membership proposal for the board's consideration. *(See Addendum A for update on this topic.)*

Executive Director Dovey also informed board members of the freelancer marketing opportunity provided at Ammoland.com. In addition, Dovey announced a **POMA member car discount through Budget** that provides \$2/day for POMA's endowment fund.

Dovey mentioned efforts to provide more non dues revenue, including the new webinar series.

Discussion to award **Heritage Memberships** to the following POMA founding board members so they will always be a valued part of the organization: Betty Lou Fegely, Jim Casada, Jim Zumbo, J. Wayne Fears, Tom Gresham, John Phillips, Tony Mandile, Bryce Towsley and Pat McHugh.

Motion by Tate to provide Heritage Memberships to POMA's Founding Members (excluding Executive Director Laurie Lee Dovey), second by Zent. Motion carries.

Old Business

No old business was introduced.

New Business

Recognize Mitch Strobl, a strong and valuable contributor to the POMA <35 Committee.

Good of the Order

Nothing regarding good of the order was introduced.

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

Submitted by POMA Secretary Tammy Sapp

Addendum A

Motion by Tate to approve the blogger member pilot program as outlined below and based upon earlier board approval of developing blogger member categories in POMA, second by Sapp. Motion carries. (See POMA Online Forum 4/29/2011).

Blogger Member Pilot Program

POMA launched a pilot membership program to better engage individual bloggers and entities working with individual bloggers, and content providers. The program goals are to:

1. Bring key bloggers/influencers into POMA
2. Educate individuals/entities on the need to produce well-researched, honest communications through blogs
3. Teach communicators how to become monetized, professional communicators
4. Inform entities of the need to pay communicators and become recognized a true professional content outlets
5. Teach ethics of communications when working with corporate entities
6. Develop a roster of serious bloggers for POMA members to access as a first step in verifying credentials of bloggers. Through membership in POMA, the blogger at least shows he/she

subscribes to POMA's beliefs and suggested practices and focus on and has made an investment in his/her own business and garnering professional skills and remuneration

Individual bloggers who decide to forgo POMA membership still may have their blogs listed in the Outdoor Industry Blogger Directory. Listings for non-POMA members and/or approved affiliates are fee based. However, only POMA member bloggers/entities receive 1) priority listings in the directory, 2) identification as a POMA member blogger.

POMA's board of directors will review and adjust, if necessary, the pilot program every six months. The board of directors also has the right to discontinue the pilot program at any time.

Approved Membership Language

I. Internet Content Providers & Bloggers

a. **Freelance Internet Content Providers & Bloggers:** 24 paid features (500-word minimum, 1 point each) or 36 (300-499-word posts, 2/3 point each) over a 12-month period. Features on an applicant's personal website, which is used to promote the member's media/communications business, do not qualify. Content on personal business sites that communicate accepted editorial-style text/images/video about/related to the traditional outdoor sports does qualify, if it meets compensation standards. This is a Voting Media Membership.

b. **Non-Monetized Individual Bloggers:** Individuals who produce 24 paid features (500-word minimum, 1 point each) or 36 (300-499-word posts, 2/3 point each), as a hobby (not paid). Features on an applicant's personal website, which is used to promote the member's media/communications business, do not qualify. Content on personal business sites that communicate accepted editorial-style text/images/video about/related to the traditional outdoor sports does qualify, if it meets compensation standards. This is an Associate (Blogger) Membership, which allows non-monetized bloggers to:

- i. Become Associate Blogger Members, for no more than two years
- ii. Participate in four required webinars annually, focused on how to monetize editorial/blog communications
- iii. Change status to an Individual Voting Media Membership when blogger meets monetization requirements for Voting Media Member status.

c. **Corporate Partner Bloggers (Non-Monetized):** Individuals who work with/for a current POMA Corporate Partner and produce 24 features (500-word minimum, 1 point each) or 36 (300-499-word posts, 2/3 point each), as a hobby (not paid). All qualifying blog posts must appear on the designated POMA Corporate Partner Media Outlet's website. This is an Associate (Blogger) Corporate Partner Membership, which allows non-monetized bloggers to:

- i. Become Associate Corporate Partner Blogger Members, for no more than two years
- ii. Participate in four required webinars annually, focused on how to monetize editorial/blog communications
- iii. Change status to an Individual Voting Media Membership when blogger meets monetization requirements for Voting Media Member.