

**PROFESSIONAL OUTDOOR MEDIA ASSOCIATION
2011 Special Spring Board of Directors Meeting
June 20, 2011, 2:00 p.m. EST
Presiding: Bill Miller, Chairman**

Chairman Miller called the meeting to order at 2:00 p.m. EST, June 20, 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
- Lisa Metheny, Director
- Tom Opre, Director
- John Zent, Director
- Laurie Lee Dovey, Executive Director
- Shelly Moore, Membership Director

The following board member was not present at the meeting:

- Bob Humphrey, excused absence.

Motion by Bill Conway to excuse Director Bob Humphrey's absence, second by Tom Opre.
Motion carried.

Minutes of Previous Meeting

Motion to approve minutes from the April 5, 2011, meeting by Bill Conway, second by Pete Brownell.
Motion carried.

Presentation of Industry Practices Related to Conferences

Tom Schwinden of Conference Direct presented information on the following conference trend topics:

- POMA has done the right thing in asking what attendees want out of conferences
- Conferences and membership is down across the board
- Positives and negatives of hosting conferences at 18 month intervals
- Consider changing time frames of when conference is hosted
 - Negatives and positives of hosting a conference in August
 - Negatives and positives of hosting a conference in March
- Importance of offering something new at every conference. Creating a conference theme to promote throughout the year
- Hosting conferences with similar groups

- Piggybacking POMA conference onto other big industry events.
- Cyber delivery of conference sessions — for a fee
- Ongoing educational sessions — webinars/meetings
- Rotating between cities — negatives and positives
- Hub cities vs. secondary locations — cost v. benefit

Board reviewed proposed plan in Addendum A and discussed a variety of strategies to grow conference attendance and enhance outreach to those members who do not attend conference including conducting a membership survey to determine their attitudes and opinions on a variety of conference related matters such as:

- Revamping Conference:
 - Eliminating local conference activities such as CVB welcome event and shooting range day.
 - Offer onsite Product Showcase
 - Create more pre- and post-conference trip opportunities
 - Conference dates and locations
- Increase POMA Education Options
 - Bolster POMA's webinar program (sell to nonmembers)
 - Conduct educational sessions at meetings such as ATA, ICAST, ASA, etc.
- Increase POMA presence at existing events such as ATA, SHOT, ICAST and consumer shows held by NRA, SCI, NWTF and others.

Board discussed and rejected the idea of hosting a conference at 18-month intervals, indicating a preference for retaining the annual conference schedule.

Motion by John Zent to authorize POMA management to survey the members on various proposals in Addendum A to enhance the conference/education experience in 2012 and beyond, except for hosting the conference once every 18 months. Second by Tammy Sapp. Motion carried.

Old Business

No old business was introduced.

New Business

No new business was introduced.

Good of the Order

Nothing regarding good of the order was introduced.

Motion by Bill Conway to adjourn, second by Tom Opre. Motion carried.

Meeting minutes submitted by Secretary Tammy Sapp