

PROFESSIONAL OUTDOOR MEDIA ASSOCIATION

2011 August Board of Directors Meeting

Aug. 10, 2011, 8:00 a.m. MDT

Presiding: Bill Miller, Chairman

Chairman Miller called the meeting to order at 8:00 a.m. MDT, Aug. 10, 2011

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
- Bill Conway, Director
- Lisa Metheny, Director
- Tom Opre, Director
- John Zent, Director
- Laurie Lee Dovey, Executive Director

Welcome Guests & Observers

Chairman Miller welcomed the following guests:

- Tony Bynum
- Doug Gilmer
- Tony Mandile

Absent Board Members

The following board member was not present at the meeting:

- Bob Humphrey

Motion by Tammy Sapp to classify Director Bob Humphrey's absence as unexcused. Second by Bill Conway. Motion passed.

Chairman's Report

Chairman Miller complimented staff and board for their dedication and leadership. He expressed support for efforts to develop board orientation information for new board members. He outlined director responsibilities and what it meant to be an advocate for POMA and POMA member needs.

President's Report

President Faw also shared his appreciation for staff and board efforts.

Treasurer's Report

Treasurer Tate complimented staff's dedication for the handling of POMA's financial resources. He reported balances are sound at steady with cash in hand totaling approximately \$200,000.

Non-dues revenue continues to be a priority to enable POMA to provide more membership services. To increase non-dues revenue, POMA's has conducted three pilot webinars to test the market (Online Media Room, Value of

POMA Membership & eBooks) and to create a backlog of archived webinars. Webinar participation by members is good. Tate reported we are now ready to pull the trigger to monetize the program by offering webinars for a fee to nonmembers while providing webinars as a free service to members.

Gunbroker.com auctions are another option (in addition to POMA's live & silent auctions at conference) to raise non-dues revenue year round. For certain items, it is seen as a better revenue generator than POMA's auction. POMA is seeking 2 or 3 donations per year from corporate partners. Tate indicated CPs needed promotion of their brand in return for donated products.

In addition, Executive Director Dovey is checking legalities concerning having auctions at POMA's site to make auction items available to all members.

Executive Director's Report

Website Update

Executive Director Dovey reported new web developer (Sousa Consulting) is doing a good job with Phase II of POMA's revamped website. However, the \$5,000 already spent with the firm in India may mean POMA goes over budget this year.

New features will streamline staff work and provide more value to members.

Phase II launch is expected to occur after the POMA conference.

Social Media Research Tool

Investment in social media research tool was discussed. Dovey is currently testing the system. She indicated that while we don't recoup the \$3,000 investment right away, she believes it's a valuable service that will pay off.

Director Brownell expressed the need for consulting after clients receive results from this service – a service aimed at connecting tools and talent for our members.

Member Numbers

July 2011	July 2010
CP 166	CP 157
Media/Individual 323	Media 327
Total 489	Total 484

Conference Planning

The economy, loss of jobs and the Western location are expected to contribute to lower conference attendance numbers in 2011, especially for CPs.

Dovey reported many CPs expressed a desire to see POMA conference dates moved to spring. Columbia, South Carolina, was awarded the bid for the 2013 conference, based on August dates. Dovey asked the board if they wanted to move the 2013 dates to spring.

Motion to move the POMA conference to spring dates beginning with the 2013 Columbia, South Carolina conference by Bill Conway. Second by Kevin Tate.

Discussion included a need to hear from the CPs during their Aug. 11 meeting and from the membership during their Aug. 13 business meeting.

Discussion of staff's role regarding conference was discussed. Proposals to hire an event planner are being collected for board consideration. Conference Direct, an event services company, already handles the process of gathering and presenting POMA's conference bids and negotiation of conference contracts free of charge.

Awards

Participation in the Pinnacle Awards grew slightly this year, after a great deal of promotion. POMA broadened the award honoree base by including an Outstanding Achievement award in categories where the second place entry was within three points of the winning entry score.

Awards committee tasked with retooling the awards program to invite more participation.

Dovey thanked Mossy Oak for their sponsorship of the Pinnacle awards.

Betty Lou Fegely Emerald Cornerstone Award will be awarded to Russ Bailey.

Legislative

Filming on public lands is still an issue. President Faw volunteered that U.S. Sportsmen's Alliance would consider how to work towards consistent interpretation and application of fees for filming on public lands.

Outdoor Blogger Directory

The launch of OBD was successful and brought POMA a lot of visibility among bloggers and within the industry. POMA now has a directory of approximately 350 blogs/blog sites, and OBD has its own website/blog for communication with bloggers and the public.

Dovey indicated it's time to determine how to best grow this program to the benefit of POMA and POMA members and to educate and help bloggers with their businesses.

Suggestions:

- Allow Charter members to maintain their listing for ½ the annual listing price, \$4.99
- Offer listings to other bloggers, new directory members, at the rate of \$9.99 per year
 - These funds at least cover POMA's administrative costs to maintain the list, update it and distribute it
- Provide the list to POMA members at no charge
- Offer the list to the outdoor industry, non-POMA members for \$24.99

Once the next phase of POMA's website launches, POMA can market CPMOM & Outdoor Blogger membership opportunities.

Committee Reports

Board Nominating – No report

Conference - Covered in ED's report

Finance - Covered in Treasurer & ED's report

Member Screening – No report

Awards: Pinnacle – Covered in ED's report

Awards: Gresham – No report required

Awards: Circle – No report required

Awards: Bear – No report required

Fishing Industry Outreach

CP Advisory Council

POMA<35 Committee (Discussion)

Board heard the recommendation to create two categories: POMA<25 and POMA Young Professional to better address the needs of students and young professionals already working.

Money Line (Action)

Board approved the creation of a pilot program to test reward points as an incentive to encourage more Money Line market listings from committee members.

Membership Development & Growth – No action

Conservation Communicator Award (Discussion)

Secretary Sapp reported she is in a better position to make this request through the Association of Fish and Wildlife Agencies. Sapp will discuss with incoming AFWA President Jon Gassett at the upcoming AFWA meeting.

Old Business

Investments

With the possibility of a bear market occurring, Dovey is waiting to invest POMA's financial resources in a managed mutual fund. She indicated she will be reviewing proposals and will submit recommendations at the October 2011 meeting for the board's consideration.

Board Orientation

Tate, Sapp and Dovey to work together to produce a board orientation guide that outlines duties, requirements, fiduciary obligations, length of term, meeting calendar, what expenses are covered, POMA history, etc. for the benefit of new board members.

Referral Credits

Motion to allow sitting board members to participate in POMA's membership referral program by John Zent.

Second by Mike Faw.

Motion passed: 5 votes in favor, two opposed.

Tate and Conway went on record as opposing the motion.

POMA Trademark & Tagline

Dovey announced POMA's trademark and tagline now are protected.

Nonpaying Members

Board discussed solutions for those who register to attend POMA's conference yet have not paid membership dues. Suggested solution was to include a notice on the conference form indicating unpaid membership dues must be paid prior to or upon arrival at the conference OR arrangements can be made to handle payments. A guest fee was also suggested.

Executive Session

Motion to move into executive session by Mike Faw. Second by Lisa Metheny. Motion passed.

Motion to move out of executive session by Bill Conway. Second by Kevin Tate. Motion passed.

New Business

POMA Foundation Officers

Motion to elect Bill Miller as Chairman, Tom Opre as President and Laurie Lee Dovey as Secretary/Treasurer of the POMA Foundation was made by Mike Faw. Second by Lisa Metheny. Motion passed.

SWOT Analysis

President Faw conducted a SWOT analysis to guide progress for his term as POMA's president.

New Board Members

The following new board members were seated for an August 2011 to August 2014 term:

Doug Gilmer

Tony Bynum

New Officers

The following new officers were seated for an August 2011 to August 2012 term:

Mike Faw – Chairman

Kevin Tate – President

Tammy Sapp – Treasurer

John Zent – Secretary

The Board recognized outgoing Chair Bill Miller and thanked him for his service and dedication to POMA.

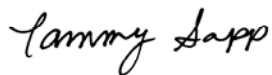
Good of the Order

Nothing regarding good of the order was introduced.

Motion by Tammy Sapp to adjourn. Second by Kevin Tate.

Motion carried.

Meeting minutes submitted by Secretary Tammy Sapp

A handwritten signature in black ink that reads "Tammy Sapp". The signature is written in a cursive, flowing style.