

## **Minutes of POMA Board Meeting -- March 20, 2012 (Conference Call)**

Present for conference call: Mike Faw, Chairman; Kevin Tate, President; Tammy Sapp, Treasurer; John Zent, Secretary; Pete Brownell, CP Director; Tony Bynum, Director; Bill Konway, Director; Lisa Metheny, Director; Tom Opre, Director; Laurie Lee Dovey, Executive Director.

Excused absences: Doug Gilmer, Director; Shelly Moore, POMA professional staff. Motion to excuse Metheny; second Faw. Gilmer later joined teleconference.

Meeting was called to order at 2:04 p.m. by Tate.

**Call for approval of October meeting minutes:** motion Brownell; second Sapp. Motion passed.

**Proposed change of mission statement:** LL Dovey reported that she had proposed making mission statement more succinct. Motion to change Opre; second Sapp. Motion passed. Tate called further discussion re: attaching mission statement to irrevocable charter. Motion to attach Faw; second Zent. Motion passed.

**Moose Media Partnership:** LL Dovey reported an arrangement worked out with Tack Robinson of Moose Media/Pursuit Channel wherein producers would be required to become POMA CPs in order to raise professional standards and ethics. Membership dues would be paid by Moose Media/Pursuit Channel. POMA will then work with National Shooting Sports Foundation to develop a credentials system for outdoor broadcasters, and including internet content providers and bloggers. Discussion followed re: number of producers/potential new members; "pitfalls" (Opre) of bringing in wave of new CPs in this manner; education of bloggers; applying same model to print media. LL Dovey clarified that company/principle would join as full CP member, then employees can join as CP Media Associate member. Tate defined Moose and Pursuit. LL Dovey asked BOD for help and guidance in proceeding with this arrangement. No motion.

**Membership Recruitment:** Tate called for renewed efforts and future planning. LL Dovey proposed that Executive Committee (present and incoming) discuss way to revamp membership. Tate will establish ad hoc committee. No motion.

**Military Veterans Membership:** Proposal to create separate/new membership category for military veterans. Discussion followed re: affect on current members; guidance for new media generation—POMA should be it; Tate asked for BOD thoughts on \$100 dues; recognition of veterans at Conference; difficulty in managing special categories. LL Dovey said sense of Board is to recognize military veterans at conference and via POMA website. Tate proposed award special pin to veterans attending Conference. No motion.

**Officer Election:** Tate presented slate of candidates, asked for additions and called for motion. Motion to elect as presented Gilmer; second Brownell. Motion carried.

**BOD Election:** LL Dovey presented slate of candidates.

**Ethics Discussion:** LL Dovey announced that recent ethical misconduct charge had been reviewed by Executive Committee, and subsequently, charged member voluntarily resigned from POMA. LL Dovey discussed process for bringing ethics charges and asked for BOD direction on conducting proceedings to adjudicate such. Tate recommended handling ethics charges on case-by-case basis since they so rarely surface and Sense of BOD agreed. No motion.

**Old Business: POMA Media Center--**LL Dovey announced SHOT videos drew 9K views. Will continue program at various venues including iCast; will not seek sponsors for now; will discuss similar alliance with other media aggregators; will consider bringing in third-party contractor. **POMA Website—**LL Dovey noted challenges because of higher-than anticipated costs and ongoing technology change; will look for corporate sponsorships. **Reimbursement of Expenses:** LL Dovey announced establishment of per diem reimbursement for staff, officers, directors, etc., traveling on POMA business.

**New Business:** Sapp informed BOD that Association of Fish and Wildlife Agencies (AFWA) Awards Committee will consider POMA proposal to partner on conservation communicator award.

**Good of the Order:** LL Dovey announced that call for help to POMA members raised almost \$1,000 for Shell Family Memorial Fund. Shell family members will be attending Conference.

**Motion to Adjourn** Brownell; second Metheny. Meeting adjourned at 3:08 p.m.