

**Minutes of POMA Board Meeting
November 30, 2012 (Conference Call)**

Meeting Called to Order (Tate)

Roll Call: (Opre) Present: Conway, Metheny, Gilmer, McGrath, Reese, Tate (chairman), Sapp (president), Opre (Secretary) and Bynum (Treasurer). Management: Dovey, Moore.

Absent: Pennaz **Motion Reese/Opre** to accept excused absence. Approved.

Approve Minutes: (Opre)

Motion Opre/Sapp - approved

Responsibilities of the board (Tate): Quick run through since it was not presented during last board meeting. Chairman Tate asked board members to contact him with questions. Also, he would like board members to make their active committees productive.

President's Report: (Sapp) Thank board members for committee work. Feels POMA has done great job experimenting with efforts to promote POMA, but still have limited member services. Sapp stated she does not want to see new programs until economy improves. Need to determine what our members want and need for services. Need critical member preference data.

2013 Budget Proposal: (Bynum) New budget holds line on costs for 2013. Cutting some programs and expenses.

Motion Bynum/Opre approved

POMA Moving Forward Discussion: (LLD) Hold the ship steady for the next year and assess services we are putting out there for memberships. Not spend money beyond budget unless income stream to pay for it. No major purchases. Process should take 8-12 months.

1 - Focus on membership recruitment: Lost about 40 members over last 2 years. Asked board to be part of the process.

2 - Income streams: Look for non-dues revenue streams. Good ideas. Lean of non-profit organization members for assistance due to their experience.

3 - Strategic plan: Gather data. Suggest President Sapp assemble ad hoc committee. Need good data and to determine what to do with data once gathered. Set goals.

Fred Bear Award - asked Chairman Tate to elaborate on ATA issues and what we need to do to present award. What event could Fred Bear Award to be presented? ATA is the place for this, but might need to be done at Mossy Oak event at ATA. LLD stated hard to work direct with ATA.

Moose Media - We have not seen any movement to have all their producers become CPs. Suggested this include all TV broadcasters (OC, SC, Pursuit and NBC Sports).

Public Land Filming Issues: Sen. Tester (MT), was re-elected. Need to get together with DC based pro sportsman organizations to help us move this issue forward. Opre asked about direct contact with Forest Service. We have with no luck. FS wants federal legislation.

Membership recruitment: Send each lost member a note and re-connect. Life-cycle membership info by spring meeting.

Bylaws update: Minor issues to be fixed prior to next board meeting.

Board responsibilities: Needs directors to respond to ED's emails.

Committees Requiring Action

Fred Bear Award: Covered in ED report.

Conference

2013 Conference Report - LL stated Chairman Tate has added significant input to conference plans. About 30 people registered. Assume many will register at last minute. LL has heard lots of folks planning to attend due to location of conference. Almost every sponsorship is sold. Columbia is doing a good job working with POMA.

2014 Update - Knoxville - LL working on contract. Conference Direct did not present contracts as stipulated at the August conference. LL has taken over the contract negotiations. Site inspection was fabulous. Hope to have contracts executed in next week or two. Opre asked about fees paid to Conference Direct.

Conference Educational Tracks: Chairman Tate covered all the tracks planned for conference. Added emphasis on outdoor television. Covered all headline presenters. Treasurer Bynum explained why headline photographer was selected. Chairman Tate asked to continue discussion with Bynum and Conway on later conf. call.

Conference length - Opre asked about shortening conference to three days. LL said there is conflict between members and CP's interests -- one side wants 4 days and CPs want 3 days. LL thought we might need to ask non-attending members their thoughts. Currently, CP's take 1.5 days of current conference with Product Showcase, POMA Camps and Shooting Day. Thought was to include this issue in future plans for POMA (per President Sapp).

Consent Agenda - Treasurer Bynum asked about Pinnacle Awards

Pinnacle Awards - Committee chair Gilmer stated we received more entries than past, but difficult to get judges. 136 total entries this year or a 20% increase over last year. Gilmer made an extra effort based on personal contact with members.

2013 Conference Follow Up- Bynum asked about upcoming board meeting and what happened in Tunica. He felt like we didn't cover all item during the Tunica meeting due to changes in schedule. LL stated Chairman Tate has asked President Sapp about eliminating board field trip. Also, suggested board meet for dinner night prior to board meeting. Chairman Tate request board members contact him via email with any issues. This would help to make the board more effective by relationship building opportunities.

Old business: NONE

New business:

Motion to go into executive session Motion Bynum/Opre - approved

Motion Sapp/Metheny to come out of Executive session - approved

Good of Order:

Bynum said his uncle Tony Dawson passed away after fighting cancer.

Reese asked for contacts about freelance opportunities for Money Line.

Motion Opre/Reese: To adjourn.

Respectfully submitted,
by Secretary Opre