

POMA Board Meeting - Columbia, SC, March 6, 2013

Call to order (Chairman Tate) at 8:00 AM

Roll Call (Secretary Opre)

Present: Kevin Tate, Chairman; Tammy Sapp, President; Tom Opre, Secretary; Tony Bynum, Treasurer; Doug Gilmer, Director; Bill Conway, Director; Kevin Reese, Director; Steve Pennaz, Director; Steve McGrath, CP Director; Laurie Lee Dovey; Executive Director

Absent - Lisa Metheny.

Approve Minutes: approved

Chairman's Report: Received letter from Lisa Metheny who has resigned from the board. ED, Dovey detailed POMA bylaws in regards to replacing a board member who resigns. Board discussed options.

Motion to go to executive session, first Bynum, second Reese, approved.

Tate determined we will accept emails, from existing directors, over the course of the next three weeks with nominations for a replacement board director. Replacement board director would have to seek re-election in November.

Conference Program: Chairman Tate discussed the overall POMA conference program for this year. Program has great promise and ground work has been done for the next conference.

ED, Dovey has an update. Winter storm has created issues for some members and speakers to make conference. Presented new moderator requirements.

Executive Director's Report: Attendance is down a little bit. CP's have budget issues with year end and conflict with trade show in Germany. Overall participation down only about 10% (20 people). Two speakers have cancelled due to weather. Auctions donations are way down. Saved major money on speakers due to using folks who have company sponsorship. Let go Conference Direct which created cost savings, but more work for POMA staff.

Knoxville - CVB has been great.

Conference site selection: No sites to look at for 2015. Couldn't get bids due to accelerated conference schedule this year. Bid process will commence after this conference and presented at August meeting.

Webinars: They are doing great. Good attendance (20-50 people) with 30% non-members. We have not done a lot to follow up other than updates for future webinars. Director Bynum suggested charging for access to webinars. ED Dovey discussed how POMA can make webinars and other training type videos a non-dues revenue stream. Director Reese discussed Roku channel creation for POMA.

BREAK

Interactive Planning Session: Create hard data to help board make decisions on the future of POMA.

President Sapp discussed past POMA board actions in regards to creating value for members. We put product first and then searched for the market. Today, POMA is a recognized brand within the industry. Wants POMA to follow a marketing process. Define how we tailor and then market ourselves as an organization. We need implementation of research. Our past research has been online which isn't always perfect for various reasons. Large percentage of people not included in our past surveys. Telephone random surveys work best. Professional researchers strains bias out of questions. Plus, these folks are impartial in the overall process. She has been communicating with Mark Duda from Response Management. Expensive, but he is willing to help POMA do or atleast assist us with research. Potential to do random telephone surveys. She will report back to board within next couple of weeks with a plan.

Research Process: POMA has already done a situational analysis. POMA overall goal is to grow. Today, we need to talk about 1) choosing our target member group, 2) develop marketing to achieve measurable objective, 3) capture what we need to know from these target demographics. Ultimately want to take ideas and measure them against what people really want.

Markets:

Veteran/Pros/Working Media

- a. Movers/shakers
- b. Heritage
- c. TV hosts, producers (recognizable), videographers
- d. Print leaders
 - masthead
 - freelance
 - editors
- e. Young pros
- d. Electronic (who are they?)
- di. Social Media

Specific Markets:

Fishing - market is declining and getting smaller

CP - Key companies bring media?

- a.
- b. newspaper
- c. pure writers
- d. magazine
- e. fishing pros w/TV

Boating - kayaks/paddle boards

Conservation organizations - who are working media?

- Science/Data (related to hunting)

Archery/bowhunting -

- a. target/competition
- b. bowhunting

Tactical Shooting -

International Outdoor Media - (all segments)

- a. Leading countries
- b. competition archery Asia/prev. USSR

Extreme Sports -

- a. adrenaline
- b. X games

Peripheral Outdoor (non-consumptive)

- a. skiing
- b. camping
- c. backpacking
- d. atv
- e. boating

Shooting -

- clays
- target
- 3 gun
- sport
- long range
- airgun
- safety

Tactical -

- self defense
- IDPA Comp
- LE/Military
- Prepper
- long range/sniper
- education (safe firearms handling)

Corporate Partners:

- a. current services
- b. all the same needs
- c. dilution via too many segments

Ask these 3 groups within all markets

Non-members

Past members

Current members

- media/CP
- active/not active

Priority Markets (for market research)

- 1) Hunting (9)
- 2) Bowhunting/Archery (2)
- 3) boating (0)
- 4) tactical (8)
- 5) international (0)
- 6) extreme (0)
- 7) peripheral (0)
- 8) shooting (2)
- 9) fishing (6)
- 10) conservation/science (2)

Board directors voted on markets. Votes are tallied next to each market.

Main markets for POMA:

Fishing

Television producers, hosts, videographers

- corporate focus
- independant producers
- broadcaster
- mega publisher

Hunting

Television producers, hosts, videographers

- corporate focus
- independant producers
- broadcaster
- mega publisher

Tactical

bloggers

websites

electronic magazines/publishers

TV producers, hosts

mega publisher

Television:

1 - videographer

- a. moneyline
- b. freelance vs. W-2 %
- c. craft improvement (production/post production)
- d. areas of biz education
- e. credential/certification
- f. produce directory of producer contacts
- g.attend POMA conf? if not, why?
- h.if yes, what would you want at event?
- i.do you need equipment
- j.ls a biz discount a benefit?

2 - host/producer

- a. services - access to writers, PR, video, sponsors, job opportunity board
- b. annual education on gear, ad sales, social media
- c. do you need to network with buyers/sponsors
- d. would you attend a conference? (properly define/terms) all key services
- e. meet broadcast executives

3 - Channels

- a. Help producers develop better biz skills through a POMA program
- b. set criteria for producers
- c. if yes, annual program/daily/immediate
- d. would annual training program for producers/production staff be beneficial
- e. assistance with marketing TV shows & hosts
- f. willing to ask all producers to be POMA members?
- g. willing to fund a consultant (POMA) to meet goals above?

Electronic Magazines:

Mega Publisher

1. Access to quality freelancers
2. Is ML import - quality staff
3. what craft improvement do you need?
4. ongoing craft updates for staff.
5. what conferences do you attend?
6. what professional organization's do you belong to?

President's message:

President Sapp discussed POMA motto and "Power of One" process. Need to ignite other members to join us and help with the organization. Looking for 2-3 hours of help per month. ED Dovey stated if just all 483 members just brought in one new member to POMA we would double our organization.

Old Business: None

New Business:

Sec. Opre asked about infrastructure within POMA required to handle increased growth. Treasurer Bynum asked ED Dovey to help outline a plan for how the ED position can be better (efficient). ED Dovey stated she needs the data from research so she can determine how her time and POMA staff duties are best utilized. President Sapp stated POMA will be in a 5 year plan for growth with some ups and downs expected. Also, stated she will be in touch with Mark Duda to start the research process.

Good of the Order:

ED Dovey thanked board for their help (especially Chair Tate and Pres. Sapp) for helping make the short turn around between conferences and all the efforts from each member.

Motion to close meeting from Opre, second, Pennaz. motion carries....adjourned.

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