

POMA Board of Directors Meeting June 3, 2015

President Opre called meeting to order at 9:01

Secretary Wolfe called role at

Motion to excuse absent Powell and McGrath

Chamberlin makes motion

Riehl seconds

Motion carries

Motion to approve last board meeting minutes

Reese motion

Zumbo seconds

Motion carries

President's report

Orthman signed up three gun comp CPs, including Kimber, Montana Rifle Co and SI Defense.

Talking about travel incentives with CVB

Key things are putting together good marketing strategy over next few weeks. Get people to register and buy plane tickets early.

Opre's experience with Orthman has been real pleasure so far. Orth has had some great ideas and really exciting things to talk about later on.

Committee reports

Membership committee

Fredy has employed NeonCRM for membership to make everything more convenient for both Shelly and members.

Cost is only \$99/mo.

A few CPs has showed interest in sponsoring this.

We have roughly \$50k in outstanding dues right now according to Opre.

Tool we want to go forward with. All the board is in agreement.

Signing up has proved more difficult than it should be for prospective

members. All the long forms to fill out and choices to make are impediment when signing up. Have potentials sign up and pay first then go back and fill out for credentials.

Orthman met with Kimber yesterday who will become CP.

Proposed to charge CPs \$900-1000 per year for POMA to provide avenues for bloggers and others who'll help marketing outlets for CPs.

Not trying to profitize this. It will take man hours to put all this together.

CPs need help with marketing requests.

Strategic Planning

Powell traveling will send email with report.

Money Line Reese

Going well. One of the foremost used applications by membership. Had app over last qtr had 200 job postings. Looking to add more freelance job postings. Needs as much help as possible for new leads. 30% of postings come from Shelly. Reese will look at Google analytics to see how many opens and clicks on daily emails. Will get data in next couple weeks.

Board Nominating Wolfe

Set meeting for later this summer. Send report via email.

Suggestion about staggering officer positions.

Exec Dir Report Orthman

Financials – Update on banking process. Talked to Chase and BOA.

Problem is that we don't have permanent address, have PO Box. Went to Johnstown PA. They flew in regional VP and switched us over to Bus.

Account with First Commonwealth Bank. Going to ask CPs for help on certain projects.

Membership – added a few. Have 210 voting members. Added CPs, will be more after Kalispell trip. Orth attending iCast. First time for POMA in July. In August going to outdoor retailers show for first time. got Orth credentials for free. Picked up by Elks to go as media member. That's in Utah. Nice contact with Pelican, crossed paths with VP. Visited Kimber, Proof, SI Defense and Montana Rifle Co in Kalispell. Let him know with any ideas for other CPs, just give intro.

Technology – Current – Web traffic is pretty solid right now. Shelly has worked really hard on raising Facebook numbers. 2935 likes. Did 17 posts this week. Twitter activity is doing pretty well. Picking up followers.

Possibility of rebranding POMA, refreshing logo. Had a company take a look at it and came up with new idea. Will have board vote to approve new logo.

Website Update – possibly refresh entire site, change from Duplo to WordPress, make it more affordable and easier to maintain. Currently there are bids out to two companies: We Create Media and Gammon Group. Estimated cost \$10-20K.

Fredy and Ammoland willing to take a look at competitive analysis and give suggestions how to make POMA site more competitive.

Membership Drive – new members and CPs are main source of income. Call out to current members for referrals. Proposed membership drive for August.

Sponsorship Levels – Considering tiered sponsorship. Have nothing currently. All CPs same level right now.

Webinars – been approached by many members to bring this back. Remain relevant throughout year, especially for active members who can't make it to conference. Possibly host once a quarter.

Old Business

None.

New Business

Reese willing to come in early to head panel that goes to college to invite communications majors to conference.

Good of the Order

Zumbo proposes having POMA pay for board members travel expenses to board meetings.

NeonCRM is a go.

Motion to adjourn by Fredy
Chamberlin

Motion carried.

Adjourn at 11:57 CST