

May 3, 2016 11:00 CST
POMA Board Meeting Minutes

Call to Order 11:04

Motion to Excuse McGrath: James Powell motion; Andrew Chamberlain second
Motion passed.

Motion to Excuse Zumbo/Reese: Fredy Riehl motion, Andrew Chamberlain second
Motion passed.

11:10 - ED's report.

Will present one or two more potential agencies for updating website.

Membership numbers: some attrition on media side. CPs fluctuate. **Consider Strategic Planning Committee** to increase membership. Update CRM to be able to pay for membership via credit card on website. Simplify memberships via auto-renew or multi-year.

Down about 52 media members, 25-30 CPs. Really seeing a lot of CPs retiring or changing companies. New faces popping up we need to reach out to.

Budget: Before auction we should have around \$230K in the bank, including sponsorships. Still several large sponsors making decision. \$52k ahead of schedule. Goal is to make \$10-12k from conference not including auction numbers.

Conference Update: Rooms are booked. Have overflow rooms just in case.

Sponsorships/CPs: See spreadsheet.

Message to CPs: We are premier outdoor communicator organization!

Marketing: social media has been better thanks to Shelly and the intern. Proposed call list to contact media members to remind them of conference, the organization, etc. KO to write script about what we could say. Names, phone numbers, checklist.

Challenges: Auction items. Putting requests out but needs help getting items. Going to need some editor's eyes to help with Masterplan Book for when we get to conference. No chaos!

Again, needs help with sponsors and members.

11:46 - Opre on auction: Tony will head up making sure we get auction items, James heads up overall auction and dinner. Instead of doing raffle at end of night, do Chinese Auction – in a nutshell sell folks raffle tix and have small number of live auction items. Generate more income per person than we would normally. Historically, this is less than 100 bucks per person. Plus, it takes a lot of time on our end collecting. Drager suggested having people enter room to where they have to walk down specific pathway. First table is name badge and gift bag with nice items inside. At second table, get free drink. Next table is raffle ticket table. Sell two packages of raffle tix. Have good packages that would typically be auctioned. Go into banquet room where someone will do bag check.... Idea is that any member can potentially win any of these items, then they'll come back in 2017 to create more content and value for CVB. Each board member reach out to 10 CPs to donate for this type auction. CVB will bring in people from community to participate in auction night.

12:01 President's Report:

POMA Summit: Anti's are trying to make "Cecil the Lion" case in the US. We are at a crossroads with how we're going to deal with these people. Hard to win emotional arguments. How do we communicate as an industry to non-hunting world? Great panelists lined up to address this?

12:35 Committee Reports:

Membership (Riehl) – general change in membership descriptions. Recommending we clear up descriptions for current membership types.

Motion to simplify membership names: Fredy makes motion, Andrew second.

Motion passed.

KO will update website.

Legal (Chamberlin) – KO has attorney in mind that represents several gun companies. She's out of Detroit. Would be here to advise us.

AC suggests we appropriate funds for legal fees just in case.

Money Line (Reese) – KO says all is good. Putting feelers to sell ads around it.

CP Advisory (McGrath) – Nothing to report.

Board Nominating (Wolfe) – Have board members' information in two weeks and elected by end of the month.

12:54 Old Business – None

12:55 New Business

POMA Outdoor Truck of the Year – goal is to pursue non-dues revenue opportunities as well as achieve relevancy in the industry.

1:10 Good of the Order

Live debate between USHS and some big names in outdoor industry on May 4. Ammoland will have live feed on website.

1:15 ADJOURN: FREDY ADJOURN MOTION, SECOND POWELL