

Minutes - POMA BOD Meeting, Kalispell, Montana.

June 15, 2016

In Attendance:

James Powell, Tony Bynum, Fredy Riehl, Jim Zumbo, Ryan Repp, Ryan Gresham, Lars Dalseide (via GoToMeeting), Kevin Orthman - ED

Roll call

Motion to excuse Michelle Scheuermann, Andre Chamberlain, Josh Wolfe

Motion: Ryan Repp, Second: Fredy Riehl Motion passed

James Powell address new BOD

Goals

- a. Quality, value for members and for CP's
- b. Increase POMA presence
- c. Strategic planning
 - i. Form a new SP team - new plan fall 2016
 - ii. Do more to communicate from President to POMA members - i.e., newsletter and internal communications strategy

Kevin Orthman ED Report

First order to get RFP for new POMA website

General discussion regarding membership qualifications and relevance in industry regarding impressions and viewership, authority, and influencers

Fredy will chair a committee or group to look into new membership criteria including careful consideration of influencers, market/reader reach, paid vs, unpaid. Tony Bynum and Ryan Repp will be included in the discussions.

General discussion about membership, gain new members and increasing POMA reach through new members. Adding influential members, new, young members. Some talk about having CP's bring media members to future POMA events.

Possible mid year CP's Launch of new products partnering with POMA for media coverage and support. Approach a few CP's and see if there's a way to partner and develop additional CP/Media opportunities around mid year, launch of new products as a way of increasing value to CP's.

POMA as a new "source for news" explore developing media for our membership and CP's to be included in a regular newsletter. Kevin agreed to find at least one intern to help craft "POMA news."

Kevin will email current list of CP and Media members who attended conference.

Kevin will report to the BOD options for paying for additional help to plan 2017 conference in an effort to free up some of his time to focus on growing POMA membership.

General discussion on POMA “owned” awards - awards committee will look into how better to improve our awards process, review awards criteria, and partnerships

Gresham

Bear

Circle

Location for 2017 conference - location TBD New Dates for 2017 June 20-23, 2017

- a. Albuquerque, NM
- b. Shreveport, LA

James Powell will convene BOD to vote for 2nd VP.

Meeting adjourned.