

## **POMA Board Meeting Minutes - August 17th, 2021**

At the August 17th Zoom meeting of the Professional Outdoor Media Association Board of Directors, Ms. Scheuermann called the meeting to order at 4:02 PM local time. Roll call was called. Members Present: Ms. Scheuermann, Ms. Ripple, Mr. Hoffman, Mr. Soberg, Mr. Reese, Mr. Keer, Mr. Snow, Mr. Thomas, Mr. Luttrell, Mr. Paulson. Members Absent: Ms. Hoffman. Mr. Hoffman motions to excuse Ms. Hoffman from the meeting. Motion seconded by Kevin Reese.

**Approve meeting minutes:** At 4:05pm local time, Ms. Scheuermann motioned to approve previous Board meeting minutes with Mr. Luttrell's revisions. No objections. Motion approved by Mr. Snow, seconded by Ms. Ripple. Ms. Scheuermann also motioned to approve Annual Board Meeting Minutes: Motion to approve annual Board meeting meetings by Mr. Hoffman. Seconded by Mr. Reese. Motion carried.


**President's Report:** Ms. Scheuermann first brings up the SEOPA conference in West Virginia being held this October and POMA Board offering support. Then she discusses POMA participation in NASGW later in October 2021 and the organization's involvement with the Caliber Awards. The Shooting Sports Showcase is scheduled for March 12-16, 2022 and Executive Director Thomas MacAulay is seeking POMA staff/board member backup. Ms. Scheuermann requests all Board Members block off the week of POMA 2022 Business Conference - June 13, 2022 - in Kalispell, MT next year. The 2023 POMA Business Conference location is open to discussion right now. A potential option is Sioux Falls, South Dakota. Mr. Keer recommended New England as a potential location for targeted recruitment/growth of new participants. Mr. Reese added locations should be in gun-friendly states. Upcoming Board Meetings: September 14th, SHOT Show January 18-19, 2022, March 22nd, 2022 and at the Annual Business Conference in June 2022. The board then discussed POMA committees, adding board members to committees and the need for them to also include members. The committees are:

conference, membership recruitment, finance, POMA Foundation, marketing.

**Executive Director's Report:** Mr. MacAulay presented the Executive Director's report for Q2. He stressed the need to create a one-liner elevator pitch to lure new members, create lead generators, and other ways to recruit new members. He proposes \$1,200 monthly stipend for Cassidy, POMA's current assistant, and \$1,500 monthly stipend for Shannon Young, POMA's sales partner. Mr. MacAulay will create and send around the contract for Mr. Young to the board members before the next meeting.

Ms. Scheuermann calls for the meeting to adjourn. Mr. Hoffman motions to adjourn the meeting. Seconded by Mr. Reese. No objections. Motion carried. Meeting adjourned at 5:30 PM local time.

Gabriella Hoffman  
Secretary.



President

