

POMA Board Meeting Minutes (Incoming Board Meeting) - June 15, 2021

At the annual board meeting of the Professional Outdoor Media Association Board of Directors at the 2021 POMA Business Conference at the Marriott Cool Springs in Franklin, Tennessee on Tuesday, June 15, 2021, Ms. Scheuermann called the meeting to order at 9:30 am local time. She immediately made a motion to have a closed session. Mr. Thomas seconded it. Motion passes. Members not with the Board of Directors left the room with one exception, past Secretary Justin Morrissey was present to read the meeting minutes from the outgoing board meeting held just minutes prior. Roll call was called. Members present: Ms. Scheuermann, Mr. Luttrell, Mr. Hoffman, Ms. Hoffman, Mr. Thomas in the room; on the Zoom call, Mr. Soberg and Mr. Kipp, and outgoing Secretary, Mr. Morrissey. Members absent: Mr. Snow and Ms. Ripple. Mr. Luttrell called a motion to excuse absent directors. Mr. Hoffman seconded Mr. Luttrell's motion. Motion passes.

New business: The board discusses New Board Members and Officer Election. Ms. Scheuermann motions to nominate Mr. Hoffman as Vice President. This was seconded by Mr. Luttrell. Motion passes. Mr. Hoffman motions to nominate Ms. Ripple as Second Vice President. Seconded by Ms. Scheuermann. Motion passes. Mr. Luttrell motions to nominate Ms. Hoffman as Secretary. Seconded by Mr. Thomas. Motion passes. Mr. Thomas motions Mr. Reese as Treasurer. Seconded by Mr. Luttrell. Motion passes.

Outgoing board meeting minutes were read aloud by outgoing Secretary Mr. Morrissey. Ms. Scheuermann made a motion to approve the meeting minutes as read. Mr. Hoffman seconded it. Motion carried to approve meeting minutes at 11:11am.

The board reviewed upcoming board meeting dates for the next year as September 14 2021, SHOT Show of either January 18 or January 19, March 22, 2022 and June 14, 2022. The board discussed having a

separate zoom call about committee appointments. Ms. Scheuermann made a motion to open the closed board meeting back up at 11:15 am, Mr. Thomas seconded it, motion carried.

Executive Director's Report: Mr. MacAulay presents Business Plan/Executive Summary for POMA in the hopes of selling organization knowledge year-round; proposes Outdoor Communication Forum to generate more revenue and continuing Shooting Sports Showcase each March. Discusses business growth with connecting state outdoor writer organizations to POMA and forming regional POMA chapters. Additionally, Mr. MacAulay recommends an increase in pay to staff, which he will review separately. He recognized Jenn Callahan from Live Fire, a POMA member sitting in as a guest, has enhanced POMA's social media branding. She'll make a branding guide available soon. Discussion of additional and passive revenue for POMA Membership with mention of affiliate referral program in the works. Mr. Luttrell proposes a way to generate more passive revenue: coordinated events with CPs. This includes concierge service - to foster better connections; exclusive meeting package(s); to increase POMA member profile & better connect members to CPs.

POMA Foundation Report: Mr. Hoffman, as President of the POMA Foundation, will take the helm of reformed POMA Foundation. Due to time constraints, he will discuss it separately with individual board members as he's looking for support.


Finance Report: Mr. MacAulay summarizes a 2021-2022 business plan for improved revenue channels and to optimize partnerships; shares 2020 revenue was up, allowing a profit of \$26,000. Mr. Luttrell inquired about the proper categorization of the PPP loan and whether it was a grant, and after some discussion it was determined to be properly categorized. Finance discussion adjourns at 11:52 am.

At 11:53 a.m., Ms. Dawn Jackson, sales manager from Discover Kalispell (Montana), delivers a presentation for the 2022 POMA Business

Conference. Mr. MacAulay proposes a board in-person meeting before the upcoming September 14th meeting.

Ms. Scheuermann motions to adjourn the meeting. Seconded by Mr. Hoffman. No objections. Motion carried. Meeting adjourned at 12:07 PM.

Gabriella Hoffman
Secretary.

A handwritten signature in cursive script, enclosed in a dashed rectangular box. The signature appears to read "Gabriella Hoffman".

President

A handwritten signature in cursive script, appearing to read "Michelle Scheuermann".