

## **POMA Board Meeting Minutes - February 28th, 2024**

**Roll Call and Verification of Quorum:** At the February 28th, 2024 Board Meeting call of the Professional Outdoor Media Association, Mr. Reese called the meeting to order at **10:33 AM EDT** local time. Roll call was called by Ms. Hoffman. Members Present: Mr. Morrissey, Mr. Paulson, Ms. Hoffman, Mr. Thomas, Ms. Booth, Mr. Rogers, Mr. Vucurevich. Members Absent: Mr. Reese, Mr. Trent. Motion to excuse absent board members. Approved by Ms. Booth, seconded by Mr. Rogers.

**Executive Director's Report:** Mr. Sexton, our Executive Director, discusses updates to POMA Business.

**First**, updates regarding transitions on staff and Board Members. Laura left, Stephanie Hickey taking over as comms. POMA is leaving MemberClicks for QuickBooks and automated renewal will run through our new website after it is redone post-Annual Meeting. Mr. Sexton also mentions reducing the number of emails down from 12. Several Board Members recommended Mr. Reese send monthly updates alongside Mr. Sexton. And mention of restructuring POMA Committee

**Second**, Mr. Sexton asks Ms. Booth to update the Board on the status of our 2024 Annual Meeting scheduled for May 6-8, 2024, in Pinewood, South Carolina. Ms. Booth discusses sponsorships and \$76,000 in sponsors that have pledged and committed to. She mentioned Toyota had to pull back sponsorship and scholarships; SC-based Murray Road is stepping up for awards and cash prizes in lieu of Toyota. Board members discuss the possibility of NSSF & POMA Media Membership collaboration. Mr. Sexton mentions a prospective 2025 Annual Meeting location in Port Clinton, Ohio - or the walleye capital of the U.S.

**Third,** Mr. Sexton discusses POMA Board of Directors elections and potential changes to bylaws. He proposes a possible vote to change/alter bylaws during March 2024. Board of directors will discuss and take action on this next month.

**President's Report:** n/a

**New Business:** N/A

**Adjournment:** Ms. Reese calls for the Board meeting to adjourn at 10:48am EDT local time. Motioned by Ms. Booth, seconded by Mr. Morrissey. No objections. Motion carried.

A handwritten signature in cursive script, appearing to read "Gabriella Hoffman", enclosed within a rectangular box.

Gabriella Hoffman  
Secretary

Kevin Reese  
President