

## POMA Board Meeting Minutes January 24, 2018

Location: SHOT Show, Las Vegas, Nevada

President James Powell called the meeting to order at 7:30 a.m.. immediately followed by roll call. Tony Bynum and Lars Dalseide called in on the phone and Justin Morrissey was not present during roll call. He arrived at 7:45 a.m.

### President's Report

- POMA Board Nominating Committee – Michelle Scheuermann will lead this as Secretary. There are two positions open. Executive Director Kevin Orthman requested board members to give Michelle two names with the announcement of nominations by April 15. He asked the board to consider utility when nominating someone, such as POMA is light on the fishing side.
- Membership Report – Jason Reid offered a proposal to the Executive Board of defining Social Media/Influencer Membership. Fredy Riehl asked Jason to email the document to all to provide feedback.
- Gresham Award Update – President Powell updated the group the award still doesn't have a home and the recent State of the Industry modified event held at SHOT Show was discussed as a possibility. After much discussion of how to work the award in, the urgent need to find a home for 2018 was presented. Fredy made a motion to present the award at the annual POMA Business Conference in 2018 with the opportunity to find a more permanent home for 2019. Mia Anstine seconded the motion. Additionally, Ryan Repp made a motion to form a committee to explore the long-term future of the award. Justin Morrissey seconded it. Mia volunteered to head up the committee with Ryan Gresham and Justin Morrissey to assist.

### Executive Director Report

- Finance Report –
  - Kevin provided stats showing the media membership is currently at 431 members, which is up 7 percent from 2017. The student membership sub category has the highest increase.
  - Memberships are no longer pro-rated to when a person signs up – it is now for a full year. We've also done away with half-year payments.
- Membership drive - Kevin pointed out many POMA members have retired, and his personal goal is to bring up the next generation of outdoor professionals within POMA. The organization is skewing younger.
- Intern update – Intern Liza Sautter gave a presentation on her time at POMA.

### Conference Updates

- Kevin gave a positive update on how the Business Conference is shaping up. The State of Nebraska has been a big help and even offering two-day adventures before and after the conference.
- Enrollment is good compared to last year.
- Speakers are needed – please send suggestions to Kevin.
- Auction – Ryan Repp is organizing and is seeking donations.

#### Other New Business

2% for Conservation is asking to give out an award at the conference. Kevin has requested a formal write-up for consideration.

#### Good of the Order

Mia reported on the booth at Media Range Day at SHOT Show. She liked the booth, but suggested we should have a TV with a loop playing of what POMA is about. Jason Reid suggested we offer an incentive for people signing up that day. Kevin will look into both possibilities.

Michelle made a motion to adjourn the meeting with Fredy seconding it.

The meeting was adjourned at 8:45 a.m.