

POMA Board Meeting Minutes - January 8th, 2024

Roll Call and Verification of Quorum: At the January 8th, 2024 Board Meeting call of the Professional Outdoor Media Association, Mr. Reese called the meeting to order at **3:31 EDT** local time. Roll call was called by Ms. Hoffman. Members Present: Mr. Morrissey, Mr. Paulson, Ms. Hoffman, Mr. Reese, Mr. Thomas, Mr. Marsh, Ms. Booth, Mr. Rogers, Mr. Snow. Members Absent: Mr. Snow. Motion to approve by Ms. Booth, seconded by Mr. Morrissey.

Board Membership Update: Mr. Reece informed the Board that Mr. Snow submitted his resignation due to having a limited bandwidth. Ms. Hoffman calls for a motion to vote on accepting Mr. Snow's resignation. First motioned by Ms. Booth, seconded by Mr. Marsh. Motion clears.

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

First, budget. Mr. Reece appointed a Budget Committee and they've been meeting. A couple budgetary items will change, but not negatively, in forecasting expenses. Two items to change: The first is insurance - not need to pay workers comp since all paid staffers are contractors and not employees. The second change is the banking situation. Mr. Sexton asks the Board to consider the new budget, worked on by the Board, Mr. Sexton, and Courtney, for 2024: \$70,000. Forecasted revenue would be net positive by year's end. Mr. Sexton and Ms. Booth say it's best to defer website expenses until after the May 2024 conference. Vote to approve 2024 budget approved by the Board. Motion to approve budget by Mr. Rogers, seconded by Ms. Booth. Motion carries. **Second**, Mr. Sexton asks Ms. Booth to update the Board on the status of our 2024 conference and

she mentions \$50,000 already committed to sponsorships. The Board will table discussion of new sponsors for Conference Planning meetings after today's call. We got a \$10,000 grant for transportation from Clarendon County, SC. Board Dinner proposed on evening on May 5th to participate in field trips and update on agenda. **Third**, Mr. Sexton discusses his memo for planning operations for function and efficiency for us to mull over and emphasizes committees as where ideas/improvements are hashed out. Existing committees in POMA bylaws: Board Nominating, Conference, Finance, and Members Screening. Mr. Marsh mentions POMA bylaws can't be unilaterally done by the Board and that it must be brought to the full membership to a vote. Ad hoc committees not listed in the bylaws could be amended. Ms. Booth plans to type a proposal to rename some committees for a full board vote and then bring before the full membership. Mr. Marsh motioned, seconded by Ms. Booth. No opposition, motion carried. **Fourth**, Member Clicks - Mr. Sexton says the website will be resolved with hiccups over membership renewals that occurred.

President's Report: Mr. Reese presents his second report as POMA President since taking over the role. Motion to accept meeting minutes. Motioned by Ms. Booth, seconded by Mr. Paulson

Old Business:


Meeting Times - Mr. Reese says we should not have Board Meetings exceed 60-90 minutes.

Membership Dues: On December 30th, Ms. Booth motioned to keep membership pricing as is - \$200 - until our next board call. The motion was seconded by Mr. Paulson and approved by the full board. Mr. Sexton confirms we will discuss changes by the next Board Meeting in February 2024.

The Board discusses the nominating committee to assess how it is timed out by May 2024, table for next meeting within 30 days.

New Business: N/A

Adjournment: Ms. Reese calls for the Board meeting to adjourn at 4:56 EDT local time. Motioned by Ms. Booth, seconded by Mr. Paulson. No objections. Motion carried.

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

Gabriella Hoffman
Secretary

Kevin Reese
President