

POMA Board Meeting Minutes June 13, 2017

Location: Hilton, Shreveport, LA

President James Powell called the meeting to order at 10 a.m. immediately followed by roll call. All board members were present with Lars Dalseide on the phone.

President's Report

James introduced and welcomed new board members of Justin Morrissey, Mia Anstine and Jason Reed.

- Election of new officers.

President Powell introduced election for two new officers – Treasure and Secretary. Ryan Gresham volunteered to take the roll. Discussion of the roll's expectations occurred with Fredy Riehl nominating Ryan for the Treasurer roll. President Powell requesting a motion to approve Ryan's nomination. Ryan Repp made the first motion with Tony Bynum seconding it, motion was carried.

Election of Secretary discussion was next with Fredy and Tony requesting the Secretary be someone who can be present at all meetings, record clearly and send out the minutes to board and membership in a timely manner. Michelle Scheuermann volunteered for the role. Fredy Riehl nominated Michelle for the Secretary roll. President Powell requesting a motion to approve Michelle's nomination. Mia Anstine made the first motion with Jason Reed seconding it, motion was carried.

James asked Michelle to find a way to encapsulate past board minutes. Ryan Gresham suggested posting minutes as a PDF file on the new website.

President Powell discussed the expectations of board members – from new members and existing board members. He asked new board members to find a 'board mentor' to discover expectations.

- Bylaw amendments

ED Kevin Orthman discussed the amendments to the Bylaws and how it needs to be done in accordance with legal. Discussion ended with Kevin and Ryan Repp introducing themselves to a potential legal counsel and asking if this person, who was recommended to the board by Andrew Chamberlain, can help structure the Bylaws in its correct form.

- POMA Strategic Plan

Fredy discussed the Strategic Plan for POMA that has been in a process for the last six months. James stresses this document is not something that sits on a

shelf – but is something that provides clear direction for the board and ED Kevin with short and long-term goals. James said he will hire a contractor out of DU budget to help gather and execute this plan. The goal is to have the document in a finished format within the next three months.

Tony discussed the Strategic Management plan the board bought from Mark Duda's company four years ago. Kevin has the report and will distribute it to board members after the conference.

- NHFDAY Campaign Support – James discussed NHFDAY for 2017. All players involved with NHFDAY (such as sponsors and partners) have been asked to help push this campaign beginning at ICAST and up and through NHFDAY on September 23, 2017. James asked if POMA wants to get involved to help push this message over the next six months. Fredy asked for clarification on goals to push this message out – and James said the marketing team for NHFDAY has not sent out materials at this time but sees the organization just pushing the messaging out to membership. Justin M. volunteered to be the POMA representative for NHFDAY.

James made motion POMA will endorse and support the current NHFDAY campaign in terms of providing partnership and support for campaign. Fredy seconded it, motion was carried.

- POMA social media POMA's social media presence was discussed. Michelle made a motion to form a social media sub-committee led by Justin Morissy and Lars Dalseide. Ryan Repp seconded it, motion carried.

Corporate Partner (CP) Report

Ryan Repp discussed his CP Committee recent phone call. Items discussed were: having more media attend POMA conference; hosting a 'free day' where they can take members out; and defining what is 'media' in order to be a member of POMA as more social media influencers are becoming a target of CPs.

The group discussed how to make sure those who want to become a member are "professionals" but how to determine that in this digital age? Ryan Repp said CP told him that every year, more of the CP money is going to digital influencers versus traditional media. Fredy said incorporating "new media" into POMA's "old media" standards has been a point of discussion for many years. Suggested by Lars to move this discussion to the social media committee to investigate further.

Executive Director Report

- NASGW Awards Proposal expansion The proposal includes a new category of "Caliber Awards" presented and chosen by POMA. Proposed categories include Best New Rifle, Best New Shotgun, Best New Handgun, Best New Ammunition, Best New Accessory, Best New Optic, Best

Overall New Product of the Year. It is suggested the panel of judges be from NASGW and POMA. Discussion tabled until Kevin can discuss with the Executive Director of NASGW further clarification and action on timing.

- 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. Target date is Q1 fiscal year 2017-2018. Fredy asked for volunteers for the Membership Committee as he is stepping down as Chairman of the Committee. James suggested the three new board members, Jason, Justin and Mia. Fredy nominated Jason Reed be the Chairman for the Membership Committee. Ryan Repp seconded it. The board is requested an action plan from the committee on how to go after new members.

Tony requested all board members update their profile on the new POMA website – including their profile picture.

New Business

Fredy requested during the Membership Meeting we stand by POMA rules during the meeting as last year it was missed. He also requested the meetings go back during a lunch versus a separate time of day (in the afternoon) like it is being handled now.

James requested a motion to adjourn the meeting. Ryan Repp made the motion and Jason Reed seconded it. Meeting adjourned at 12:11 p.m.