

POMA Board Meeting Minutes

June 12, 2018

Lincoln, Nebraska during POMA Annual Business Conference

The meeting was called to order 8:58 a.m. by President James Powell

Powell read roll call, all board members were present except for Lars Dalseide was not present. Powell asked for a motion to excuse the missing Director – Fredy Riehl made a motion to excuse Lars; Mia Anstine seconded it.

We have two guests present: incoming board members Tony Smotherman and Kevin Paulson.

The minutes from the board's last meeting were distributed. Fredy made a motion to accept the meeting minutes. Jason Reid seconded the motion. Fredy added that the minutes should all be moved into the board's Google folder.

President's Report by James Powell

- Membership Committee Report – Jason Reid.
 - The membership committee was tasked with defining an “Influencer” Class for POMA to include those who don't necessarily fit in the other categories.
 - Jason defined the goals as follows: Define social influencer class; propose requirements; define guidelines & dues

Proposed definition: “A professional social influencer provides: digital content and brand representation services; distribution of content primarily through social channels; and provides purchase guidance to consumers and followers through produced content.”

Requirements: “Received payment for digital media services such as writing, photos, videos, appearances; has previously been paid in product for produced content; promotes other companies and products through their content; and produces accepted editorial-style text/images/video about/related to outdoor sports.”

Discussion:

- POMA will be the first to market with this ‘influencer class’ idea; the board discussed that this is hard to define – and hard to check if they are truly qualified.
- Justin Morrissey said NSSF is also looking into this. Their model is to allow anyone to become an influencer, they will be entered into database so NSSF members can search for influencers based on platform, content etc. Several board members brought up the discussion of ethics – if the influencer is showing something unsafe – how to handle?
- The board agreed there shouldn't be a minimum number of followers for influencers.
- Discussion of what is “good” social and is content that provides value to the industry. Is someone in a speedo or a bikini holding a fish or a gun providing value?

- The board confirmed this is a voting member category
- Tony Smotherman recommends all board members need to vet these memberships; and Shelly and Kevin vet them already
- James brought up the requirements need an educational component.
- Ryan Repp – with the CP’s agreed there should be education some sort of standards.
- James suggested refining the requirements with the addition of “informational and educational” to read: Produces *informational and educational* editorial-style text/images/videos about/related to outdoor sports.
- Further discussion of Associate vs Voting Member. The board agreed if they match one, two or three requirements (of the four), they are associate members, if they hit all four, then they are a voting member.

Fredy made a motion to approve social media influencer classification with amended requirements as set forth by James, as written above – Ryan Repp seconded it.

The board asked Michelle to write a press release announcing this new category.

The board took a 10 minute break.

After returning from break, James Powell gave his good-byes as the POMA President and said he is really excited about where POMA is going. He praised Kevin Orthman for all his work for the past few years.

Fredy is also leaving the board and also gave his good-byes.

Good of the order – none submitted.

Fredy made a motion to adjourn, Mia seconded the motion.

Meeting was adjourned at 10:13 a.m.

Second meeting with New Board

President Tony Bynum called meeting to order 10:16 am

Tony read roll call, all board members were present except for Lars Dalseide was not present. Tony asked for a motion to excuse the missing Director – Michelle made a motion to excuse Lars; Mia Anstine seconded it.

President’s Report

- Welcome to new board members – Kevin Paulson and Tony Smotherman.

Executive Director Report

- Kevin gave the Financial Report – the organization is doing well.

- Membership Report: Kevin considered us the ‘young’ outdoor media group. Kevin would like to see our numbers increase across the board – potentially to 600 members. He will mention the new influencer category in membership meeting.
 - Kevin would like a 3-year member pay option, but offer a discount if they pay that far in advance.
 - Instagram has garnered us more members than Facebook ever has. Liza has volunteered to continue helping POMA with their Instagram page.
 - Jason asked what can we do to attract younger audience to POMA? Kevin – propose POMA offers a college scholarship
 - Ryan Repp asked who is most notable member? Use them to push POMA membership.

Conference Updates:

- Enrollment is average for conference
- New sponsors: CVA, Sellmark, Powderhook, Allen Co, Bergara, Fluid Peak – sponsor dollars are up from 2017.
- Auction – looks great – have many items for both live and silent auction.
- Pre-post conference trips – only four people signed up, but yet pre and post trips are one of the biggest requests by our members, Kevin isn’t sure how to work this moving forward.

Press pass card – if you don’t have it, Kevin will get you a new card. In 2019-2020 – airlines will require a headshot for press cards moving forward. Be sure to upload a headshot to POMA system online so POMA can issue cards with it included.

The board held nominations for vacant officer seats. According to the Charter, the board is currently on a ‘succession system’ – 2nd VP, 1st VP and President. Currently spots for 1st VP and 2nd VP are open.

Michelle was nominated for 1st VP, Ryan Repp nominated Ryan Gresham for 2nd VP; Tony Bynum nominated Mia for 2nd VP; Tony Bynum nominated Tony Smotherman for 1st VP.

Tony Smotherman removing himself from nomination for 1st VP as he was new to the board.

Tony called for votes for 1st VP, and Michelle was voted in as 1st VP

Tony called for votes for 2nd VP, Mia and Ryan were tied; Tony Bynum is required to break the vote and voted in Ryan Gresham based upon his longer tenure on the board.

Since Ryan Gresham was Treasurer and Michelle was Secretary – those seats now needed to be filled.

Mia was nominated for Treasurer and Justin Morrissey nominated for Secretary. The board unanimously agreed and Mia was voted in as Treasurer and Justin as Secretary.

Good for the order

- Kevin Paulson – would like to see POMA as a credential organization for SHOT Show
- Justin M – would like to see NSSF and POMA work together to promote memberships on both sides.
- Mia asked about the Grits Gresham award. Justin M still needs to talk with Chris Dolnack and others at NSSF.
- Wichita CVB will give a presentation on POMA hosting their conference there in 2019 after the board meeting.

Mia made a motion to adjourn the meeting; Kevin P seconded it. Adjourned at 12:05 pm