

March 30, 2017
POMA Board Meeting Minutes

Meeting Called to Order by Powell at 2:02 pm CST

Roll Call 2:03 by Wolfe

Absent: Andrew Chamberlain, Ryan Repp, Jim Zumbo

Motion made by Bynum to excuse directors

Second Gresham

Opposed Fredy

President's Report – Powell

Honey Brake event went well, especially among photographers and videographers. Need to involve media – editors from the top publications.

Would like to bring back some sort of Strategic Plan for 2017/18. Form subcommittee with people willing to follow through. Introduce to membership in Shreveport. Fredy, Lars and Josh will take a look at shared Google Document to give feedback.

Board Nomination Report (Josh Wolfe) - Jason Reid, Justin Morrissey, Tony Smotherman def. on board, Mia Anstine on fence. Starting Monday 4/3 Josh will get headshots from candidates. The finalists can then campaign. Tony mentioned that the bylaws need to be followed.

Executive Director's Report

A. Finance of POMA – where we are on an operational Level – renewals went out and have been ok. New CRM has made it easier. Some complaints but not many.

B. Membership – included with above.

C. Conference updates - Return conference sponsorships are coming in. Kevin will have updates on Wed. Tony asked for more details on sponsorship levels. Tier 1 – anything above \$6,000, Tier 2 – anything above \$3,000 and Tier 3 is anything else.

Toyota sponsorship includes “scholarships” to get a couple of young influencers to conference. We've used a couple of spots, but are looking for more ideas. Tony asked for criteria. Kevin to provide.

RatedRed will be there to provide a green screen for interviews and create content. Also may offer podcast setup.

1. Early Enrollment status – Only about 50 registrations so far.

2. Call down List for Board and Personal invites – So many people have said that they're attending. We need a couple people to call or email to remind them to register. If the list is organized and sent to him, Tony will call.

3. Speakers we have locked down – Kevin will provide a list. Only two or three needed.

Roundtable idea opened up....Kevin is looking for ideas.

4. Thing the ED needs help with

(a). Auction call out and committee – Kevin is looking for help with auction. Kevin and Ryan Repp talked and he is all for the CPs running auction, and “challenging” other CPs. Ryan has a letter that he'll look at and send to CPs. Jared will be contracted to take care of helping

with logistics of shipments, etc. Would the board be willing to send the letter to folks for auction items. James Powell – yes.

(b). Head Table Czar – Needs someone to help fill head table seats during meals. Making sure tables are full, people show up, etc. Michelle volunteered.

D. Housekeeping and Updates

1. Website update – coming along very well. Caledon is doing an incredible job. Early April launch date.

Fredy is still willing to take a look at it. We had good response from members on photos. Please send behind the scenes or past places, and we'll use.

- Tony asked for an update on the truck award – idea is still open, but we don't have the manpower to do it right. Kevin is talking with Redline to see if they can help us make it happen. Kevin discussed how having him very involved in the award process with his personal connections to Nissan could taint the process.
- Tony asked for an update on the CRM and Shelly provided an update on how the process is working, and how the whole system is automatically handling invoicing, renewals, and lapsing of unpaid members. Membership renewals are at about 70 – 75% right now – which is higher than any previous year at this time.

Good of the order - None

Michelle Scheuermann made motion to adjourn. Ryan Gresham second. Motion passed.

Adjourn at 3:05