

POMA Board Meeting Minutes - January 17th, 2023

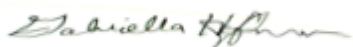
At the January 17th, 2023 SHOT Show Board Meeting of the Professional Outdoor Media Association, Ms. Scheuermann called the meeting to order at 7:39 AM PT local time. Roll call was called by Ms Hoffman. Members Present: Ms. Scheuermann, Ms. Hoffman. Mr. Thomas, Mr. Woods, Ms. Booth, Ms. Ripple, Mr. Reese, Mr. Marsh, Mr. Snow. Guests include Mr. Thomas MacAulay. No members were absent.

President's Report: Ms. Scheuermann begins the meeting by initiating discussion about the POMA Press Conference being held at SHOT Show this week and welcoming Mr. Woods and Ms. Booth to the Board of Directors.

Then discussion moved to the Broken Arrow, OK Business Conference and conference committees. Potential conference interns and leveraging locals for on-the-ground support, pre-/post-conference activities, etc. Getting an update on progress on finalizing the conference schedule.

Executive Director's Report: Mr. McAulay updates Board Members on current organization financials—including final 2022 numbers and projected 2023 budget and earnings. Mr. McAulay discusses ways to raise POMA's income via the POMA Foundation, which he questions if POMA Foundation is worth pursuing due to lack of interest and personnel to assist. The board further discussed challenges with Membership Marketing / Business Manager role transition and Jenn requesting to leave as the Business Manager in January, 2023.

Ms. Scheuermann calls for the Board meeting to adjourn at 9:03 am PT.



Gabriella Hoffman
Secretary



Michelle Scheuermann
President