

## **POMA Board Meeting Minutes - July 31st, 2023**

**Roll Call and Verification of Quorum:** At the July 31st, 2023, in-person Incoming Board Meeting of the Professional Outdoor Media Association Board of Directors on Monday, June 13th, 2023, Ms. Ripple called the meeting to order at 1:01 PM CDT local time. Motion to approve by, seconded by . Roll call was called by Ms. Hoffman. Members Present: , Ms. Ripple, Ms. Hoffman, Mr. Reese, Mr. Thomas, Mr. Woods, Mr. Marsh, Ms. Booth, Mr. Marsh. Members Absent: N/A. Motion by Mr. Reese, seconded by Ms. Booth. Ms. Laura Kenning is in attendance.

**Approval of Previous Meeting Minutes:** Motion to approve June 13, 2023, Incoming POMA Boarding Meeting Minutes by Mr. Reese, seconded by Ms. Booth.

**President's Report:** Ms. Ripple begins the meeting by asking Ms. Booth to present on reviewing/voting on website proposals. Motioned by Mr. Snow, seconded by Mr. Reese. Ms. Booth spoke to two companies on quotes for POMA website redesign, coding, integrated. Ms. Booth first mentioned Prime (redid NASGW website) and they quoted at \$6K informally. The second company, Skol Marketing, quoted POMA rebuild for \$6K-7.5K. They asked us if we are married to the Member Clicks database, if we would be granted access and could import MemberClicks data to a new system. Mr. Marsh says MC is the most expensive option out there, but cheaper competitors are available now. Motion to decide which company to go/work with Prime Services by Ms. Booth, seconded by Mr. Thomas.

Next, Ms. Ripple discusses appointing committees and committee chairs. Already have a conference chair (Ms. Booth), membership chair, E.D. search committee. Mr. Thomas will remain as Treasurer until a new Board Member is elected. Member Screening: All Board Members will serve on

this. Mr. Nick Hoffman is interested to come back on POMA Board and serve as POMA Foundation chair. Ms. Ripple is current Bylines chair, and since bylaws were reformed, this committee can be tabled. Ms. Ripple wants to archive the Bylaws committee. Membership recruitment chair (formerly Ms. Hoffman) is open until the Executive Director search committee is completed.

Ms. Ripple next discusses how to address membership lapse and recruitment strategy plan. No outward membership campaign yet; first offer to lapsed members. She and Mr. Marsh proposes an initial promo code offer before initiating a full-fledged membership recruitment campaign.

Ms. Hoffman proposes conference outreach and offered to kick off a list of regional/national events for members. Ms. Ripple recommends streamlining criteria for POMA Membership, as well. Ms. Booth recommends soliciting memberships for committee signups.

**Announcement of Board of Directors Nominations Period:** Ms. Ripple mentions three interested board candidates: Justin Morrissey (NSSF), Kevin Paulson (Hunting Life), and Joshua Stratton (Mule Deer Foundation). All three have expressed interest; Ms. Ripple asks board members to recruit more.

**Board of Directors Campaign Period:** Ms. Booth discusses publishing a list of B.D. candidates 45 days before scheduled election for new membership and 15-day voting period. Election day TBD 45 days after bios and headshots.

**New Business:** Ms. Kenning discusses solicitations for NASGW Caliber Awards slated for October in Columbus, Ohio. POMA must provide eight judges and send someone from the board (or new E.D.) to the event in late October. She also said for members to contact her via email for any inquiries that may have got lost/not answered by Mr. Macaulay. Ms. Hoffman will schedule a call for E.D. search week of August 19th, 2023.

**Adjournment:** Ms. Ripple calls for the Board meeting to adjourn at 1:50 PM CDT local time. Motioned by Ms. Booth, seconded by Mr. Woods. No objections. Motion carried.



Gabriella Hoffman  
Secretary



Jen Ripple  
President