

POMA Board Meeting Minutes - November 6th, 2023

Roll Call and Verification of Quorum: At the November 6th, 2023 Board Meeting call of the Professional Outdoor Media Association, Mr. Reese called the meeting to order at **3:07 EDT** local time. Roll call was called by Ms. Hoffman. Members Present: Mr. Morrissey, Mr. Paulson, Ms. Hoffman, Mr. Reese, Mr. Thomas, Mr. Marsh, Ms. Booth. Members Absent: Mr. Snow. Motion to approve by Ms. Booth, seconded by Mr. Morrissey.

Executive Director Report: Mr. Sexton, our new Executive Director, discusses updates to POMA Business.

First, opening up a new bank account in Huntington Bank in Wisconsin, near Courtney who handles our accounting and way forward for closing down the other account and related credit card. Courtney is the sole holder of the credit card, Mr. Sexton wants to add Ms. Booth and Mr. Paulson to existing/future bank accounts. **Second**, new P.O. Box in Wisconsin near Courtney, our bookkeeper, has been established. Location was chosen to have it placed close to Courtney and checks directly deposited by her.

Third, discussing how to proceed with a storage unit in the name of former E.D. Thomas MacAulay is mainly full of Shooting Sports Showcase stuff.


Fourth, Mr. Sexton's spending limits and spending control. **Fifth**, Mr. Sexton reported on the NASGW Caliber Awards and presented awards there. He said made valuable industry contacts. **Sixth**, Mr. Sexton emailed lapsed, existing media members, and corporate members on expected value of Membership. He received feedback on future conference locations. **Seventh**, Mr. Sexton participated in a POMA Insights Sessions for goal settings and future of Insights Sessions led by past POMA President Ms. Scheuermann.

President's Report: Mr. Reese presents his first report as POMA President since taking over the role. He wants to revisit the Finance and Audit Committee and hands it to Britney for votes to fill Board Member vacancies.

Old Business: Ms. Booth discusses Second VP and Treasurer vacancies. Ms Booth makes a motion to nominate , Mr. Morrissey seconds the motion. Nominations for Second VP: Mr. Morrissey. Motion carried, Mr. Morrissey is now 2nd VP. Ms. Booth motions vote to fill Treasurer vacancy, Mr. Reese motions for Mr. Paulson, seconded by Ms. Booth. Motion carried and Mr. Paulson is now Treasurer. Mr. Marsh is no longer with SPYPOINT, but can remain Corporate Partner Liaison with AGLOW Presidency.

New Business: Ms. Booth then discusses website updates with PRIME for redesign. Wait for redesign until after Annual Meeting in South Carolina next May (May 6-10, 2024). Caledon will assume responsibilities before takeover. She then discusses her Conference 2024 site visit. There are some challenges to address including sleeping arrangements. A possible workaround with nearby hotels and setting up room blocks at hotels, discussion of funding, and pre- and post- conference activities with Visitor Bureaus. Then proceeds into a discussion about potentially lowering Corporate Partner fees as we have with Media Member fees (February 2023). Tentative next meeting: November 21st, 2023 at 4pm ET.

Adjournment: Ms. Reese calls for the Board meeting to adjourn at 4: EDT local time. Motioned by Ms. Booth, seconded by Mr. Paulson. No objections. Motion carried.

A handwritten signature in cursive script, appearing to read "Gabriella Hoffman".

Gabriella Hoffman
Secretary

Kevin Reese
President