

**Homer Marine Trades Association
Regular Business Meeting
January 26, 2023
Harbor Master's Office**

Call to order: The meeting was called to order at 6:15 p.m. by Vice President, Eric Engebretsen

Officers/Directors present: Eric Engebretsen, Jen Hakala, Cinda Martin, Kate Mitchell, Bruce Friend, and Mark Zeiset. Aaron Fleenor, Claire Neaton, Josh Hankin-Foley and Adam Smude were absent. Amy Woodruff was also present. A quorum was established.

Guests Present: Harbor Master Bryan Hawkins – presented a new conceptual drawing for the large vessel harbor plan prepared for their visit to Juneau. The new drawing shows a larger buildout to accommodate a deep-water dock looking to the future.

Approval of Agenda: Motion by Kate Mitchell to approve the Agenda with the addition of our Annual To-Do List under Old Business and the Letter of Support to Governor Dunleavy for the MXAK system upgrade, 2nd and carried.

Approval of Minutes of the January 4th, 2023 Meeting: Motion by Mark Zeiset to approve the minutes as written, 2nd and carried.

Treasurer's Report: Treasurer, Jen Hakala presented a current Statement of Financial Position, A/R Aging Summary as well as a 3-year Fiscal Year Comparison of Activity. She stated that we received the bill for the Anchorage Boat Show that we will be splitting with Bay Welding; our portion is \$12,450. She will be billing members for booth space next week (@ \$750 each) and paying the invoice. The Fish Expo deposit is coming up @ \$5,175. HMTA pre-paid some advertising that will be reimbursed by the Port & Harbor. With regard to the Activity Comparison, there are large differences primarily due to COVID and the shows being cancelled. Also, it seems that members have been slower to pay than in the past. Lastly the 990N is on Jen's radar but the IRS is not yet accepting them. Reports are attached for the record.

Committee Reports:

- Advertising – Kate reported that we have paid Pacific Fishing and Fishing Magazine for the upcoming ads and submitted the bills to the City for reimbursement. We have not renewed any ad with Work Boat at this time. She will do an ad in the Homer News with a notice of all the member businesses attending the Anchorage Boat Show.
- Website/Social Media – Mark reported that the website categories could use some updating; suggestion to create a cross reference alpha directory.
- Radio – Mark details of Alpha Media ad pricing. In 2020 we did radio ads May thru August on the CBS sports station tagged onto the fishing report @ \$2,100. Discussion held regarding creating and presenting an easy way for our members to sign up for radio ads. Will look at KGTL as well as the Anchorage stations. Will discuss further at the next meeting.
- Workforce Development –
 - FOLs – no further contact from Walter; discussion held regarding the possibility of moving FOLs to the FLEX. Kate volunteered to contact Lindsey Martin there.
 - KPC courses – Cinda will invite Jill to the next meeting to check status of courses.
 - Career Fair at KPC 3/3 – Cinda is putting an HMTA panel together and would like to target welding, electronics, commercial fishing and boatyard work. She will send out an email to those target members with the Career Fair date/time information. Career Fair flyers are ready to distribution on our website and social media. Cinda will email to Amy.

- Scholarship – Cinda reported that there have been no Marine Tech Series applications all year. It is time to get our spring scholarship advertised; Cinda will check the website for a current application and email to Amy and the schools.
- Membership – Discussion held regarding potential new members. ACDC is interested in hosting a Round Haul, Bruce will put that together and shoot for March. Also discussed the need for an updated membership list imported into Mail Chimp; needs to be a priority and be sure all new members are included, several are still not receiving communications through that platform.

Old Business:

- Anchorage Boat Show – Feb 17, 18, 19, 2023 at Dena’ina Center
 - Set up – Eric reported that cost is up this year but we have a little more space this year, could have had a lot more at a discount but didn’t want to over-commit. Bay Weld will have two boats and a separate booth for their new service department. Set up for boats is early Friday morning with booth setup beginning at 10 AM.
 - Booths – Bruce reported on the layout and will be sending out an information sheet to all HMTA participants.
 - Banner – a single HMTA banner will be hung from the ceiling facing the entry.
- Communications Director Amy Woodruff – welcome Amy!
 - Tasks to start – goal is to connect with our membership with relevant information often. Current tasks include: Advertise Boat Show, Career Fair, Scholarship applications and Round Haul. Information on each event will be emailed to her by the respective chair.
 - Update Member Lists/Mail Chimp for broadcast emails – work with Claire and Jen; Claire and Josh worked on updating the list which is located in Google Docs.
 - Access to email, Social Media accounts – Jen will email Amy usernames and passwords
 - Upload minutes to website and email link with next meeting date to all members each month
- Annual To Do List – (keep on agenda) will review list at next meeting; Eric suggested that board members bring the list to each meeting to review and refer to.
- Letter of Support for MXAK proposal written by Josh – Copy attached for the record. Motion by Mark Zeiset to approve the letter as written by Josh Hankin-Foley in favor of the appropriation of funds to upgrade the MXAK communications system and have Aaron Fleenor sign on behalf of HMTA as president, 2nd and carried. Cinda will put on letter head, have Aaron sign and email to the Governor.
- PME 2023 – no report/no action

New Business: None

Next Meeting: March 1st at 6 pm at Bay Welding

Adjourn: There being no further business to come before the board members, the meeting was adjourned at 8:40 p.m.

Respectfully submitted,

Cinda Martin
Secretary