

HMTA Regular Board Meeting

MINUTES

October 20, 2021

NOMAR

Call to order: The meeting was called to order by President, Aaron Fleenor at 6:03 p.m.

Officers Present: Aaron Fleenor, Jen Hakala, Cinda Martin, Mark Zieset, Kate Mitchell, Josh Hankin-Foley and Bruce Friend. Eric Engebretsen, Claire Neaton, and PMatt Alward were absent and excused. A quorum was established.

Approve Agenda: Motion by Jen Hakala to approve the Agenda with the addition of the Homer Chamber Luncheon, 2nd and carried.

Approve Minutes from 7/13/21 Meeting: Motion by Jen Hakala to approve the minutes of the 7/13/2021 board of directors meeting as written, 2nd and carried.

Treasurer's Report: Treasurer, Jen Hakala gave her report that included a current Balance Sheet showing bank balances of \$27,466 with \$9,304 in A/R, copy attached for the record. The outstanding AP's include HHA banner invoice for \$500 and Sound Publishing for the last two Homer News ads. Our new website has a feature for invoice payments called Stripe which has an associated fee with each payment. We have 3 new members that have signed up through the website. Jen also mentioned that the Zoom account just renewed @ \$161 for the year.

Committee Reports:

- Advertising, Web/Social Media –
 - Print - Kate reported that she has the brochure and tide books ready for printing, ad spots have been sold and billed.
 - Radio – Kate reported that the committee proposes the increase of KBBI underwriting to \$1,000 which would allow for the promotion of the KPC courses and reimbursement stipend. Motion by Kate Mitchell to increase the KBBI underwriting to \$1,000 to allow for promotion of our workforce development efforts, 2nd and carried. The committee will work on a budget for the coming year at their next meeting.
 - Video - Mark reported on the video update to edit out former member businesses and offer spots to new members as well as highlighting NEBY, Homer Harbor and Bay Weld expansions and add closed caption. Mark Brinster estimates \$3,000 - \$4,000 for the updates; Bryan responded to the email with his support for the updates and to share the cost from his budget. Motion by Jen Hakala to move forward with the video update, anticipating a cost split with the Homer Harbor, our portion not to exceed \$2,000, 2nd and carried. Member businesses would cover the cost of their specific ad updates.
 - Website – Mark and Aaron reported that they intend to offer Grady memberships for his businesses, Odin Meadery and Spruce Tips Tasting Room as an in-kind compensation for all he's done in support of HMTA. Josh reported that he is looking for feedback on the website. Aaron will contact Grady to get a digital copy of the new logo to use on Social Media and all of our printed items including the banners.
 - Expo Banner – Aaron reported that the cost for the banner is \$450 which includes the banner and 2 hours of editing. If businesses need to change their ad, camera ready art work

is needed to keep cost down. Mark will send out emails to current advertisers to give them first right to renew on the new banner.

- Workforce Development –
 - FOLs – Aaron reported that he has been in contact with Walter Love and he has agreed to be the liaison for us and seems to have good energy and is very interested. The FOL schedule for Jan-Feb-March is Tues-Wed-Thurs and field trips are allowed. Cinda will create a sign up sheet and seek out presenters for Wednesday's during Jan-Mar, 3:05 – 3:50 p.m. Aaron also spoke with him about supplies needed for his welding, auto and/or construction classes. Walter has submitted a wish list, Aaron has priced some of the items. Discussion held regarding funds availability in the Workforce Development account from membership fees; intended to support skills training. Motion by Kate Mitchell to spend up to \$500 to purchase welding rod for the Homer High School welding class, 2nd and carried.
- Scholarship – Cinda reported that she has received requests for two scholarships, 1 for AVTEC starting in January, which is outside of our spring award, and 1 reimbursement for the Auto Cad course. She has not received or requested funds from Aleutian Harvester or Rotary at this point.

Old Business:

- Pacific Marine Expo – Mark and Aaron reported that the banner ad space will be \$325 each; NOMAR and Northern Enterprises will take spots within the booth. Discussed having a sign up sheet with not many members going this year. Between Jen/Rich, Aaron/Amber, Matt and Adam Smude, HMTA should be covered well enough. Mark will ship banner advertiser cards/brochures to the storage unit prior to the event.
- Anchorage Boat Show – Jen reported that she received an email from the organizers requesting registration. It will be held at the Dena'ina Center February 18-20, 2022. Our space is 20x15; NOMAR and Southcentral Radar are committed and Salmon Sisters is interested. Mark suggested that we see who is committed to going prior to committing to a space size in the event we need to decrease.

New Business:

- Letter of Support EDA grant – Cinda reported on Jesus' request to submit a letter in support of the EDA Good Jobs Challenge Proposal – University of Alaska Workforce Programs and presented a draft letter for review (copy attached). Motion by Jen Hakala to approve the letter as written and submit to the Alaska Economic Development office, 2nd and carried.
- HCOC 11/3 Luncheon - Aaron reported that we have been invited to present at the upcoming Chamber Luncheon on 11/3. Bryan will be presenting on behalf of the City for the port expansion and Aaron will be presenting on behalf of Northern Enterprises and their completed dock expansion.

Next Meeting: Tuesday, November 23rd at 6pm at NOMAR

Adjourn: There being no further business to come before the board members, the meeting was adjourned at 7:52 p.m.

Respectfully submitted,

Cinda Martin, Secretary