

**Homer Marine Trades Association  
Regular Business Meeting  
November 29, 2023  
Harbor Master's Office**

**MINUTES**

Call to Order: The meeting was called to order by Vice President, Eric Engebretsen at 6:05 p.m.

Officers/Directors present/quorum: Officers and Directors present were Eric Engebretsen, Cinda Martin, Jen Hakala, Kate Mitchell, Adam Smude, Matt Alward, Mark Zieset, Bruce Friend and Communications Director, Amy Woodruff. Aaron Fleenor and George Hall were absent/excused. A quorum was established.

**Guest Presentations:**

- KPC – Janel Harris, new KPC Marine Technology Coordinator. She reported that the Fall AB course is happening now, they have 9 students. She will be assisting with their certification applications. She is also getting the 100-ton site USCG re-certified as well as re-certifying other courses so that they can continue offering quality certification courses. They continue to look for course suggestions and instructors. Firefighting was suggested and Janel will investigate the new training facility at the HFD.

Approval of Agenda – Motion by Matt Alward to approve the Agenda as presented, 2<sup>nd</sup> and carried.

Approval of Minutes of October 4, 2023 meeting – Motion by Mark Zieset to approve the minutes of the October 4<sup>th</sup> meeting with one type error correction, 2<sup>nd</sup> and carried.

Treasurer's Report –Jen Hakala reported that we currently have \$34,569 in checking with \$2,840 available for scholarships and \$2,454 in A/R. All bills are current with nothing outstanding; bills paid included Odin Mead for \$550 and HHA banner renewal of \$500. QB will be renewing soon at a cost of \$590 but there is an option to drop down to 1-user for less. Boat Show bill will be coming up next. And lastly, the 990N has been filed.

**Communication Director's Report – Amy Woodruff reported the following:**

- PME raffle – 96 attendees participated, no emails were collected this year as a trial year; it seemed to be effective and perhaps next year we collect emails and send a blast to all participants from HMTA with a link to our site.
- PME booth – thought of offering subsidized booth space for members to try out attendance at PME

**Committee Reports:**

- Draft Marketing Plan – Amy reported that the committee met to start the draft, just want to check with the board of directors to see if there are other marketing ideas to include in the plan; it was suggested we incorporate some advertising at the Winter King Derby
  - Advertising – Amy/Kate
    - Tide Books should be here by 12/2; Amy will contact advertisers for delivery, she and Bruce will deliver and do some face time with members
  - Website/Social Media –Amy reported that she will connect with Grady regarding website updates
  - Radio – Mark (re-visit spring agenda) Kate reported that she has a contract proposal from KBBI to review/renew if interested; sponsorship, consisting of 73 segments over the course of the next 6 months highlighting KPC Maritime Technology courses is \$1,168 for the period. Motion by Adam to approve up to \$1,250 for KBBI sponsorship for a 6-month period with sponsorships to commence February 1<sup>st</sup>, 2024, 2<sup>nd</sup> and carried.
  - Podcast options – Amy reported that she has spoken with Shannon Moore re: hosting potential podcasts based on various stories; a program would need to be developed to be presented to the board for consideration. Shannon was thinking it may start out as a radio show as opposed to a podcast. Next steps would be to formulate a structure of proposed blocks.

- Workforce Development - Aaron
  - FOLs – Amy reported that she has a list of interested presenters and is working on a survey to give the kids to get an idea of what they'd be interested in hearing about. Janel from KPC will do an FOL. We are having an issue with field trips due to lack of transportation. Janel is a certified driver and also has access to KPC vans. She will check on some options to see if she can solve the transportation issue.
  - KPC courses – new Marine Trades Coordinator, Janel Harris [jlharris8@alaska.edu](mailto:jlharris8@alaska.edu)
  - Hoodies/shirt status - Amy reported that she has researched the cost of hoodies; potential cost of \$910 - \$1,100 for 36 of various sizes; we had already allocated \$700 to purchase hoodies, some funds were expended on stickers; hoodies are ready to order. Motion by Matt Alward to expend an additional \$500 toward the purchase of hoodies and increase order to 48, 2<sup>nd</sup> and carried.
- Scholarship – Cinda reported that the HHS is hosting a Financial Aid presentation on 12/5 at 6pm for students and parents; she will attend on behalf of HMTA
- Membership – Amy reported that she has several membership leads that she'll be following up on and asked board members to let her know if they can contact some prospects. Discussion needed regarding increase to membership fees; add to next Agenda.

#### Old Business:

- Annual To-Do List – Mark review/action items; good until January
- PME 2023 recap – Jen reported that she renewed 3 booths for 2024; Eric reported that Bay Welding lost their spot and will be next to HMTA. Adam reported that he had a very successful show and had split a booth with one of his suppliers. Amy recommended some set up changes for next year to make the booth a little more open and approachable. Eric recommended adding chairs to the booth which worked well for them this year.
- Anchorage Boat Show – Eric had no report but he and Bruce will coordinate. The presumption is the same space and similar cost from last year; Bay Welding is committed to participating. He has not been able to connect with the show organizer yet.
- Letter to City of Homer in support of continuation of the Harbor Expansion Study ratification – board members reviewed the letter via email and had a chance to respond. All members voted favorably. The letter was submitted by Amy to City Council.

#### New Business:

- Holiday potluck – Friday, December 15<sup>th</sup> 6pm at Breakwater Marine (Kachemak Boat Yard). Suggested pizza and BYOB Round “Haul-iday” party 😊
- HMTA support for Harbor Expansion marketing – discussion held regarding creation of harbor expansion marketing to be ready to showcase to public once the feasibility study is complete. Will keep on our radar.

Harbor Notes: Homer Harbor did not get the grant to replace the floats however, they did get an appointment MARID to discuss project and options. The Council also approved the plan to continue with the study even with the 1-year pause.

#### Action Items for Amy:

FOL survey

Podcast info – connection with Shannon Moore

Next Meeting: Wednesday, January 10<sup>th</sup> 2024 at Homer Harbor Office

Adjourn: There being no further business to come before the board of directors, the meeting was adjourned at 7:55 p.m.

Respectfully submitted,

Cinda Martin  
Secretary