

**Homer Marine Trades Association
Regular Business Meeting
June 14, 2023
NOMAR**

Call to Order

Officers/Directors Present

Eric Engebretsen, Aaron Fleenor, Kate Mitchell, Jen Hakala, Bruce Friend,

Guest Presentations

Andrew Tomey, Arctic Stills Photography <https://www.arcticstillsphotography.com/>

-Kate: we've always wanted to a short commercial, this is an opportunity to partner with the City to fund one, Andrew is here to present his ideas

Video for trade shows, facebook, etc, better for shorter-format venues. 60-second and 30-second edits could be used across multiple platforms. Opening scene—coming into the harbor, highlighting what this is for. There are loads of members of HMTA, so we want to tell a cohesive story and keeping with a central message. Feature callouts highlight the different floats, large vessel floats, commercial floats, charter boats, smaller families that bring their boats to Homer. Highlight Harbor Expansion Project that the City is looking to accomplish. Opens up a large amount of potential commercial applications for the City, it's worth getting people excited about. Audio voiceover from anyone who can speak to what Homer has to offer to vessel owners, and cutting back to video of them speaking onsite at the Homer Harbor. With 100 different businesses and organizations as members, we can cut in images or videos of specific members to highlight them and show the breadth of what we do.

The price for shooting and editing to create two 30 and 60-90 edits would be 2,000, if we wanted to do a more budget-friendly option with existing footage Andrew would have to invoice for his time on an hourly basis.

Andrew thanked us for the opportunity and departed; discussion ensued about possibilities but no decision was made at this meeting.

Bryan Hawkins

Approval of Agenda Bruce moved/ Jen seconded

Approval of Minutes of May meeting Kate moved / Jen seconded

Treasurer's Report –Jen Hakala

21,162 in checking account. AR is \$3452, a few more payments have come in so that is going down slowly. Coastline Insurance is no longer a member.

Aaron noted that it was possible to add a fee on the website to cover the Stripe processing fee.

TNT Marine is outstanding, Aaron will reach out to him

We received 2 additional applications for reimbursement for marine classes, 1 will be approved.

Communications Director Report – Amy Woodruff

-4th of July Report on Tuesday 7/4 at 3:00 pm, Aaron and Jen are interested in participating, we'll pull together a HMTA/NEBY team and invite members to participate.

Committee Reports:

- Advertising – Kate
 - Tide Books – rate has increase from \$4675 to \$5750. We will create 19 spots to sell (compared to 16 in past years), which would net us \$1375 to the treasury. We will charge the Harbor for the 2 spots in the tide book so that they can market what's coming for the Harbor expansion.
 - We might consider an ad in the Homer Visitor's Guide with our logo and our website.
- Website/Social Media – Josh
 - Amy will work with Jen to make a change to permissions so that we can track members and prospects behind the scenes and check when we last shared their posts.
- Radio - Mark
- Workforce Development - Aaron
 - FOLS - No updates yet
 - KPC – No updates
- Scholarship – Cinda
- Membership – Amy

Old Business:

- Annual To-Do List – review Action Items
- Recap of Charette
 - Meeting led to some good information, 15 alternatives and the no-build alternative, and good public feedback about the options. Ideas like building in Diamond Creek, Seldovia, or Mud Bay, will be discarded. A private stakeholder meeting with environmental stakeholders made good connections between local scientists and the scientists with the Army Corps of Engineers. The Corps will be able to use wave data and core sampling that was obtained during prior studies. The City & Corps team meets weekly, and now we're actually working. Next public meeting is loosely scheduled for September.
- PME 2023
- Homer Chamber Solstice Event – declined for this year.

New Business

Next Meeting: July 12th at 6pm at Bay Welding

-Discuss Andrew Tomey Arctic Stills Photography proposal

Adjourn:

Tasks for Amy

-talk to Grady about adding CC fee on website starting in August; scheduling annual meeting for Saturday 9/30 6pm.

-let members know that we have 1 additional spot available in the tide books

-newsletter: August membership round haul hosting?