

**Homer Marine Trades Association
Regular Business Meeting Minutes
July 12, 2023
Bay Welding**

Call to Order: The meeting was called to order by President, Aaron Fleenor at 6:05 p.m.

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

Guest Present: George Hall

Approval of Agenda: Motion by Mark Zeiset to approve the agenda with the addition of Chalkboard TV to New Business, 2nd and carried.

Approval of Minutes of June 14, 2023 meeting: Motion by Kate to approve the minutes of the June meeting as written, 2nd and carried.

Treasurer's Report –Jen Hakala gave her report; an old bill from the 2022 Annual Meeting advertisement with Homer News has been received and paid. Mark mentioned to be on the lookout for an invoice from Peninsula Radio Group for advertising. The Fish Expo 2nd half billing is coming due. We have several new members, Bob Shavelson of 59 North LLC and Northrim Bank.

Communication Director's Report – Amy gave her report that included talks with the producers from Chalkboard TV, a British docuseries. They are interested in doing a series about Homer and the marine trades and fishing industries. She is working up a list of visual interest activities including boat building, various trades, the conservation angle, oyster farming, etc. Aaron and Eric volunteered to help her with a list of options. She has also confirmed Odin Meadery for the Annual Meeting on Saturday, September 30th. She and Jen will meet to start the renewal process in August to alleviate the pressure of renewals, new memberships and advertising commitments that we normally experience in September. Will also add a surcharge or convenience fee to those paying membership and advertising by credit cards. She reached out to some new members about hosting the Round Haul in August however there were no takers.

Update on the Harbor Expansion – Corps of Army Engineer Admiral was in town today to meet with Bryan and the mayor. The Corps has been going through the ideas from the Charrette to apply their requirements and narrow down options. They have narrowed down to two alternatives at this point to present to the City Council; they intend to have it narrowed down to one by next April.

Committee Reports:

- Advertising – Kate
 - Tide Book – ad deadline to be mentioned in membership renewals
- Website/Social Media – Josh/Amy reported that posts have been light for the summer but will pick up as we get closer to renewal time
- Radio – Mark reported on a few options and rates for local radio ads with Kachemak Radio Group and KRX90 (Christian Station). Amy also suggested researching the cost of ads on pod casts and/or Spotify which could cast a wider net. George Hall suggested doing our own weekly pod cast.
- Workforce Development -

- FOLs – Aaron reported that he met with Walter Love recently and he is looking at his schedule but may go to half-time at the school this coming year
- KPC courses –Jill, no report
- Scholarship – Cinda, no report
- Membership – Amy will work with Jen on renewals, need to have advertising offerings decided upon asap. Most will be the same as last year plus radio spots which will be researched.

Old Business:

- Annual To-Do List – Mark review/action items; those coming up, Membership Drive in August and the Annual Meeting in September.
- PME 2023 – 5x10 booth space available priced at \$1,750; Amy will put out an email to the membership
- Andrew Tomey Arctic stills Photography video proposal – George Hall stated that he also operates a videography business and could do a comparable video for about \$2,000. He suggested starting with a story board with the potential content and then edit. No further action.
- Summer Solstice recap – attendance was average mainly due to weather which did clear; music was good and good activities and food/beer. Seemed to split the crowd by having ½ on the Spit and ½ on Heath Street; would be better to keep everyone together. It is a good opportunity and was agreed to keep it on our radar for next year.

New Business:

- Annual Meeting planning – Odin Meadery, Saturday September 30th at 5:00 with meeting to start at 6pm. Suggested ordering pizza and/or charcuterie board for refreshments. Motion by Kate Mitchell to budget up to \$300 for refreshments, 2nd and carried. Cinda will email out a copy of the Bylaws adopted in 2019 to all board members for review and suggestions for revisions. Will also need to recruit board members.
- Membership Drive/Round Haul – Southcentral Radar agreed to host the Round Haul in August and may elect to hold at Grace Ridge Brewery. Amy and Mark will work on it and decide on a venue. Cinda suggested mailing out the cards again; Jen will order a new supply.
- Chalkboard TV – reported on above in Amy’s report

Action Items: Amy

Chalkboard TV list

Membership renewals with Jen

Round Haul – work with Mark on a venue and proposed date

Pod cast advertising options for advertising menu

American Boat Building – website listing

PME email re: last booth space available

Annual Meeting Notices

Next Meeting: Wednesday, August 9th at the Moore Residence

Adjourn: There being no further business to come before the Board of Directors, the meeting was adjourned at 7:27 p.m.

Respectfully submitted,

Cinda Martin

HMTA Secretary