

**Homer Marine Trades Association
July 13, 2022
Northern Enterprises Boat Yard**

The meeting was called to order by President, Aaron Fleenor at 6:13 p.m.

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

Guests: none

Approve Agenda: Motion by Mark Zieset to approve the agenda as presented, 2nd and carried.

Minutes of the May Meeting: Motion by Mark Zieset to approve the minutes of the May 24th, 2002 meeting as written, 2nd and carried.

Treasurer's Report: Jen Hakala presented the Trial Balance and A/R reports through July 13th, copies attached for the record. Jen mentioned that she is having difficulty figuring out new members when application and payments are made online; business names and email addresses are not coming through on the stripe report. Josh and Aaron will ask Grady to add suggested required fields. The A/R report is inaccurate to the extent of \$2,037 showing in undeposited funds. Cinda will take a look and see if she can reconcile the Undeposited Funds account and clear it out. Jen will amend NEBY's Fish '22 Expo invoice to ½ a booth space down from a full booth space per Aaron's request (looking for another member or two to take the other ½).

Committee Reports:

- Advertising – Kate reported that the Tide Book renewal will be coming up and to expect the cost to increase at least 10%; Kate recommends increasing advertising rates to \$385. Kate also proposed printing new business cards this year with the new logo.
- Website/Social Media
 - Adding New Members – Jen reported that we have several new members; AC/DC Electric, Alaska Marine Field Services, Ocean Wise Alaska, Mitsubishi Engine Sales and Coop's Coffee. She would like to highlight each on social media. New members and member updates are taking a while to get posted on the website. Aaron suggested having a meeting with Grady to address information flow and get it directed properly. Jen will draft a list of issues to be discussed and email to Josh and Grady.
- Workforce Development –
 - FOLs – Aaron will connect with Walter before school starts.
 - KPC Courses – Aaron reported that we have not been able to connect with KPC to donate for the welding program; he will reach out to Jill in August.
- Scholarship – no report

Old Business:

- PME – advertiser contact ideas; see Membership Drive under new business for discussion
- Future Round Haul – NOMAR

New Business:

- Membership Drive: Aaron suggested that we hold Membership Drive in conjunction with the new Bay Weld boat launch happening on the afternoon of August 26th or 27th; HMTA could have an information booth promoting new members, take applications, highlight upcoming advertising opportunities and annual meeting information. Suggestion to mail out invitations in addition to email notices to all HMTA members and prospective members. Josh stated that labels can be created through Mail Chimp. Jen suggested that we have postcards printed through Vista Print, they also offer mail service for an additional cost – just send the mailing list to them. Suggestion to offer some give aways, use up the old logo screen prints on t-shirts and give away left over hoodies; perhaps collect some swag from other members. Aaron will confirm that date of the launch. Will need to have the advertising menu set for the new year and the annual meeting date.
- Annual Meeting: Consensus to hold the Annual Meeting on Thursday, September 29th at 6:00, venue to be determined. Josh will speak with Grady to see if Odin Meadery would be interested in hosting. Once plans solidified, create/order meeting notices to send out in the mail along with a Newsletter.
- Motion by Kate to authorize the purchase of postcards through Vista Print for the upcoming Membership Drive and Annual Meeting to include mailing service, approximate cost of \$200 for both meetings, 2nd and carried. Cinda and Jen will order and see if a batch of each can be sent to us to send out to prospective members.

Next Meeting: Wednesday, August 10th at 6pm at NEBY

Adjourn: There being no further business to come before the board members, the meeting was adjourned at 8:00 p.m.

Respectfully submitted,

Cinda Martin, Secretary