

**Homer Marine Trades Association  
Regular Meeting Minutes  
March 1, 2023  
Bay Welding**

Call to order: The meeting was called to order by President Aaron Fleenor at 6:06 p.m.

Officers/Directors Present: Aaron Fleenor, Eric Engebretsen, Kate Mitchell, Jen Hakala, Cinda Martin, Bruce Friend, Adam Smude, Claire Neaton, Mark Zeiset and Amy Woodruff. Josh Hankin-Foley was absent. A quorum was established.

Guests Present: Jill Burnam from Kenai Peninsula College; Amber Fleenor of A&A Boats; Troy Laky and Dave Inman from ACDC Electric; Homer Harbor Master, Bryan Hawkins

Guest Presentations:

- ACDC – Troy Laky and Dave Inman reported that they offer marine electrical, solar systems, lithium batteries and Star-Link internet. They would love to host a Round Haul April 29<sup>th</sup> and will provide refreshments.
- Bryan – reported that all the money is in place to move forward with the harbor expansion feasibility study and the City has already accomplished some of the tasks needed for the study; they should be getting a start date soon, anticipating spring 2023. They are also considering a full float system replacement project, estimated cost of \$72MM; federal funding provides 80% funding, they are investigating various grants for the balance. He also reported that the harbor is taking over the camping and parking and are looking at a new digital parking program where visitors can pay on their phones.

Approval of Agenda: Motion by Eric Engebretsen to approve the Agenda as presented, 2<sup>nd</sup> and carried.

Approval of Minutes of January 26, 2023: Motion by Mark Zeiset to approve the minutes of January 26<sup>th</sup> as written, 2<sup>nd</sup> and carried.

Treasurer's Report: Jen gave her report, a Statement of Financial Position was presented and reviewed, copy attached. The 1<sup>st</sup> half 2023 Fish Expo bill of \$5,000 has been paid. The storage unit annual bill will be coming due in August and it will be HMTA's year to cover the cost of \$900 (year on/year off with Port & Harbor). She also reported that we were \$992 short of covering the cost of the booth space primarily due to the last-minute cancellation of the Homer Charter Association; Bruce will have a conversation with them to discuss. Total 116 members to date with a couple of new members; Daigle Boat Works, Bob's Trophy Charters, and Mako's Water Taxi.

Communication's Director Report: Amy reported that she is planning to reconcile the membership lists against the invoice list and report back with who is unpaid and needs contact. She is also thinking of a better way to handle new members and smoother process. Website – she met with Grady and did a walk-through of the platform; she added the menu and uploaded current minutes. She plans to contact members in groups to have them review their profiles and make revisions, it will also give her a chance to meet the business owners and understand what they do. Social Media – has posted Career Fair flyers and updates about the HMTA panel; nothing coming up until the Round Haul but will post. Mail Chimp has been updated and linked to QB so that new members added in QB will automatically be added in

Mail Chimp. She plans to send out links to minutes and will be ready for any newsletter content. She will send out Scholarship Application news. She's met with Cinda and Jen. She's been keeping track of her time and is managing well. Regarding EDC, we are a standing agenda item and they do publish the minutes if sent. We don't have to attend but we should let them know if we want to stay on the agenda. Eric expressed an interest in attending.

#### Committee Reports:

- Advertising – Kate reported that we have been reimbursed by the City for both print ads; she purchased an ad and sent in a story with the Homer News regarding our presence at the Anchorage Boat Show. She is keeping a scrap book of our history since 2011 to keep track of our history 😊
- Website – See Amy's report above
- Radio – Alpha Media ad Mark reached out to previous radio advertisers and 2 have said they would advertise again; Great Alaska Fishing Report details attached for the record. Ads generally include tags for Port and Harbor, HMTA and various members. We would need to submit our ad by May 1st to run May - August. Need to choose station and length of ad.
- Workforce Development
  - FOLs – Aaron reported that he spoke with Walter and he is willing to do FOLs, field trips are doable but the bus fees have increased; nothing scheduled and we are running out of weeks
  - KPC Courses – Jill Burham reported that they have the 100-Ton scheduled 3/17 – 4/9, 11 seats are full at this point. Anna Borland has agreed to teach the Deck Hand course; Adam Smude is scheduled to teach in April and Mark Zeiset will teach a Maritime Computer Navigation course in March. Brad is teaching a CAD class in April and an AB course will be scheduled in the fall. KPC/Kachemak Bay Campus can now proctor exams. They are trying to offer courses that complement the 100-ton course. They finally have welding courses set up in collaboration with Bay Welding and are working on offering pre-requisite welding courses in Kenai. She encouraged us to think about utilizing the college space for off-hours courses. She is willing to put together any classes we'd like to offer.
  - Career Fair – Cinda reported on the Career Fair happening this Friday; reviewed panel questions for the HMTA panel happening at 1:30pm. HMTA will have a table and have a list of open jobs with members. Eric, Bryan and Aaron all have jobs to list and will email their information. Scholarship applications for the spring scholarship and Marine Tech Series will be available. Bryan will also email the Harbormaster's Scholarship application.
  - Scholarship – marketing is on Amy's action list; upload current application to the website and drive traffic with a link
- Membership

#### Old Business:

- Annual To-Do List – attached; work in progress
- Anchorage Boat Show – Eric recapped the show; bigger show and better attendance and had more conversations referring customers to other HMTA members for outfitting. Observation that the HMTA triangle sign was more effective than the double-sided sign hung at this show. Eric also mentioned that he is not opposed to the placement of boats in the center of the booth

to allow members to circle around them, he is not set on being on the aisle. The mini aisles were okay but not the most efficient arrangement.

- Round Haul – ACDC scheduled for April 29<sup>th</sup> between 11 and 1pm at 528 E Pioneer Ave (old Wildberry building) Amy will handle marketing on the HMTA side.
- PME 2023 – 1<sup>st</sup> ½ payment has been sent; suggested that we begin sending out notices to recruit members for PME booth planning, including price, to avoid last minute rush and vacancies. Will base booth space on member participation and will consider decreasing size.

New Business:

None

Action Items for Amy:

1. Scholarship - upload current form to website; post notices on SM and drive traffic to website – deadline is April 15<sup>th</sup>
2. Member outreach re: radio ads – check in with Mark, he will be calculating how many ads will be available
3. Kachemak Bay Campus/Marine Technology Series flyers – post to SM; connect with Jill Burnham
4. Round Haul scheduled at ACDC, Saturday, April 29<sup>th</sup> 11 – 1; market on SM
5. Email meeting notice w/minutes link – also extend invitation to member to attend our board meetings and make a presentation about their business if they choose.
6. PME 2023 – member recruitment for booth space planning and banner advertising

Next Meeting: Wednesday, April 5<sup>th</sup> at 6pm at the Homer Harbor or KBC

Adjourn: There being no further business to come before the board members, the meeting was adjourned at 8:20 p.m.

Respectfully submitted,

Cinda Martin  
HMTA Secretary