

**Homer Marine Trades Association
Regular Business Meeting
August 9, 2023
Moore Residence**

AGENDA

Call to Order: The meeting was called to order by President Aaron Fleenor at 6:15 p.m.

Officers/Directors present/quorum: Aaron Fleenor, Bruce Friend, Cinda Martin, Jen Hakala, Mark Zieset and Amy Woodruff as Communications Director. Eric Engebretsen, Josh Hankin-Foley, Claire Neaton, Adam Smude and Kate Mitchell were absent/excused. There was no quorum and so this meeting will serve as a planning session only.

Guest Presentations:

- Harbormaster – Bryan reported on the narrowed down harbor designs that are being reviewed by the Corps as a result of the Charrette; they are now working on getting core samples to determine what they can build and where, as part of the study. The fleet is returning and there has been an increase in inquiries for moorage of larger vessels. Aaron offered a list of boats stored at NEBY to assist with the study. The next public meeting is coming up on Saturday, September 23rd at the college however they continue to take public comment. We can point folks to www.homerharborexpan.com to make their comments and ask questions.
- George Hall

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

Approval of Minutes of July 12, 2023 meeting: Motion by Mark Zieset to approve the minutes as written, 2nd and carried.

Treasurer's Report –Jen Hakala reported that we have \$18,859 in the checking and \$5,182 outstanding in A/Rs. Fish Expo last payment is cut and ready to mail; she has sent out the Fish Expo invoices to participating members. Also, the 2021 990N (FYE 9/30/22) has been filed.

Communication Director's Report – Amy reported on:

- Chalkboard TV is working with Brad at HCOG to complete their story
- Membership Leads – she is looking for a list of leads to target market
- Drop Box – she is creating a Drop Box to store thank you's and pictures etc. that can be re-used for other media posts
- Erosion Mitigation – City of Homer is applying for a planning grant to control erosion on the Spit
- FOLs – looking for a list of presenters and schedule
- Timeline – she will send out an initial email 8/14 for renewals; responses to be forwarded Jen for invoicing; another email will follow on 8/28 with save the date cards going out the first week of September; she will call members mid-September who haven't responded to any of the correspondence; media posts and newspaper ads will also be done
- Advertising Menu – she will include with the renewal information

Committee Reports:

- Advertising – Kate
 - Tide Book – deadline 10/15

- Website/Social Media – Josh/Amy will do a media blast for the Round Haul and Annual Meeting; question about the “classified” section on the Website for jobs
- Radio – Mark re: Kachemak Radio Group ads, no further action; keep on spring Agenda
- Podcast Options – Amy looked into it and determined that Spotify looked like the easiest place to start experimenting with ads and suggested we start that after the renewal season
- Workforce Development - Aaron
 - FOLs – Aaron received a schedule from Walter and would start Wednesday, 8/28 through May 6th; Cinda will email Paul Story to see if we can coordinate advertising in the school; Cinda and Amy will work on a schedule of presenters and suggested two six week periods, 1 fall and 1 spring
 - KPC courses –Jill, no report
- Scholarship – Cinda, no report
- Membership – Amy, report given above

Old Business:

- Annual To-Do List – Mark review/action items; on track
- PME 2023 – booth commitments have been made and members will be notified of availability
- Andrew Tomey Arctic stills Photography proposal/George Hall proposal – discussion held regarding primary factors; how many videos, can it be re-used for other media, who is the target audience and where will it be used; requires putting a story board together. The process takes a bit of time to be effective. Brainstormed ideas about several videos with a different focus – businesses, education, etc. Also brainstormed where the video could play; hotel tv’s, airport, as well as trade shows, etc.
- Round Haul – Southcentral Radar Friday, 9/8 5-7pm flyers available
- Annual Meeting planning – Saturday, 9/30 5pm at Odin Meadery
 - Bylaw Revisions – notices out by 9/20 – Suggestion to add a Reciprocal Membership to our Bylaws; George will email HCOC’s Bylaw Reciprocal Membership Section to Cinda, she will forward to the directors for review and vote on at the September meeting.
 - Agenda
 - Refreshments – Amy will arrange with Odin
- Chalkboard TV update - none

New Business:

- None

Action Items: Amy

- Annual meeting refreshments
- Round Haul/Annual Meeting/Renewal emails and ads
- Renewal calls

Next Meeting: Wednesday, September 13th at Moore Residence at 6pm

Adjourn: There being no further business to come before the board of directors, the meeting was adjourned at

Respectfully submitted,

Cinda Martin
Secretary