

AFS Management Committee Call Minutes

October 21, 2014

1:00 pm to 2:30 pm EDT

1. Meeting called to order by President Donna Parrish at 1:00 pm EDT.

Participants:

MC Members: Donna Parrish, Ron Essig, Steve McMullin, Vince Travnichek, Dave Coughlan, Hilda Sexauer, Mark Porath, Jesse Trushenski, Laura Wildman, Margaret Murphy

AFS staff: Doug Austen, Shawn Johnston, Beverly Pike, Beth Beard, Jasmine Sewell

Emerging Leaders: Justin Davis, Cari Ann-Hayer, Patrick Cooney, Steve Midway

Guests: Gwen White

Not attending: Joe Margraf, Bob Hughes, Jessica Mistak, John Boreman

2. Communications plan:

Gwen White presentation and discussion:

- Gwen White's verbal presentation (based upon provided proposal)
- Plan was presented to Officers on Thursday, October 14.
- The Communications plan should be considered as a "living document."
- The Communications plan should provide transparency.
- The Oversight team will be established to ensure that the contractor is delivering products in a timely manner.
- No actual "committee" will be developed; rather, the contractor will work with the Governing Board, Management Committee and others to develop a final report at the Portland AFS Meeting.

Motion to approve up to \$60K to develop a Society Communications Strategy

- Ron Essig moved, Steve McMullin seconded. Motion passed by unanimous consent.
- Jesse Trushenski suggested that we ensure that there is sufficient diversity among the group of 15-20 people being interviewed for initial scoping. Gwen White agreed and will incorporate that into the scope-of-work.

3. Approval of Minutes from September 16, 2014 and from August 15, 2014

- Vince Travnicek moved, Laura Wildman seconded. Motion passed by unanimous consent.

4. ED report by Doug Austen

- No comments on report (see ED update from October 17, 2014 for content of ED report).

5. Mid-Year Meeting

- Donna Parrish reviewed memo to Governing Board that provided details on the February 2, 2015 meeting.
- A revised memo will be sent that will include more details on the Southern Division meeting and a Sunday reception.
- Report format for units will be sent out in November.

6. New Business

- Donna Parrish noted that the Portland 2015 meeting web site is live (<http://2015.fisheries.org/>).
- Poster for Portland meeting is available.

7. Motion to adjourn

- Mark Porath moved; Ron Essig seconded.
- Motion passed by unanimous consent.