

Submitted by AIFMA on behalf of the
Bristol Bay
Regional Seafood Development Association Application
February 24, 2005

Organization: Bristol Bay Marketing Association (BBMA)

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Proposed Mission Statement:

The Bristol Bay Marketing Association (BBMA)'s mission is to promote and market Bristol Bay salmon products. The BBMA will work to improve seafood quality and promote improvements to the commercial fishing industry and infrastructure in the region.

Management Structure:

The BBMA will be directed by an elected board of nine to twelve members. In the first board of director's election nine positions will be open to Bristol Bay Drift Net permit holders. The remaining seats will be available for future use, if the Setnet fleet decides to join the BBMA. No more than two board of director seats shall be available to association members who are not assessed permit holders. Members of the association must either be permit holders, or pay a membership fee (to be determined by the board of directors). The number of board seats per gear groups will be allocated based on the amount of assessment generated by the two fleets.

Proposed Economic Development Goals and Strategies:

The goal of the BBMA is to establish plans and conduct programs for marketing, sales, promotion, public relations, and consumer education, and/or other programs for maintaining present markets and/or creating new and diverse markets for Bristol Bay commercially harvested salmon. Such programs shall be directed toward increasing the sales, improving the markets, or promoting Bristol Bay salmon.

The BBMA will work to:

- ? Increase ex-vessel salmon prices paid to fishermen,
- ? Work towards increasing consumption and sales of Bristol Bay salmon in the domestic and international markets,
- ? Enhance the reputation and image of Bristol Bay's salmon products,
- ? Support and engage in programs or activities that benefit the quality, marketing and promotion of Bristol Bay salmon,
- ? Work to develop solutions to transportation problems, and
- ? Improve commercial fishing industry and infrastructure in the region.

Plans to involve all eligible commercial fishing permit holders from fisheries in each seafood development region for which the association seeks designation as a qualified regional seafood development association:

The BBMA will encourage all permit holders from the Bristol Bay region to become members of the marketing association. After the initial assessment is voted in, the Association can assist permit holders in the setnet fishery to hold an election and levy a seafood development tax, if requested.

Initially, the BBMA will provide for membership in the organization by any driftnet fisherman who holds a commercial fishing permit for the Bristol Bay fishery and by other persons and groups in the region who wish to be members of the organization. The BBMA shall hold at least one public meeting, not less than 30 days before the date on which ballots must be postmarked to be counted in the election, to explain the reason for the proposed seafood development tax, the amendment of the tax, or the termination of the tax and to explain the registration and voting procedure to be used in the election. The BBMA shall provide notice of the meeting by 1) mailing the notice to each eligible interim-use permit and entry permit holder; 2) posting the notice in at least three public places in the Bristol Bay region; and 3) publishing the notice in at least one newspaper of general circulation in the Bristol Bay region at least once a week for two consecutive weeks before the meeting.

The BBMA shall mail two ballots to each eligible permit holder; the first ballot shall be mailed not more than 45 days before the date ballots must be postmarked to be counted in the election; the second ballot shall be mailed not less than 15 days before the date ballots must be postmarked to be counted in the election. The BBMA shall adopt procedures to

ensure that only one ballot from each eligible permit holder is counted in the election. The election will follow other procedures as outlined in Sec. 43.76.370. (election procedures) and Sec. 43.76.375 (termination of seafood development tax)

Mechanisms to administer state financial assistance fairly:

The Board of Directors shall set up mechanisms to administer state financial assistance fairly, as per bylaws. The bylaws will outline how the BBMA may spend its revenues, as prescribed by Regional Seafood Development Association State Statutes. The bylaws will also outline election procedures and allow any member to run for a position.

To assure that funds are spent fairly the board of directors will determine how the revenues are spent. The BBMA will make every attempt to communicate with its members and solicit their input through mailings, ballots and meetings.

If the BBMA requests state financial assistance, it will submit an annual financial report to the department and shall set up accounting systems as required by the State of Alaska. The BBMA would submit an annual budget to the department as required.

Attempts to gain support from commercial fishing permit holders from fisheries in each seafood development region for which the organization seeks designation as a qualified regional seafood development association:

The BBMA will develop a project timeline for an outreach program to the drift gillnet fleet in Bristol Bay. A brochure will be mailed to each drift permit holder to market the Association in the summer or fall. A meeting will be held at Seattle's Fish Expo in Seattle and this would be advertised in the prior mailing and through media outlets.

Requests for e-mail addresses will be made so that an e-mail list group can be set up for updates and communication. The BBMA will also consider setting up a web page.

Continued correspondence by mail can continue, as needed, leading up to the election.