



Meeting Minutes for February 21, 2018

Attendees: Fred Helmer, Chad Hammond, Frank Staiger, Harry Colivas, Nathan Bootsma, Oliver Rutschman, Rod Clapton, Chris Wuhrer, Marc Laynes, Gerry Dewar

Overview of Agenda – no new additions

Review of Last Meeting's Minutes

Possible addition of Dave Steele to FRSA board of directors

Financial Report

Fred: Total of \$9734.42 in account

\$700 in new memberships since last meeting

Brochures for Trades Outdoor Show booth cost \$1181.60

Chris Gadsen received FRSA Treasurers Report, at his request

Introduction

Dave: Proline Sports Rep

Review of Brochure for Trade Show

Some minor revisions to be made for future printings

- email address on back for new donators – will assist for memberships.
- Address to be Fred's Custom Tackle, but list as FRSA using Fred's store address
- Missing two donor names on brochure. To be put on future printing

Public Meetings

Discussion of why FRSA to have public meetings

Review 10 point mandate

Offer awareness to public with a general interest in FRSA and fishing

Provide opportunity for Question and Answer

Require general public (angling and non angling public) to be aware of FOC's general direction

Dave suggests having Public meeting prior to FOC's meeting regarding the new Fisheries Act to help public understand what is occurring and are prepared for upcoming FOC meetings

Invite Press to public meetings

Promote FRSA, educate the public on current issues so they can help apply pressure to FOC's management direction

May would be a good month to hold meetings

- One for Abbotsford
- One for Surrey

Draft Business Plan

Reviewed handout from Chris

- Set Revenue Goals
- Manage and Budget Expenses
- Operations and Goals

Each point was discussed

Increase revenue from proposed \$30k to \$100K

Donation link on all Social Media platforms

- Confirm with Kevin
- Donation links on homepage for desktop computers – this may not be visible on desktop PC's so this needs to be investigated
- One simple paragraph explaining how donations are utilized
- Nathan to check out possibility of using a Credit Card to donate – currently on PayPal or by visiting Fred's store
- need to investigate merchant fees, security, and costs associated with providing CC donations

Re-iterate names on Committees for FRSA ie. Communications, finance, marketing committees

Chris W. will build organizational flow chart and create role descriptions

PowerPoint presentation worked on by Chris W.

- Marc offered to assist Chris

FN engagement

- Fred suggests we find commonality with FN
 - Ocean and in-river predation
 - Fish Farms
 - Regarded as a sensitive issue

Create video to invoke interest and action to join FRSA membership and donate

FRSA Fundraiser Concept

Frank: Common issue with Marine Sport Fisheries so plan should incorporate that segment of the industry, not just the Fraser river

- It was decided to start "close to home" and see how the interest develops before expanding

Every guide including Assistant Guides donate 1 free trip

Hotel gift certificates from Hotels utilized by guides. The gift certificate value is donated back to FRSA by angling guide companies

Fred: Hitting up suppliers such as wholesalers, manufacturers etc may not happen immediately as they are often on a budget and it is spoken for early. Will take time for the FRSA name to reach the list of donations for large companies ie. Shimano

OVERALL, fundraiser concept is a good idea – good job Frank

Membership

Fred: Originally about FRSA donations and not memberships, however this can change

Eventually move to Annual memberships

Need to get all sport shops selling memberships

Sportsman Show at Tradex

Fred has got all the signage needs taken care of. Needs a couple more. Fred will take care of it.

Great support from Les, Tradex show organizer

Sturgeon rod and reel combo donated from Dave at Proline Sports to be used for the draw

Frank donating a humidor and \$500 worth of Cuban cigars

Manning the booth – contact Fred

Fisheries Act (new version)

Gerry: Currently FOC won't alter regulations for selective fishing or spot closures

New act will allow for quicker reactions to regulation changes as conditions warrant, will allow for faster implementation

Discussed language in document and highlighted the lack of recognition for the recreational angling community

SCAAT

Brief overview of South Coast Angling Advisory Team proposals

- Proposed Sturgeon spawning closures
- Proposed Sturgeon handling regulations

NEXT MEETING

Fred's Custom Tackle April 25, 2018 6:30pm

Meeting Adjourned