



Public Meeting Minutes - MASNA

Location: Uber Conference

Date: 02/12/2020

Time: XX PM EST

Minutes prepared by Bryce Risley

Attendance

Board of Directors Present:

Kevin Erickson: President

Robert Fenner: Vice President

Bryce Risley: Secretary General

Christine Rowe: Treasurer

Tim Lyons: Conservation

Kory Enneking: Exhibitor and Industry Relations

Larry Blighton: Director at Large

Board of Directors Absent:

Les Wilson: Director at Large

MASNA Employees and Contractors:

Membership Attendees:

Mark Lawson

Meeting Call to Order

9:03 Kevin Erickson moves to open February 12, 2020, Public Board Meeting; Bryce Risley seconds.

Meeting Minutes:

Kevin Erickson:

9:05 Tim work on cardinalfish is ongoing,

Liz Marchio is also writing an article on her PhD work, science learning and aquarium hobby. Alexander Bananno is writing an article on cyanide detection.

Christine Rowe:

9:07

MASNA Treasurer's Report

Public Board Meeting

February 12, 2020

CASH

US Bank

\$239,515.40

Paypal

9,216.76

TOTAL

\$248,732.16

PAYABLES

Checks/Payments Issued	\$377.64
Checks/Payments estimated	\$65,831.00

SUB TOTAL

\$66,208.64

RECEIVABLES

Estimated MACNA/MASNA deposits	\$207,756.18
Current deposits	0.00

TOTAL

\$207,756.18

ENDING CASH BALANCE

\$390,279.70

9:09 End treasures report
 9:13 MASNA Speaks. No new requests since last meeting.
 Follow up on end of year tax forms, W2 and W3 to Social Security Administration. Form 990 due May 15th 2020.
 Inventory of t-shirts completed. Christine requesting supply needs from Tim Lyons.

Larry Blighton:

9:16 Comments on educational article about helping clubs with ideas for their meetings. Information for meeting topics and how they organize their content.

Kevin Erickson:

9:20 Tim Lyons shared an email with MASNA about attending a conference.
 Tim Lyons cannot make Reef Stock 2020 in Denver, Colorado.
 MASNA paraphernalia being sent to Rob.
 Reef-A-Palooza to be attended by Larry Blighton and possibly Rob Fenner.
 9:22 Marine Scene News Letter shared publicly. Shared with 6K on FB in addition to email lists, reaching over 10K.
 Kevin invites meeting members to share.

Bryce Risley:

9:24 Bryce Risley discusses USPTO details
 Bryce Risley and Kevin Erickson discuss details of MASNA and MACNA trademark renewal protocol.

9:29 Kevin, Google ads grant, must maintain 5% click through to maintain eligibility, currently at 7%. MASNA articles are best performing for clicks. People are very interested in educational articles has boosted traffic to website by 2-4X, effectively reaching new audiences.
 9:32 Kevin solicits further comments from the BOD. The BOD offers no further comments.
 9:33 Member attendee Mark Lawson expresses interest in Larry Blighton’s club article topic and offers to help where possible. Article to be completed by March 11, 2020.

Membership Questions:

9:34 Kevin Erickson moves to close this February 12, 2020, Public meeting; Bryce Risley seconds

Meeting Time: 31 minutes