



# Public Meeting Minutes - MASNA

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Location: Uber Conference  
Date: 10/14/2020  
Time: 9:05 PM EST

Minutes prepared by Bryce Risley

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## Attendance

### Board of Directors Present:

Kevin Erickson: President  
Tom Lisciandra: Vice President  
Bryce Risley: Secretary General  
Christine Rowe: Treasurer  
Tim Lyons: Conservation  
Kory Enneking: Vendor/Exhibitor Relations  
Larry Blighton: Director at Large  
Ed Wiser: Director at Large  
Joanne Vega: Public Relations  
Dennis Diaz: Director at Large

### Board of Directors Absent:

Les Wilson: Director at Large  
Marie Agravante: Director of Membership

### MASNA Employees and Contractors:

### Membership Attendees:

Donald Atkinson  
Paul Anderson  
Paul Steen

### Meeting Call to Order

9:05 Kevin Erickson moves to open the October 14th, 2020, Public Board Meeting; Bryce Risley seconds

### Meeting Minutes:

#### Kevin Erickson:

9:06 Kevin Erickson welcomes BOD and membership to the public meeting.  
9:08 Kevin Erickson and Bryce Risley review status of past and present public meeting minutes.  
Bryce Risley informs attendees that past minutes are viewable online in the MASNA meeting minute forums (LINK).  
Tom Lisciandra informs Bryce Risley that the past seven years of meeting minutes are accessible to him in the MASNA Drive. Bryce Risley will upload minutes from 2020 public meetings.

#### Christine Rowe:

9:10 Treasurer's Report

## MASNA Treasurer's Report

Public Meeting  
October 14, 2020

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<b>CASH</b>		
	US Bank	\$186,504.28
	Paypal	22,328.73
<b>TOTAL</b>		<u>\$208,833.01</u>
<b>PAYABLES</b>		
	Checks/Payments Issued	\$3,000.00
	Checks/Payments estimated	\$9,439.13
<b>SUB TOTAL</b>		<u>\$12,439.13</u>
<b>RECEIVABLES</b>		
	Estimated MACNA/MASNA deposits	\$208,756.16
	Current deposits	0.00
<b>TOTAL</b>		<u>\$208,756.16</u>
<b>ENDING CASH BALANCE</b>		<u>\$405,150.04</u>

9:14 Paul Steen joins the meeting.

9:15 Christine Rowe discusses task of categorizing Stripe transactions. New MACNA 2020 Online category created. Stripe does not separate out charges by transaction type, making it difficult to separate MACNA/MASNA transactions. Christine Row asks Kevin Erickson if there is a way to view transaction types to eliminate confusion. Kevin Erickson will provide backend access to Christine Rowe to aid in discerning transaction types for bookkeeping purposes.

9:22 Christine Rowe will issue checks for MACNA 2020 Online Scholarship recipients by the end of the next business day.

9:22 End treasures report.

9:25 MASNA Speaks, no new submissions. Processing payments for a previous submission. Christine Rowe is working to get in touch with Reed Mariculture to receive outstanding payment.

Taxes are due November 15<sup>th</sup>. Taxes are 50% complete, and Christine Rowe aims to have all taxes completed within the next week and will share completed forms with Kevin Erickson/Tom Lisciandra for electronic filing.

9:29 Christine Rowe will run payroll tomorrow.

**Bryce Risley**

9:30 Bryce Risley solicits comments on August and September meeting minutes. No comments from the board.

**Kory Enniking:**

9:34 Kory Enniking announces his resignation from the BOD as Director of Vendor/Exhibitor Relations.

Kory will continue to assist MASNA in a volunteer capacity outside of a board position at this time.

**Tim Lyons:**

9:35 Tim Lyons shares an update on the Cardinalfish educational article, indicating scheduled time to work with Bryce Risley on a new draft.

Tim Lyons solicits feedback from the BOD regarding...

**Larry Blighton:**

9:38 Larry Blighton shares information in club survey, now live online, which is being used to collect data on aquarium club activities. Larry Blighton comments that some survey participants are leaving some fields blank from the form. The deadline for completing the survey is October 18<sup>th</sup>. The present survey response is 5/40.

**Denis Diaz:**

9:41 Denis Diaz announces he is working on a top three list for MACNA videos to be translated into Spanish for online viewing.

9:44 Ed Wiser offers to assist Larry Blighton in sharing the aquarium club survey link (<https://masna.org/masna-club-meeting-ideas-survey/>).

**Ed Wiser:**

9:45 Ed Wiser comments on idea to begin podcast and generate exclusive content for members.

**Kevin Erickson:**

9:50 Kevin Erickson announces MASNA.org/shop where new MASNA themed and reef community group themed products are available for sale including clothing items, stickers, and laptop covers.

9:55 Bryce Risley comments on sourcing products using non-synthetic textiles for the purpose of sale by MASNA.

Kevin Erickson comments on screen printed graphics commonly using synthetic materials and that MASNA can avoid these products in favor of 100% sustainably produced cotton textiles.

9:58 Tom Lisciandra shares feedback on several test products he's received.

10:06 Active 2021 Hotel rate contest, if guests book four nights at either of the 2021 hotels within the four night window for MACNA 2021 and they hold a MANCA 2021 ticket, they will be entered into a contest to have those four nights reimbursed. The contest ends Friday, 10/16/2020 in an effort to promote ticket sales for MACNA 2021.

Additional information has been added to MACNAConference.org to better inform attendees about hotel locations and details for MACNA 2021.

**Tom Lisciandra:**

10:09 Tom Lisciandra asks Kevin Erickson how support emails will be answered while board members may be unavailable to reply. Kevin Erickson shares that some automated email responses are now being generated.

Tom Lisciandra addresses the need to have more board members replying to support emails to ensure communications are taken care of in a timely manner.

10:14 Joanne Vega comments on auto response mechanisms and the possibility to auto send links to various resources.

10:15 Kevin Erickson confirms having received signed Nondisclosure Agreements from all new board members.

10:17 Kevin Erickson solicits assistance in >>>>, Ed Wiser volunteers to assist.

10:21 Joanne Vega comments on membership drive and free calendar push.

10:24 Kevin Erickson announces he will be off tomorrow through the weekend (10/15-18/2020).

10:24 Tom Lisciandra comments on ongoing MASNA projects including encouragement for the completion of educational articles and working to select project management software.

**Membership Questions:**

10:30 Kevin Erickson solicits final contributions to from meeting attendees for the public meeting.

10:31 Paul Anderson discusses the Coral Reef Fisheries Campaign, sharing how policy frameworks are operating in Florida in collaboration with Dynasty Marine.

10:33 Kevin Erickson comments on generation of trade information repository website.

Next public meeting: 11/11/2020 at 9 PM, EST

10:36 Kevin Erickson moves to close this October 14th, 2020, Public meeting; Bryce Risley seconds

**Meeting Time: 91 minutes**