Executive Committee Phone Conference Meeting – February, 6th 2018

Minutes are abbreviated.

X - Indicates in attendance

| X | President, Jim Ashton | X | Region 1 Senior RR, Curt Ellestad |
|   | Immediate Past President, Carl Phillips | X | Region 2 Senior RR, Jeff Miller |
|   | VP Finance/Treasurer, VACANT | X | Region 3 Senior RR, Bob Sisson |
| X | VP Communications/Marketing, Patrick Krumenacker | Region 4 Senior RR, Earle Hammond |
| X | VP Fisheries & Research, Jim Moore | |
| X | VP Internal Affairs, Fred Brogle | RR in attendance but without Vote: |
| X | VP Membership, Jim Evers | Region 1 Representative, Jon Meyer |
| X | VP Youth Activities, VACANT | Region 1 Representative, Kim Wagner |
| X | Corporate Secretary, Jim Fritz | X | Region 2 Representative, Jeff Micholic |
| Non-Voting Support Personnel: | Region 2 Representative, Rick Petzke |
| X | Administrative Secretary, Robert Petzke | Region 3 Representative, Todd Cook |
|   | Parliamentarian, VACANT | Region 3 Representative, Dave Johnson |
| X | Executive Accountant, Kathy Goon | X | Region 4 Representative, Frank Walter voting as SRR for Earle Hammond |
|   | Webmaster, Randy Loewecke | X | Region 4 Representative, Walter Krause |
|   | Editor, Amy Penza | |
|   | Assistant Editor, Sean Landsman | |
|   | Cathy Adams, Finance Assistant | |

02/06/2018 at 7:01 PM CST waiting on all parties to join in the conference, final connections and arrivals 07:00 p.m.
President, Jim Ashton called the meeting to order.

Tonight’s agenda:
Roll call was taken and documented by Robert Petzke and noted above.
A quorum was present at start of meeting (10 of 13 EC voting members including the President).  Note Majority = 8 of 13 for approved motions.

Agenda:

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>DISCUSSION</th>
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<tbody>
<tr>
<td>President, James Ashton</td>
<td>Attending the MKE show 9-11 Feb, Received $2000 grant from the Wormley Family Of the DuPage Foundation, Thank you note article written for March-April Muskie</td>
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<tr>
<td>VP Finance/Treasurer, Jim Ashton</td>
<td>Candidate for the VP of Finance position, John Hintze</td>
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<td>Presented by Kathy Goon, Executive Accountant</td>
<td>501 Update</td>
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<td>January 30, 2018 Finance Update</td>
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<tr>
<td></td>
<td>Business Checking Account $36,292.54</td>
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<td></td>
<td>Insurance $12,394.57</td>
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<td>Reserve Account $22,223.45</td>
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<td>Symposium $21,839.58</td>
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<td>Gil Hamm Savings $11,254.96</td>
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<td></td>
<td>Gil Hamm/Mesirow Account end of December 2017 $133,550.24</td>
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<td>Chapters still owe insurance premiums:</td>
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<td>Chapter #3 - $544.84 - paid</td>
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<td>VP Youth Activities, Vacant</td>
<td><strong>Application for Reinstatement</strong> – The only chapter not to submit was Chapter #90 as there is only a President currently.</td>
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<td><strong>We have all the documents to the CPA firm for the 990’s to be completed for the chapters with gross annual receipts of $50,000 or more. The CPA Firm has emailed and mailed all the completed 990’s to the chapters and it is waiting our review prior to them being sent to the individual chapters for their input. All signed documents are to be sent to the attorney. The attorney has been receiving signed packets from the 6 chapters.</strong></td>
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<td><strong>Chapter #65 has their own EIN. I am collecting the necessary information from the other 7 chapters who require numbers, as the IRS website is down for maintenance until January 3, 2018. Chapter #70, 62, 64, and 59 all have the new EINs as well. I am still waiting on Chapter #61, #63, #69, and #90 to contact me. They have received emails from me indicating that we need to establish their EIN.</strong></td>
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<tr>
<th>VP Internal Affairs, Fred Brogle</th>
<th>In combination with the Regions and Lunge Log the following matters are underway or completed. Regional Director should be working on the 2018 chapter contact information updates. Region 2 has completed their list. In order to have a more direct contact with the regions Regional Reps have assigned themselves specific chapters that they will be responsible for. Regional Information will continue through the Reps, magazine, and newsletter. All Fall region meeting dates have been picked and chapter should have them on their calendar soon.</th>
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<td>In regards to the Lunge Log the 2017 season was closed on January 11th as anglers had until the 10th to make any last minute entries. We stayed ahead of schedule and over 60 award plaques were ordered and should be on their way to the chapters. In total it seemed to be a very good season and many large fish were caught.</td>
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<td></td>
<td>Working on some new motions to improve the awards program and making way to contract an editor for the Lunge Log. This should all be apart for discussion and voting at the 2/6/18 EC meeting.</td>
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| VP Membership, Jim Evers | A. Membership Retention / Renewals. Working with Bob and Randy on bringing our renewal notice process in house. There will be financial impact to MI for this |
action. It is believed that we can better control the renewal process and accuracy of
data by conducting this activity ourselves. Survey data shows only 43% of dropped
members in the last two years received an email and a letter.
Working on other "On-Boarding” ideas for new members.

B. Dropped Member Survey. The Dropped Member Survey included 1640
Dropped members from the last two years.
Important Points from the survey:
1. 40% were members for only 1-2 years.
2. 44% were 45-65 yrs. old.
3. Largest States represented were Wisconsin, Minnesota, and Illinois.
4. 41% joined to learn more about musky fishing
   26% joined for conservation reasons
5. 30% of new members were never contacted by their chapters
6. The main reason for not renewing their membership:
   25% - Chapter B.S. and politics
   23% - No Value in Membership
   21% - Live too far from a Chapter
   15% - will be renewing their membership.
7. Most Valuable thing from Membership:
   41% - Knowledge about musky fishing
   32% - friends made at the chapter
   29% - chapter events
   28% - Magazine / FB page
8. 76%!!! Would make a positive recommendation to someone else about M.I.
9. 25% describe their renewal process as "none” or “poor.”

C. New Chapter Activity.
1. Roanoke VA Chapter - Tony Grant Road Rules event combined with launch of
new chapter on Saturday, February 3. This event was added by TGRR at no
additional cost to M.I. Sponsoring a LAX repro (cost $350.) for winner who is a
new member of this chapter in Figure Eight Battle of the Virginias Tournament on
February 10, 2018.
2. Central NY Chapter 70 - Help first Sport show and got 4 new members.
   Membership is about 25.

D. Other Activities.
1. Reached agreement with Fat AZ Podcast for weekly episodes to advertise MI
   membership and feature at least 4 M.I. content related shows.
2. Liberty Mutual Insurance is offering MI Members a 10% discount as a new
   membership benefit. They are also sponsoring the winning chapter of Region 1 and
   Region 2's Chapter Challenge with a $250. Prize to be spent on a Youth Event at that
   chapter.
3. WI Cap Cities Chapter to promote MI Membership at their annual Musky School
   event that has about 100 non-members attend every year.

E. Request to EC.
1. To invite the proposed VP of Conservation candidate to attend the ABM at MI's
   expense.

Jeff Miller made motion to reimburse Lila Warren travel expenses per MI policy to
attend the ABM
### VP Fisheries & Research, Jim Moore

Following up on an e-mail request, I contacted a MI member in South Dakota (Taylor Anderson) and discussed regulation changes they are trying to implement on the muskie fishery in that state. They are promoting an across the board 50 inch minimum length regulation as well as a total C&R regulation for all waters.

I spent time in the Region 3 informational booth at the Ohio Muskie Show the weekend of Jan. 20-21.

I have received and will soon pass along the Executive Summary for the Southern Muskie Cooperative Catch and Release Mortality Study which will incorporate fisheries in Virginia and West Virginia. This is a major two to three year project for which I am asking MI to make a $10,000 budget commitment in 2019 and 2020. Various state, federal and local angling groups will also be providing additional funding.

### VP Communications/Marketing, Patrick Krumenacker

Amy has asked about possible financial compensation for some of the volunteers such as Michael Winther who runs the photo contest. I feel it might be troublesome adding additional paid contractors. Perhaps we could offer free membership for these individuals. I'd like to hear everyone's opinion.

Calendar came to $2.48 per calendar. This includes shipping. Bob can update us with what has come in for donations. Total bill was $11,580.59.

Kevin Richards has suggested that in the future if there is a tie for longest release we split the total cost of a replica amongst the winners. This way each person would receive some acknowledgement for their catch. We'd have to clear this with our taxidermists first.

I need a few minutes to address the board during my report as well please. Patrick Krumenacker will be stepping down as VP of Communications/Marketing.

### Corporate Secretary, Jim Fritz

Review of files and records received:
- January 2, 2018 EC Minutes reviewed, emailed to EC and posted

Motion made by Jeff Miller to approve January EC Minutes

Seconded by Frank Walter

Vote was unanimous

**Motion passed**

- Bylaws and Policy updates and reviewed for accuracy.
Preparation for April 2018 Election:
• Following positions will be up for election at the ABM.
  VP Financial/Treasurer – currently vacant
  VP Internal Affairs – currently held by Fred Brogle
  Corporate Secretary – currently held by Jim Fritz
  VP of Youth Activities – currently vacant

• Completed the Election notice and passed on to be posted and added to the ABM agenda.

Discussion with MI legal Counsel on Articles of Incorporation
• Attained a certified copy of the Articles of incorporation and the 2 additional amendments
• Next filing renewal date 12/31/2018

Independent Contractors Contracts
• Sent out to the EC and Independent Contractors for their review and discussion.
• Received critiques on the contract and details of job descriptions • Compiled information received to be reviewed

Annual Disclosure Statement has been sent out to all Board Members, SRR’s and RR’s
• Compiled a current update for those who have completed the form • Need to assure that the email contacts are up to date since that was the method of delivery I have used.

Senior Regional Representatives Reports

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<tr>
<th>Region</th>
<th>Representative</th>
<th>Report</th>
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<tbody>
<tr>
<td>Region 1</td>
<td>Curt Ellestad</td>
<td>No report</td>
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<tr>
<td>Region 2</td>
<td>Jeff Miller</td>
<td>Region 2 is setting up their face to face meeting at the Wausau Musky Show March 3rd</td>
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<tr>
<td>Region 3</td>
<td>Bob Sisson</td>
<td>No Report</td>
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<tr>
<td>Region 4</td>
<td>Frank Walter</td>
<td>No Report</td>
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Old Business

New Business

Motion made by Frank Walter to change policies as follows.
02-06-18 OFFICIAL Materials. Chapter Officers, when leaving office, for any reason, shall forward all records, properties and information related to Muskies, Inc. to their successor or the President within forty-five (45) days.

\Documents\ByLaws & Policies\2-6-18 EC policy changes\Motion Policy EC 01-12-18 (3).docx

Seconded by Curt Ellestad

Vote was unanimous

Motion passed
Motion made by Fred Brogle to change policy as follows.

Muskies Inc. Awards (Note @ page 21)

An Annual Awards System based on release points from the Lunge Log that will be based on all Members of Muskies, Inc. Release Points will be assigned and displayed on the Website in the Lunge Log section.

10 Awards for Men’s Master
5 Awards for Women’s Masters
10 Awards Men’s
10 Awards Women’s
5 Awards Fry Junior (<12 with age based on age on January 1 of year of award)
5 Awards Fingerlings Junior (age 13-17 determined as noted above)
1 Award Longest Release Men’s
1 Award Longest Release Junior’s
1 Award Longest Release Women’s
1 Award Longest Release Hybrid
1 Award Longest Fly Division
All longest ties will be awarded
Release Points are based on 4 points for each release and 1 point for each inch or fraction of inches over 30 inches
12 Awards - Lunker of the Month Awards. One per month. Will include ties.
6 Awards Muskie Fly Fishing

Seconded by Jeff Miller

Vote was unanimous

**Motion passed**

Motion made by Patrick Krumenacker to change policy as follows.

Muskies, Inc. promotes the philosophy of catch-and-release. Muskies Inc. reserves the right to use submitted photos in MUSKIE Magazine, the calendar, and/or the M.I. website. Muskies, Inc. reserves the right to refuse to publish any photo (or artwork) which does not support the mission and best interest of our organization. These guidelines are not all encompassing. The editorial staff of MUSKIE Magazine will make the final decision regarding the publication of photos. Photos for MUSKIE Magazine should be of high quality and resolution and submitted to the Editor via email.

Photos for the Member Photos and Photo Contest sections of MUSKIE must be submitted in digital format and sent via email to the Photo Contest Editor at: pictures@muskiesinc.org

Guidelines:

1. Photos must have been taken by, or of, a member of Muskies, Inc.
(Note: non-member authors may submit photos in conjunction with feature articles covered by author agreement).

2. In photos featuring released muskies, the fish must be in the water or properly supported with two hands in a non-vertical position (the closer to full horizontal the better; see illustration).

3. Members are encouraged to minimize the amount of time fish are out of the water for photographs. Photos of released muskies which appear overly stressed in the judgment of the editorial staff will not be published (this includes photos which indicate significant bleeding).

4. Photo submissions must include the following:
   Name of the photographer and names of other key individuals in the photo. In the case of chapter or group photos please identify the group. If the photographer is not the person submitting the photo you must provide the name, address, email, and telephone number of the photographer.
   A brief description of the photo.
   If the photo features a muskie, the length of the fish, date of catch, name of body of water, and the name of the lure are requested. In most cases the photo should feature the angler who caught the muskie, although another person may hold the muskie in the case of children or members unable to hold the muskie by themselves.
   Please include any other special information, such as: first muskie caught, personal best, event winner, or special circumstances.

5. The majority of muskie photos which are published within MUSKIE Magazine should serve to reinforce the catch-and-release philosophy of Muskies, Inc. However, MUSKIE Magazine will consider occasional publication of photos of large muskies which were not released.

Motion No. Frank

Seconded by Fred Brogle

Vote was unanimous

**Motion passed**

Motion made by Patrick Krumenacker to change policy as follows.

Move to amend the Policies… as follows: Remove strikethroughs on page 26 add Proper Muskie Holding Techniques pictures and add the statement of “Longest Fish Mount Replica can only be won one time by any member of Muskies, Inc.”

Photo Guidelines for MUSKIE Magazine (Page 26)

In photos featuring released muskies, the fish must be in the water or properly supported with two hands in a non-vertical position (the closer to full horizontal the better; see illustration).
Seconded by Fred Brogle

Vote was unanimous

**Motion passed**

Kim Wagner made motion to change the policies as follows.

Add as follows to the MI awards program: Longest Hybrid Release and Replica for lunge log hybrid division.

**Motion failed**

Jim Fritz made a motion to reimburse Randy Loewecke, Amy Keys, Kevin Richards per MI travel policy to attend ABM

Seconded by Fred Brogle

Vote was unanimous

**Motion passed**

Fred Brogle made a motion to approve job description for Lunge Log Administrator.

Seconded by Jeff Miller

Vote was unanimous

**Motion passed**

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<tr>
<th>Regional Representative Comments</th>
<th>No comments</th>
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| Adjournment                      | Motion made to adjourn by Jeff Miller  
Seconded by Frank Walter  
Adjourned at 9:20 pm |
| NEXT MEETING DATES PLANNED       | Next Executive Committee Conference scheduled for March 6th, 2018 |
| SUBMISSION BY and CC             | Corporate Secretary, |