

# **Alaska Mariculture Alliance (AMA)**

## **Implementation Plan**

### **Draft**

**AMA workgroup: Julie Decker, Heather McCarty, Riley Smith, Tomi Marsh, Markos Scheer, Tommy Sheridan, Ginny Eckert**

#### **AMA Bylaws**

The bylaws for the new organization are drafted, reviewed by an attorney, and approved by the Mariculture Task Force (MTF).

The next steps are to submit bylaws to the State of Alaska to register the group, and begin the process with the IRS to allow for private non-profit status.

Timing: December 2020 and January 2021.

Who: MTF, AFDF

Notes: AMA will be a 501(c)6 non-profit organization.

Task (McCarty, Decker, Smith, Scheer): review bylaws and requirements, do we need to include section on initial incorporators?

Task (Smith, Scheer): register AMA as organization with the State of Alaska. Circulate required forms to workgroup, including IRS 501(c)6 non-profit application.

#### **Public Outreach and Membership**

1. Produce a one to two-page “glossy” that describes the AMA organization and membership eligibility.

Timing: January and February 2021

Who: MTF, AFDF, Alaska Sea Grant

Task (McCarty): Create an outline for 2-page glossy highlighting guiding principles and mission of the AMA, including but not limited to focus on: 1) economic development; 2) policy issues; 3) sustainability and responsibility; 4) coordination and support of stakeholders.

Task (Decker, Smith): facilitate the design of AMA logo.

Task (Eckert): utilize ASG resources and design team to develop 2-page glossy

2. Formulate and carry out a public outreach plan to reach potential members

Timing: January through April 2021

Who: MTF, AFDF, Alaska Sea Grant

Notes: target potential members

Task (Decker): will create initial list of potential members

Task (Alaska Native Workgroup): provide advice on Alaska Native representation and outreach

Task (AFDF, ASG): create both digital and in print materials for outreach

Task (Smith, ASG): begin outreach via email and phone calls

Task (Decker, McCarty): explore potential for in-person outreach

3. Formalize and provide a membership application form, and set application timing

Timing: March through May

Who: MTF and AFDF

Task (Smith, ASG): Develop membership application

Task (All): Conduct final membership outreach via email and phone calls, include all final materials

4. Receive applications, MTF reviews and accepts membership applications

Timing: May and June (application due May 15, MTF reviews and accepts membership before June 30)

Who: MTF and AFDF

5. Develop/finalize AMA structural elements, leadership, working groups

Timing: March - June

Who: MTF and AFDF