



## CODE OF CONDUCT

Half Moon Bay Seafood Marketing Association (HMBSMA) is a non-profit organization of commercial fishermen in Half Moon Bay who have come together to provide a unified and professional voice for their local industry.

Members are harvesters of all local target species and represent all sizes of fishing businesses working out of Pillar Point Harbor. Fishermen members share a strong commitment to productively engaging with the diverse issues and complex decision-making processes that impact their businesses, community and marine environment, and to protecting their commercial fishing heritage.

This code of conduct outlines expectations for all those who choose to be members of HMBSMA. in addition to adhering to the Membership Agreement:

It is expected that all HMBSMA members:

- Remember that HMBSMA discussions/emails and correspondence are for members only
- Encourage and direct non-members that are interested in more information to join HMBSMA
- Hold to decisions made by majority vote of the membership on price and fishing activity
- Represent the Association in a positive and professional manner
- Bring any concerns to a board member in person, phone or through email
- Exercise consideration, and respect in your speech and actions
- Attempt collaboration before conflict
- Tell the truth, maintain an open mind and consider all perspectives
- Attempt to find outcomes that serve the best interest of the entire local fishing industry not only your own personal interests
- Refrain from demeaning, discriminatory, or harassing behavior and speech

The following behaviors are unacceptable:

- Sharing HMBSMA information outside of a meeting or forwarding HMBSMA emails to non-members
- Misrepresenting the position of HMBSMA or HMBSMA members in discussions, correspondence or on social media
- Selling for a price lower than the price agreed to by a vote of HMBSMA membership
- Fishing when others are not fishing as agreed to by a vote of HMBSMA membership
- A social media presence that is disrespectful or harmful to the fishing community of Half Moon Bay, HMBSMA or other HMBSMA members
- Deliberate intimidation, stalking or following (online or in person)
- Continued refusal to collaborate, have an open mind or to consider positions other than your own

If a member fails to comply with this or any part of the membership agreement or engages in unacceptable behavior, HMBSMA Board may take any action they deem appropriate, up to and including a temporary or permanent revocation of HMBSMA membership.