

North Coast Fishermens Cable Committee

Executive Director / CEO

EIN 843102881
 CA · NTEE S41
 FY ending 2024-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Travis Hunter, Executive Director / CEO** (\$4,319) against **every comparable organization** that fit the selection criteria — **35** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 0th percentile of comparable organizations

below the typical range for comparable organizations

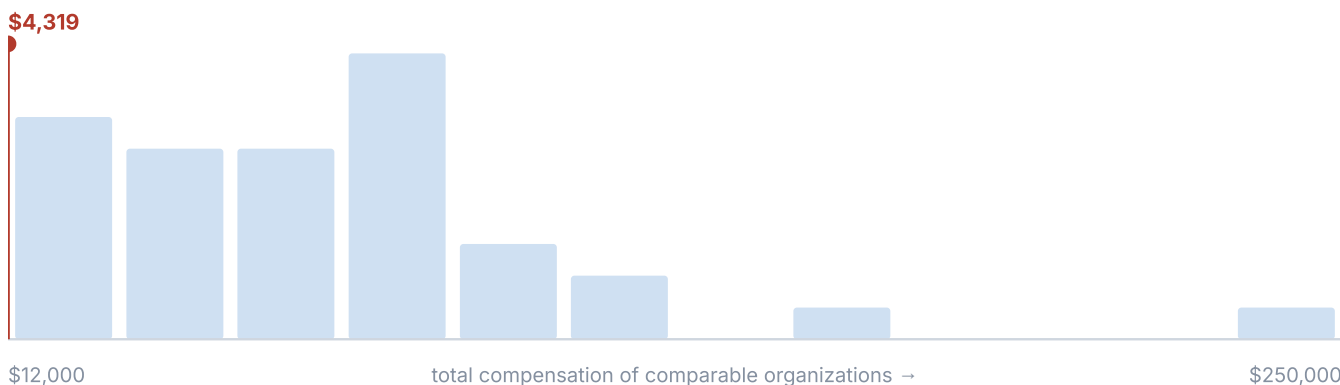
Benchmarked executive: Travis Hunter — reported title “President”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$135,202 and \$302,692 — 0.67x to 1.50x the subject's \$201,795 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41) + CA + budget 0.67–1.5x revenue.

35 organizations qualified on sector, size, and geography → **35** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$13,667	\$40,152	\$68,577	\$85,840	\$109,955	\$4,319
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■ Comparable organizations

Each figure is Form 990 Part VII columns D + F (reportable pay plus other compensation and benefits; column F may include amounts from related organizations), normalized to CA cost of living (BEA RPP, 2023) and to its filing year (CPI-U); the reported amount is on each linked 990.

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
The Village At Sherman Oaks Inc	CA	\$198,810	Executive Director	\$12,000	\$12,354	2023
Oakland Vietnamese Chamber Of Commerce	CA	\$206,602	Executive Director	\$75,000	\$75,000	2024
Fishermans Wharf Association	CA	\$206,829	President & Ceo	\$12,000	\$12,000	2024
Pomerado Hospital Medical Staff	CA	\$194,837	Past Chief Of Staff	\$62,000	\$63,831	2023
Mountain Counties Water	CA	\$209,216	Executive Dir.	\$102,000	\$105,013	2023
Black Business Association Of La	CA	\$210,410	President	\$49,500	\$50,962	2023
Sonoma Alliance For Vineyards And	CA	\$212,922	Executive Dir.	\$86,996	\$89,566	2023
Wine Artisans Of Santa Lucia Highlands	CA	\$189,600	Executive Dir.	\$101,750	\$101,750	2024
Culver City Arts District	CA	\$216,320	Executive Dir.	\$12,368	\$12,733	2023
Western Medical Center	CA	\$223,931	Chief Of Staff	\$60,000	\$61,772	2023
United Vegetable Growers Cooperative	CA	\$225,143	Ceo	\$250,000	\$250,000	2024
German American Business Assoc Of Calif	CA	\$226,244	Executive Director	\$48,692	\$48,692	2024
Secure Water Alliance	CA	\$230,595	Executive Dir.	\$90,000	\$92,658	2023
Ccidc Inc	CA	\$232,400	Executive Dir.	\$84,000	\$84,000	2024
Hemet San Jacinto Valley Chamber Of	CA	\$235,344	Executive Dir.	\$68,577	\$68,577	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Lakeshore Avenue Business Improvement	CA	\$235,378	Co-director	\$14,356	\$14,356	2024
Lake Forest Chamber Of Commerce Inc	CA	\$240,795	Ceo	\$62,385	\$62,385	2024
Medical Staff Of Southwest Healthcare	CA	\$244,802	Chief Of Staff	\$39,000	\$40,152	2023
La Mesa Chamber Of Commerce Inc	CA	\$157,627	President	\$90,000	\$87,680	2025
Medical Staff Of Doctors Medical Center	CA	\$247,482	Chief Of Staff	\$48,000	\$49,418	2023
National Association Of Wine Retailers	CA	\$247,521	Executive Director	\$79,175	\$79,175	2024
Phcc Educational Foundation	CA	\$252,617	Ceo	\$13,059	\$13,445	2023
China Enterprise Council	CA	\$253,683	Director	\$39,000	\$40,152	2023
Sandplay Therapists Of America	CA	\$255,631	Journal Editor	\$14,000	\$14,000	2024
Novato Downtown Old Town Business	CA	\$258,312	Executive Dir.	\$78,624	\$78,624	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CA cost of living and 2024 dollars. Click any organization to verify the figure on ProPublica.

Methodology

Comparable organizations were drawn from electronically filed IRS Form 990 returns and matched on sector (NTEE code), budget (a size-adaptive revenue band that tightens as the organization grows), and geography (same-state first, broadening only when too few peers qualify); every organization within the band forms the peer set. To compare fairly across regions and years, peer compensation is normalized to CA cost of living (BEA Regional Price Parities, 2023) and to the subject's filing year (CPI-U). The figure benchmarked is Form 990 Part VII, Section A, columns D + F — reportable pay plus other compensation, benefits, and deferred amounts (column F may include amounts from related organizations) — with the chief executive matched by role. Related-organization amounts (column E) and institutional trustees are excluded. Full methodology: peerbasis.org/methodology.

Sample, role match & sensitivity

PEER COUNT 35 organizations. Compensation range \$12,000–\$250,000; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$201,795); for reference, expenses \$219,096 and assets \$305,161.

ROLE MATCH	Travis Hunter, reported title " <i>President</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	1 peer report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	2 peers fall outside 1.5× the interquartile range — consider whether any reflect one-time payments (severance, deferred-comp payouts).

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	0 th
Total compensation (D + F), as reported (no adjustments)	0 th
Reportable pay only (column D), adjusted	3 rd
All sources (D + E + F), adjusted	0 th

If the percentile moves materially across these definitions, the result is sensitive to methodology choices, and the board should weigh which basis best fits its facts.

● Rebuttable presumption of reasonableness • 26 CFR 53.4958-6

Compensation paid by a tax-exempt organization is presumed reasonable — shifting the burden to the IRS — when three requirements are met. This report supplies the comparability data for the second. The board should record the following in its minutes *concurrently* with its decision:

Draft board minutes – executive compensation

1. The compensation of the Executive Director / CEO (Travis Hunter) was approved in advance by [the Board / Compensation Committee], composed of members with no conflict of interest with respect to the arrangement.
2. Prior to its determination, the authorized body obtained and relied upon appropriate comparability data, namely the PeerBasis Compensation Comparability Determination dated June 9, 2026, comparing compensation against 35 similarly situated organizations (Same NTEE sector (S41) + CA + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$4,319 is reasonable (approximately the 0th percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [__ for / __ against].

Sources: IRS Form 990 e-file data (apps.irs.gov); IRS Business Master File (NTEE classification). Every figure traces to an original public filing — click any organization above to verify it on ProPublica. PeerBasis is a service of Prismind Analytics; its [methodology is published](#), was commissioned for independent adversarial review, and discloses its own limitations. This report is comparability

data to support a board's good-faith determination under IRC 4958; it is not legal or tax advice. Generated by PeerBasis on June 9, 2026.