



Wild, Natural & Sustainable®

Board of Directors Meeting
Monday, December 15, 2014
1:30 PM – 3:30 PM

Draft minutes

Call to Order

The meeting was called to order by Vice Chair Mark Palmer at 1:40.

Roll Call

Board members on the call are: Mark Palmer, Barry Collier, Amy Humphreys, Allen Kimball, Tomi Marsh, Ana Hoffman, and Jon Bittner. Others on the call are Michael Cerne, Larry Andrews, Claudia Hogue, Bruce Schactler, Alexa Tonkovich, Alex Oliveira, Tyson Fick, Nicole Stangeland, Deb Tempel, Sue Aspenlund, and Mary Rehfeld.

Welcome new Board members

The board welcomed new ex officio member Ana Hoffman and board member Allen Kimball. Ana sits in the seat designated for the Office of the Governor. Allen sits on a seat designated for a large processor and works for Trident Seafoods.

Approve Agenda

A motion to approve the agenda was made by Barry Collier, seconded by Amy Humphries; the motion passed unanimously.

Chair remarks

The Vice Chairman had no remarks.

Public Comment

Sue Aspenlund the Executive Director of BBRSDA said that they are in support of this effort.

Old Business

none

New Business

The following is a motion from the IMC meeting held December 3rd in Seattle: *Fields moved that the IMC recommend that the Board consider supplemental funding for a promotion of canned sockeye salmon in Northern Europe during the 2015 Lenten season. The IMC chair, with staff, will consult with overseas marketing representatives to develop a potential budget for the Board's consideration. The motion passed unanimously.*

Mike Cerne made an overview of the budget and what monies we have and the spending potential. Of the 1.5 million allocated for pink salmon promotion, \$350k of that remains and could go towards sockeye promotions. Barry Collier asked where the spending was currently at for RFM; Mike Cerne answered at \$375,000.

Ana Hoffman asked if this proposal has been explored by anyone on the Retail or Foodservice Committees. Mike explained that they have not met since October and that this recommendation is at this point coming from the IMC.

Barry Collier suggested that with a limited amount of funds that promotions focus on three areas:

- canned sockeye promotions in the UK and Canada
- frozen sockeye promotions in the domestic markets
- frozen sockeye promotions in Japan

Mark Palmer mentioned that the Japan market is later in the year with May-August promotions. Mark, Amy, Barry, Allen were all in agreement on the three focus areas.

A motion to redirect \$350k of funds that were not used from the 2014 canned pink promotion to canned red promotions as proposed by the IMC was made by Ana Hoffman, seconded by Allen Kimball and the motion passed unanimously.

Mark Palmer asked about a Canadian promotion and asked if we could get promotions out in time for Lent? Larry Andrews commented that a domestic canned lent promotion would be hard to execute at this late juncture. Larry went into detail what promotions are in place for the upcoming Lenten season. Mark Palmer asked about the couponing promotion from last year, Larry informed the board that the final numbers are not in but it has not redeemed at the level that was projected.

The discussion continued with the main goal being to figure out where our biggest opportunity is and where our money will get the biggest impact. Larry will be provided contact information for the Canadian market and begin the investigation if a Lenten promotion is viable.

Direction to staff

To come back from a timing standpoint and see if we could put together a \$250k promotion for the Canadian market that could be executed during the Lenten season in 2015. If that can't happen then we won't allocate those funds and have to decide if we want to spend them elsewhere.

To international and domestic to come back with a proposal for frozen sockeye promotions to spend a total of \$750k split 50/50 between international and domestic.

New Business

Mark Palmer asked about the RFM marketing roll out and the spending proposal. Tomi Marsh asked if all programs are gearing up to promote RFM in all printed materials?

Tyson mentioned that Communications plans to promote canned sockeye to Alaska schools.

At 3:10 pm Amy Humphries made a motion to adjourn the meeting, Barry Collier seconded the motion, and the motion passed unanimously and the meeting adjourned.