



Wild, Natural & Sustainable®

ASMI Board of Directors Teleconference Board Meeting

January 10, 2014

Approved Minutes

I. Call to Order

The chair called the meeting to order at 10:01 am.

II. Roll Call

Board members in attendance:

Chair Kevin Adams

Vice Chair Mark Palmer

Barry Collier

Amy Humphreys

John Garner

Jack Schultheis

Bruce Wallace

Roberta Graham

ASMI staff in attendance from Juneau: Mike Cerne, Naresh Shrestha, Alexa Tonkovich, Tyson Fick, Nicole Stangeland, and Hannah Lindoff.

ASMI staff in attendance from Seattle: Larry Andrews, Linda Driscoll, Randy Rice, Karl Uri, and Claudia Hogue.

Others in attendance: Josh Stiltz a reporter with Interfish and Mark Jones.

III. Approval of the Agenda

Motion: A motion by Mr. Wallace to approve the agenda, seconded by Ms Humphreys. It was adopted by unanimous consent.

IV. Chair Report

Mr. Adams thanked everyone for their participation in the Wal Mart meetings; he believes that we will see very favorable results in the near future.

V. Executive Director Report

Mike plans to meet with Louisiana Seafood Board and the Norwegian Seafood council when he attends the NFI Global Seafood Marketing Conference next week.

VI. Public Comment
No public comment

VII. Pink Salmon Promotion Plan

Retail Committee

Presented are the two options from the Retail Committee.

Larry recapped what he learned from his meetings with Bumble Bee's marketing team.

Information from the AG's office states clearly that trade money cannot go to a specific brand.

Items of discussion: end caps, that we will miss the Lent season

Mr. Adams asked the board to vote:

Retail proposal # 1: No one in favor

Retail Proposal # 2: All in favor; proposal #2 passed by unanimous consent.

Direction to staff: Larry has been asked to see if he can reasearch the end cap promotion options for June and July.

International Committee

Mr. Adams asked the board to vote on the revised proposal:

All in favor, the International Committee Proposal passed by unanimous consent.

Motion by Mr. Palmer to allow International Committee to fund a duplicate pink half promotion if they deem the success of the first promotion warrants it, that would be authorizing up to \$175,000 spend. Mr. Garner seconded the motion. The motion passed by unanimous consent.

Some discussion was made about frozen/canned promotion, Alexa clarified that this is only for canned pink half promotions.

Foodservice Committee

Mr. Adams asked the board to vote:

All in favor, the Foodservice Committee Proposal passed by unanimous consent.

VIII. Food Aid Update

Bruce Schactler: Feeding America has declared support for shelf stable protein and the SNAP program. In DC next week to meet with Governor's office, the Alaska Delegation, and appropriate folks that we work with in the export and domestic programs.

Donations to the Philippines; everything is online and that the purchase is going forward.

Mr. Wallace asked if there is a timeline for the Food Aid purchase, Bruce is hopeful for an announcement in January with the first purchases by the end of January and into February and March.

Update on herring: Just completed the process, for USDA acceptance and it is now an official commodity.

Cerne and Palmer thanked Bruce for getting the herring on the USDA food aid list, it is a significant accomplishment.

IX. Executive Session

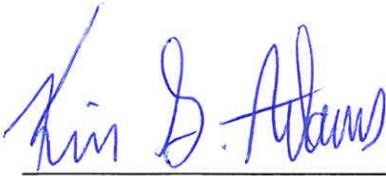
Motion: Mr. Garner made a motion that they move into Executive Session to discuss the budget, Ms. Humphries seconded the motion. The motion passed by unanimous consent. The board meeting will resume at 11:15 Alaska time.

Motion: Mr. Wallace moved to reconvene into regular session. Mr. Garner seconded the motion. The motion passed by unanimous consent.

X. Adjourn

Motion: Mr. Palmer made a motion to adjourn. Mr. Wallace seconded the motion. The motion passed by unanimous consent.

Submitted by Deb Tempel



Kevin Adams
Chairman

4/23/2014

