



Joint Foodservice, Retail & Communications Marketing Committee Meeting  
Tuesday, February 23, 2016  
1:00 - 2:30 PM PST  
ASMI Seattle Office  
150 Nickerson St, Suite 310 Seattle, WA 98109

**Draft Minutes**

A meeting of ASMI's Joint Foodservice, Retail & Communications Marketing Committee was held on Tuesday, February 23, 2016 at 1:00pm at ASMI's Seattle office.

Present were:     Thea Thomas, Chair - Retail  
                      Tom Sunderland, Vice Chair - Retail (Ocean Beauty Seafoods)  
                      Yvonne Shay (Peter Pan Seafoods)  
                      Scott Blake (Copper River Seafoods)  
                      Ron Jolin (Harvester)  
                      Mark Gleason (Alaska Bering Sea Crabbers)  
                      Mike Cusack, Vice Chair – Foodservice (Icicle Seafoods)  
                      Rasmus Soerensen (American Seafoods)  
                      Jennifer Castle (Harvester)  
                      Jamie Marshall (Trident Seafoods)  
                      Peggy Parker (HANA)

ASMI Staff:       Claudia Hogue, ASMI Foodservice Director  
                      Larry Andrews, ASMI Retail Director  
                      Linda Driscoll, ASMI Assistant Retail Director  
                      Karl Johan Uri, ASMI Foodservice Marketing Specialist  
                      Heather Sobol, ASMI Marketing Specialist  
                      Tyson Fick, ASMI Communications Director  
                      Nicole Stangeland, ASMI Communications  
                      Alexa Tonkovich, ASMI Executive Director

Guests:           Tomi Marsh, Vice Chair - ASMI Board of Directors  
                      Merle Knapp, Glacier Fish Company

**I.       CALL TO ORDER:**

The meeting was called to order by Chair Thea Thomas and Vice Chair Mike Cusack at 1:05pm. Heather Sobol called the roll; it was determined that a quorum was present.

**II.       APPROVAL OF AGENDA:**

Mark Gleason moved that the agenda be approved as presented. Tom Sunderland seconded the motion, which passed unanimously.

### **III. APPROVAL OF MINUTES:**

Peggy Parker moved that the minutes be approved as submitted. Ron Jolin seconded the motion, which passed unanimously.

### **IV. PUBLIC COMMENT:**

Merle Knapp distributed the *Questions for the Species Committee to Consider* which was discussed and distributed to the ASMI Board of Director's during the All Hands meeting and asked for follow-up. Cusack asked Alexa Tonkovich and Tomi Marsh where these questionnaires went or how they were distributed after the All Hands meeting, and what the feedback from them was. Cusack also asked if the operational committees and ASMI staff could gain feedback from the Board of Directors, to which Tomi Marsh stated that would be a great idea and Alexa Tonkovich replied that it would be added to the agenda for the next Board of Directors meeting scheduled for March 31 in Juneau. Knapp also addressed the nomenclature change for Alaska Pollock. Parker confirmed that the FDA nomenclature had in fact been changed; a discussion followed on how ASMI can publicize the nomenclature change for Alaska Pollock.

### **V. EXECUTIVE DIRECTOR UPDATE:**

Tonkovich updated the committee about herself and Tyson Fick testifying in front of the legislature and that she is expecting to see numbers come out of the House of Representatives on Wednesday, February 24 and then they will move on to the Senate. Tonkovich discussed possible budget situations for the upcoming fiscal year and what the Governor had proposed in his budget. She stated that we don't know what the FY2017 budget will look like though and that there will be cuts across the board if we lose general funding. A discussion followed.

### **VI. COMMUNICATIONS PROGRAM UPDATE:**

Tyson Fick gave an update on the various projects his program is working on, including on the alaskaseafood.org website, stating that it is about 95% complete and he will be sharing it with ASMI staff for beta testing and then will share it with the committee members.

### **VII. CONSUMER PR UPDATE:**

Fick stated that he is looking to meet with Edelman in March to conduct whitefish training in Seattle.

### **VIII. FY2017 BUDGET DISCUSSION:**

Cusack asked for feedback from the committee and staff on how they would like to move forward with discussing the FY2017 budget.

Claudia Hogue asked that before moving forward with FY2017, for Tonkovich to update the committee on the 10% budget reduction for FY2016. Tonkovich reported that the Board of Directors voted at their last meeting on February 15 to take a \$1.14 million dollar budget cut for FY2016, but that the domestic retail and foodservice programs were exempt from taking a reduction this fiscal year; the cuts would come from the following programs: International, Communications, Admin, RFM and Technical.

Jennifer Castle asked about the ASMI reserve accounts. Tonkovich replied that there is some carry forward and that the 10% reduction that the organization is saving this current fiscal year will go into those reserve accounts and will be spent down over time to cushion the blow for the next several fiscal years (FY2017 – FY2020).

A detailed discussion followed on the budget for FY2017 and how to best approach the budget situation and proposed cuts.

**Jolin made a motion to the committee, to adopt scenario 2 as presented with regard to the FY2017 budgets for the following five programs: Retail, Foodservice, Communications, Consumer PR (Edelman) and Consumer Advertising. Sunderland seconded the motion which then moved into discussion. Parker made a friendly amendment to flip the originally proposed budgets for Communications and Consumer PR (Edelman), which would increase the Consumer PR (Edelman) budget and further reduce the Communications budget. Yvonne Shay seconded the friendly amendment. A discussion followed with the committee recommending to the ASMI Board of**

**Directors the following budget amounts for FY2017: Retail \$1,920,645, Foodservice \$2,120,645, Communications, \$920,645, Consumer PR (Edelman), \$1,120,645 and Consumer Advertising, \$0. All committee members were in favor as presented, none opposed; the motion passed unanimously.**

**IX. OLD BUSINESS AND GOOD OF THE ORDER:**

None.

**X. SCHEDULE NEXT MEETING:**

The next Joint Foodservice, Retail & Communications Marketing Committee meeting will be determined at a later date, but will be held before the start of the new fiscal year, tentatively schedules for May 4-6.

**XI. ADJOURN:**

Sunderland moved to adjourn the meeting. Jolin seconded the motion, which passed unanimously. Meeting adjourned at 2:33pm.