

Alaska Seafood Marketing Institute (ASMI)

Domestic Marketing Committee Meeting

Tuesday, January 29, 2019

9:30 AM – 12:30 PM Alaska Time

ASMI Office

311 North Franklin Street Suite 200

Juneau, AK 99801

*Draft Minutes*

1. **Call to Order**

Chairman Salle calls meeting to order 9:35 a.m.

1. **Roll Call**

John Salle, Lilani Estacio-Dunn, Thea Thomas, Ron Christianson, Mike Cusack, Nelly Hand, Kendall Whitney, Larry Christensen, Tom Sunderland, Tomi Marsh, John Daly. Absent: Branson Spiers

Staff: Emily Gisler, Megan Rider, Sarah Cannard, Michael Kohan, Jeremy Woodrow, Leah Krafft, Mark Jones, Tricia Sanguinetti, David Wooley, Stephen Gerike

A quorum is present.

* 1. **Brief introductions from each committee member and staff**

Each committee member and staff member gives a brief introduction of themselves. Chairman John Salle thanks Interim Executive Director Jeremy Woodrow and Interim Director Megan Rider for their help during the transition period over the past few months.

1. **Approval of Agenda**

Christensen moves to approve the agenda. Estacio-Dunn seconds. Chairman Salle asks if there is opposition on the agenda. No opposition. Motion passes.

1. **Approval of Minutes from All Hands Meeting held Tuesday, October 30th, 2018**

Thomas makes motion to move the minutes, Larry Christensen seconds.

Chairman Salle asks if there is discussion on the previous meeting’s minutes. Christensen has an edit to the minutes from the last committee meeting. Section 7, paragraph 7 & 8 needs to be adjusted to reflect “Larry Christensen” rather than “Larry Wink”. That change will be made to previous minutes.

No further discussion. No opposition to motion approve minutes. Minutes are approved.

1. **Public Comment**

No public comment.

1. **Domestic Program Strategic Overview**

Rider thanks the committee and Woodrow for their help during ASMI’s transition from the previous domestic director. Thanks the domestic staff and contractors for their hard work.

Rider directs committee to the revised FY19 strategy document in the packet. The revised strategy focuses on B2B rather than consumer. Rider requests discussion on consensus on revised FY19 strategy. Discussion around new strategies ensues. Committee members agree with change in direction.

1. **Review of ASMI Species and Operational Committee Answers to ASMI Board of Directors (BOD)**
2. **Review tactics as a result of ASMI BOD All Hands directives**Rider and ASMI contractors discuss each tactic from the FY19 Tactics document found in the meeting packet.  
   Chairman Salle asks if committee members have updates related to the species specific notes. Canned pink salmon from other countries is discussed.
3. **Budget Update**

Rider discusses budget and mentions that there are funds still left over after the director transition. Discussion around where chef training would fall in the budget. Lenten season promotions for foodservice and retail are brought up – waiting on agreements for several promotions. Discussion about different budget categories. Rider will circulate a breakdown on what projects fall in each budget category to the committee after the meeting.

Discussion about Executive Session and what responsibilities the committee handles.

Thomas makes a motion to go into executive session, Christensen seconds. Motion passes. Chairman Salle recesses and requests executive session to start at 11:25 a.m.

1. **Break (15 minutes)**
2. **Executive Session 11:27 a.m.**
   1. **Upcoming RFPs**

Christensen moves to adjorn Executive session. Thomas seconded. Motion passes. Executive session is adjourned at 11:47 a.m.

General Session is called back to order at 11:50 a.m.

Roll call: John Salle, Thea Thomas, Nelly Hand, Larry Christensen, Mike Cusack, Kendall Whitney, John Daly, Tom Sunderland, Tomi Marsh, Lilani Estacio-Dunn

Absent: Ron Christianson

Quorum is present.

1. **Communications Update**

Communications Director Jeremy Woodrow delivers an update on the Communications program and discusses upcoming events. Woodrow also mentions the upcoming FAM trip to Bristol Bay that ASMI is organizing. Discussion about whether different program FAM trips can be combined.

1. **Industry Update**

Rider brings up that the All Hands Domestic Committee meeting did not have time to discuss industry updates. Rider reiterates that ASMI staff welcomes industry discussion and updates. Committee members discuss the importance of a defined agenda and time to provide industry insight at committee meetings.

1. **Housekeeping** 
   1. **Promotional Calendar**

Rider discusses the ASMI calendar and difficultly viewing calendar items on the current shared calendar. The Domestic team is working to provide a better option for viewing events.

* 1. **Roles for each staff member**

Rider clarifies each ASMI staff member’s roles within the Domestic program.

1. **Old Business and Good of the Order**

Chairman Salle mentions that Cusack will host the next committee meeting at American Seafood on April 9th, 2019 at 10:00 a.m.

Rider provides update about SENA event in Boston in March, with Alaska Fisheries Development Foundation co-exhibiting. Winners of Symphony of Seafood will be featured at the Go Wild reception.

Chairman Salle thanks Woodrow and Rider for their efforts during the recent ASMI transitions.

1. **Adjourn**  
   Chairman Salle entertains a motion to adjourn. Christensen moves to adjourn, Thomas seconds. Domestic Committee meeting adjourns at 12:16 p.m.