



Alaska Seafood Marketing Institute

Communications Committee Meeting

Friday, February 26, 2021

1:00 PM – 2:30 PM Alaska Time

Meeting Link: <https://us02web.zoom.us/j/87818910729>

Meeting ID: 878 1891 0729

Call in: +1 (253) 215-8782

- I. **1:00 PM:** Call to Order
- II. Roll Call

Members present: Pat Shanahan, Cassandra Squibb, Jes Hathaway, Julianne Curry, Nicole Kimball, Hannah Heimbuch, Peggy Parker, Tomi Marsh

Absent: Matt Carle, Jack Schultheis

Others present: Tanna Peters, Ashley Heimbigner, Arianna Elnes, Christine Fanning, Katie Goldberg, Alina Fairbanks, Megan Rider, Karmina Zafiro, Susan Marks, Monica George, John Burrows, Hannah Lindoff, Kate Consenstein, Nicole Stangeland

III. ASMI Antitrust Statement
Shanahan read the ASMI Antitrust Statement.

IV. Approval of Agenda
Squibb made a motion, to add a line to the agenda to allow Megan Rider to give an update on ASMI's presence at SENA 2021. Hathaway seconded, the motion was approved.

V. Approval of Previous Minutes (x2)

Minutes needed to be approved from both All Hands and the Jan. 15 committee meeting. Heimbigner noted that on the minutes from All Hands, despite persistent efforts from ASMI Staff, it was not possible to obtain a recording from the event facilitator to confirm additional virtual attendees not listed in minutes. This has been noted in the minutes. Shanahan recommended that the committee approve the minutes.

Squibb made a motion, and Hathaway seconded, to approve both sets of minutes. There was no objection.

VI. Review Crisis Manual

Weber provided a process overview and walked through materials for the crisis manual, and invited committee feedback and questions. She also asked that the committee give feedback and comments in the document by March 5. She said the Crisis Playbooks will be sent via email and presented at the March budget meeting.

Zafiro walked through the manual, explaining the structure of crisis-levels and activation trees.

- Squibb asked if there was anything in the manual that indicated how swiftly ASMI would need to react to a crisis. Zafiro said that they don't provide that time guidance because it is so variable and case-by-case. It would depend on how quickly the situation developed. Zafiro added that they want it to be nimble, and there is room in the protocol for exceptions.
- Zafiro went over the decision making guidance, which guides how to evaluate the level of crisis. Shanahan asked for added clarity on who takes charge in the chart when there is not time to consult the entire ICMT.
- Hathaway noted that she would like to have the crisis levels (1, 2 and 3), and what they mean, simply defined somewhere.

Weber and Zafiro gave examples of crisis situations and how to apply them to the decision tree.

- During their example of a COVID-19 outbreak at a plant, Parker asked how getting additional news of rumors of COVID-19 spreading through packaging would change the decision making process. Weber answered that that would be its own decision tree entirely.
- Hathaway asked if this tree might be used to communicate with industry as opposed to the public, and asked if it is designed to be used for industry perception of ASMI as an organization, as well as the Alaska Seafood brand. Zafiro confirmed yes.
- In response to the tapeworm situation, Squibb noted that this situation is reoccurring, and often an issue all season long. She asked if this crisis plan is supposed to be

constantly implemented. Weber answered that because this is a level three that happens frequently, there are already many materials to handle it, and the focus would be primarily on a change in the status quo, for example, a significant increase in media coverage. Zafiro added that the ICMT would only be activated if there is a trigger of some sort, such as heightened activity.

Zafiro went over the rest of the Crisis Plan, including how to frame answers, how the ICMT activates the rest of the tree, and who is making sure the steps are completed.

- Zafiro clarified that where it says the Incident Commander is “responsible,” it means that they are the ones making sure the work gets done, but not actually responsible for completing the work. Shanahan asked for role clarification in the manuals, and to note that other groups are responsible as assigned.
- Zafiro went over the “Debriefing” portion, and Curry made a comment that this is one of the most important aspects of being able to learn and respond better in the future. She recommended that there be language added about lessons learned.

Zafiro went over the rest of the Crisis Manual, and gave a suggested pathway for saving information in a centralized database.

- Parker asked if ASMI should be keeping logs during a crisis, or if this system was sufficient. Zafiro recommended that the final communications be updated in the Crisis Manual with notations. Parker added that the dynamics of communication is also important to document; it would be good to have a reminder of things that may have been overlooked in the moment during past crises. Zafiro noted that that can be updated in the tasks, by assigning them for the next iteration of the Crisis Manual.

(Tomi Marsh joined the meeting.)

Shanahan asked the committee members to look over the Crisis Manual Google Doc and make comments by March 5. She added that the playbooks would require a more in-depth look, and would be discussed through a subcommittee review. The final Crisis Playbooks would be presented at the budget meeting in March.

VII. Other Project Updates:

A. Direct Marketer Outreach & Resources Update

- Elnes gave a presentation on ASMI’s direct marketer survey results and plan for a direct marketer toolkit.
- Committee members expressed appreciation for the work done on this project.

B. McKinley Research COVID Impacts Surveys, Reports

- Heimbigner gave an update on communications tools for the long term and website overhaul. She also noted the link to an industry survey, as part of ASMI's continued work with McKinley Research to understand the impacts of COVID-19.
- The International team will be launching the Suppliers Directory soon.

C. Consumer PR Project Updates

- Wellness/Nutrition satellite media tour (SMT) with celebrity RD regular guest of the Today Show, focusing on nutrition and recipe simplicity for families while hitting key Alaska messages.
- Partnering with Tyler Florence in April, will focus on sustainability
- Virtual Media Event March 4 with Chef Masa Takayama. Gift boxes sent to twelve top-tier editors and producers. Hannah Heimbuch will be joining as a representative of Alaska Seafood.

VIII. Rider gave an update on the Domestic Program's activities.

- A. Live SENA event was postponed. Domestic, along with International and Communications, is partnering with Chef Keith Brunell to do a virtual cooking demo on March 16
 - Shanahan asked whether ASMI would be attending the live event in July. Rider replied that only two Alaska seafood companies had dropped out, so they were currently still planning to be there with a more limited presence. However, the State of Alaska is still banning travel, so that will be taken into consideration. They will not be hosting the Go Wild reception.
- B. Refreshed Datassential retail research, with added questions about cooking at home, will be delivered around mid-March.

IX. Next Meeting

- A. The FY22 Budget Proposal meeting will be held March 31, 2021 at either 9:30 or 11:30AM AKT. Calendar invite to follow.

- X. Old Business and Good of the Order
There was no old business or good of the order.

Curry motioned to adjourn the meeting, Parker seconded.

- XI. Adjourn