



## Alaska Seafood Marketing Institute

### Communications Committee Meeting

Thursday, September 19th, 2024

10:30 AM – 1:00 PM Alaska Time

In Person & Virtual Meeting

In Person Location: Yukon Room @ CoWork RSD (911 W 8th Ave #101, Anchorage, AK)

Meeting Link: <https://us02web.zoom.us/j/84874243622?pwd=GOABLAn8clHJTCZapmYqbRlXQLmb5J.1>

Meeting ID: 848 7424 3622

Passcode: 399686

10:30AM: Call to Order

- I. Roll Call
- II. ASMI Antitrust Statement
- III. Approval of Agenda
- IV. Approval of Previous Minutes
  - A. April 17th 2024
- V. Communications Program (*ASMI Communications Program team*)
  - A. FY24 Brief Recap
  - B. FY25 Update
- VI. Consumer PR Plan (*Edelman*)
  - A. FY24 Campaign Recap
  - B. FY25 Always in Season Campaign
- VII. Break
- VIII. Committee Roundtable
- IX. All Hands on Deck: December 3-5, 2024 at Captain Cook Hotel Anchorage AK
- X. Old Business and Good of the Order
- XI. Public Comment
- XII. Adjourn