



Wild, Natural & Sustainable®

Board of Directors Teleconference
Thursday, April 6, 2017
1:00 p.m. AKST

Draft minutes

I. Introduction

Chair Schultheis called the meeting to order at 1:02 PM AKST on April 6th, 2017.

A. Roll Call

Board members present:

Jack Schultheis, Chairman
Allen Kimball, Vice Chairman
Mark Palmer
Fritz Johnson
Tom Enlow
Tomi Marsh
Richard Riggs
Chris Hladick

Board members absent:

Staff present:

Alexa Tonkovich, Executive Director
Alice Ottoson-McKeen, Administrative Specialist
Susan Marks, Sustainability Director
Heather Sobol, Marketing Specialist

Guests:

B. Approval of Agenda

Tonkovich requested “ex-officio board members” be added as a subject under executive session.

Schultheis agreed to the change and called for further changes. None were submitted.

Motion: Schultheis moved to approve the agenda. Johnson seconded. The motion passed unanimously.

C. Approval of minutes from March 13th meeting

Motion: Enlow moved to approve the minutes. Riggs seconded. The motion passed unanimously.

D. Chairman’s Remarks

Schultheis stated his hope that the teleconference would be a productive one, particularly regarding issues with RFM. He expressed his desire for the board to have made decisions on RFM by the end of the call.

E. Executive Director Report

Tonkovich thanked everyone for coming together on short notice. She stated that ASMI had a successful show and a successful reception at the Boston Seafood show. She reported that ASMI hosted a booth and a town hall in Kodiak for ComFish, and that ASMI also hosted a New York media event that was already yielding good results on social media and in traditional media. She informed the board that initial results from the New York event would be presented at the May board meeting.

Tonkovich transitioned to a rundown of ASMI’s upcoming events. She reported there will be a Domestic Marketing Committee meeting on April 18th in Anchorage and a telephonic Salmon Committee meeting on April 19th, also based in Anchorage for those who want to attend in person. The Brussels show will be April 25th-27th. Tonkovich reminded the board that the next official board meeting will be in Juneau on May 8th with the CAP meeting to follow on May 9th. Tonkovich informed the board she would be out of the office April 11th-17th and requested they contact Jeremy Woodrow or Hannah Lindoff if anything came up in her absence.

II. Public Comment

Schultheis called for public comment. No comments were made.

III. CAP Meeting Update

Tonkovich informed the board that their candidate for the at-large seat, Gregory Jeffers from Gorton's, accepted the invitation to attend the CAP meeting in May. One of the candidates for the U.S. retail seats, Guy Pizutti from Publix, accepted as well. She reported she was still waiting to hear back from the Safeway/Alberton's candidate.

Tonkovich called for feedback from board members on specific issues they would like CAP members to address in their presentations or questions they would like asked during the facilitated discussion. Tonkovich asked board members to call or email her with suggestions. She expressed her hope to tailor the discussion to topics that were of interest to the board.

Palmer asked if the board could receive the questions for the facilitated discussion in advance of the meeting. Palmer stated that one question he had for CAP members was what exposure they had had to ASMI promotional and marketing activity over the last 12 months. Did they think it was money well spent and effective?

Tonkovich thanked Palmer for his question and agreed to provide the board with the questions for the facilitated discussion in advance.

IV. Executive Session

Motion: 1:11 PM Enlow moved to enter into executive session. Kimball seconded. The motion passed unanimously.

V. Reconvene in Open Session

Motion: Johnson moved to reconvene in open session. Enlow seconded. The motion passed unanimously.

VI. Adjourn

Motion: Riggs moved to adjourn the meeting. Kimball seconded. The motion passed unanimously.