



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
- III. ASMI Antitrust Statement
- IV. Approval of Agenda
- V. Approval of Previous Minutes
- VI. Public Comment
- VII. Review Crisis Manual - Edelman, Tessa Ward, Karmina Zafiro
- VIII. Other Project Updates:
 - A. Direct Marketer Outreach & Resources Update - Arianna
 - B. McKinley Research COVID Impacts Surveys, Reports - Ashley
 - C. Consumer PR Projects - Ashley
- IX. Next Meeting: FY22 Budget Proposal, March 31, 2021
- X. Old Business and Good of the Order
- XI. Adjourn