



Wild, Natural & Sustainable®

Alaska Seafood Marketing Institute
Board of Directors Meeting
Tuesday, May 5, 2015
beginning at 8:30 am
at the Goldbelt Building located at 801 West 10th Street
on the 3rd floor in the Hugh Malone Board Room
in Juneau Alaska

approved minutes

Teleconference information:

USA/Canada Toll Free: 1-877-820-7831

International Toll Free: 1-720-279-0026

Passcode: 451857

Chairman Kevin Adams called the meeting to order at 8 :30 AM Alaska Time

In attendance: Kevin Adams, Mark Palmer, Barry Collier, Allen Kimball, Jack Schultheis, Tomi Marsh, Ana Hoffman, Jon Bittner, Senator Bill Stoltze, Mike Cerne, Deb Tempel, Tasha McKoy, Nicole Stangeland, Merle Knapp, Hart Schwarzenbach, Cody Bennett, Alexa Tonkovich, Andy Wink, Stefanie Moreland, Larry Andrews, Christine Fanning, Becky Monagle, Vince OShea, Tom Gemmell, Susan Bell, Hannah Lindoff, Megan Rider, Tom Sunderland, Julie Decker, Representative Sam Kito, Jeanne Mungle, Claudia Hogue, Julianne Curry, Bruce Schactler, Heather Carey, Linda Driscoll, Kate Constantine, Liz Powell, Katie Goldberg, Tyson Fick and Alex Oliveira.

Barry Collier made a motion, Mark Palmer seconded the motion, to adopt the agenda as presented, the motion passed unanimously.

Barry Collier made a motion, Allen Kimball seconded the motion, to approve the minutes form the March 3rd Board teleconference, the motion passed unanimously.

Chairman Kevin Adams thanked Amy Humphreys for her service to the board, and officially welcomed Allen Kimball to the board.

Mike Cerne congratulated Alexa Tonkovich on the achievement of the Alaska Top 40 Under 40 and announced new staff of Jeanne Mungle and Tasha McKoy. He has invited Brian Perkins of MSC to address the board at 10:45 AM. Mike gave a legislative update, reported on the success of the Symphony of Seafood, and the Boston and Brussels shows, the status of the new OMR's in WEU

and CEU, and the status of the web design RFP. Mike informed the group of the upcoming CCC meeting, GSSI pilot testing, FAS audit, and CAP meeting.

There was not public comment

Alaska Seafood Industry Update – Andy Wink attachment 1

ASMI Budget Presentation – Becky Monagle attachment 2

- FY15 Update
- FY16 Budget

Becky stated that using conservative estimates and making assumptions, the balance of the AMSI reserve account would be approximately \$4 million at the end of June 2015.

Charge to Staff: Mark Palmer would like a standard template for the budget reports for each program. He would like a comprehensive overview done focusing on finding the duplicate efforts in our programs by a newly formed working group.

Seafood Technical Budget – Alex Oliveira attachment 3

The certification and annual surveillance audits were discussed and efforts are being made as to not duplicate efforts and travel, Alex is looking at alternates to reduce costs. The main barrier to bringing in new CB's is the requirement that they be ISO 1765 accredited.

Mark Palmer asked about the Milan Food Expo at the World Fair and why it is in the Technical Budget, Alex explained it would be the venue that we would roll out our RFM and sustainability message. Mark expressed a concern that we are not ready for the RFM roll out and inquired about canceling the show, he feels like it is coming from the wrong program. Alex informed him that it is too late to cancel. The discussion continued about what the benefits of the fair, and the Future of America Food.

US Foodservice Budget – Claudia Hogue attachment 4

Claudia clarified that the increase of 70% of a person is not clearly reflective because we do not have a full service PR agency doing our POS development like we had in the past.

US Retail Budget – Larry Andrews attachment 5

Mark Palmer asked that the CIF and other promotions be on a shared calendar and share the calendar with the industry. Larry explained that retailers like to do it on their own schedule and not one big push at one time.

Charge to Staff- to a report on 2014 CIF numbers and a comprehensive report to the Board

Brian Perkins of the Marine Stewardship Council MSC

Spoke to the board and gave his background and the vision of MSC

Global Food Aid Budget – Bruce Schactler attachment 6

Communications Budget – Tyson Fick attachment 7

Executive Session

A motion was made by Mark Palmer, seconded by Jack Schultheis to move into executive session, the motion passed unanimously.

A motion was made by Mark Palmer, seconded by Jack Schultheis to move into regular session, the motion passed unanimously.

Consumer PR Budget – Liz Powell and Katie Goldberg with Edelman attachment 8

International Budget – Alexa Tonkovich attachment 9

The board offered a time for committee members to address ASMI budget concerns

Hart Schwarzenbach - Seafood Technical Committee Chair had nothing additional to add to the report

Tom Sunderland - Retail Marketing Committee Chair, Joint FS and Retail Marketing, and Salmon Committee Chair commented on the post Lent sockeye frozen promotion is proving to be a good thing. They are also more successful at selling frozen vs canned. The Retail Committee is opposed to cutting the domestic programs the reasons being the strength of the U.S. market and the dollar, critical mass needed for advertising, and that the domestic market is the best market to push seafood, not the international market

Merle Knapp - International Marketing Committee member – complimented ASMI staff on the hard work, leverage, and collaborate efforts to make our dollars work for us.

Set priorities and approval for FY 16 Budget

A motion was made by Barry Collier, seconded by Allen Kimball, to increase the Seafood Technical Budget by \$150,000 as per staff recommendations, the motion passed unanimously.

A motion was made by Mark Palmer, seconded by Tomi Marsh to replace the \$500,000 reduction in the domestic marketing plan (consumer advertising) budget with reserve funds, the motion passed unanimously.

It was confirmed that the proposed budget would be increased by \$650,000 by reducing the reserves.

A motion was made by Barry Collier, seconded by Tomi Marsh to approve the budget as amended with the increase of \$650,000 by reducing the reserve funds, the motion passed unanimously.

A motion was made by Mark Palmer, seconded by Barry Collier to approve the Clover Leaf canned salmon marketing proposal through the Retail Marketing Program that was offered at \$125,000 to support a canned salmon promotion of red halves in Canada, the motion passed unanimously.

Barry Collier clarified that we are using the new language from the Attorney General that has been approved by Clover Leaf.

A motion was made by Mark Palmer, seconded by Barry Collier to adopt the procurement policy and procedures dated May 5, 2015 as recommended in the ASMI 2014 fiscal audit conducted by Altman Rogers and Co., the motion passed unanimously.

A motion was made by Mark Palmer, seconded by Allen Kimball to appoint Stefanie Moreland to the RFM committee, the motion passed unanimously.

A motion was made by Allen Kimball, seconded by Jack Schultheis to appoint Barry Collier as Chair and Tomi Marsh as Vice Chair of the ASMI Board of Directors, the motion passed unanimously.

Old Business

Sockeye Marketing Plan by Larry Andrews attachment 10

New Business

2015 All Hands date discussion

A motion was made by Barry Collier, and seconded by Jack Schultheis to hold All Hands on Deck the week of October 19th 2015 in Anchorage, the motion passed unanimously.
Actual dates are October 21-23, 2015 in Anchorage Alaska.

A motion was made by Mark Palmer, seconded by Barry Collier to adjourn the meeting, the motion passed unanimously.

The meeting was reconvened quickly by Chairman Barry Collier for the following motion:

A motion was made by Mark Palmer, seconded by Jack Schultheis to add \$40,000 to the ASMI Global Food Aid budget for the purposes of a USDA tour and \$110,000 for the Legislative Capital Grant to continue the Herring and Protein Powder Projects, the motion passed unanimously.

The meeting was adjourned by Chairman Barry Collier.