



*Wild, Natural & Sustainable*

## **ASMI Domestic Marketing Committee Meeting**

Wednesday, October 26<sup>th</sup> 2016

10:00 AM AKST

Endeavor Room, Captain Cook Hotel, Anchorage, AK

### *Draft Minutes*

Present: Co-Chair Julianne Curry, Co-Chair Thea Thomas, Tom Sunderland, Matt Christenson, Bob Barnett, Mike Cusack, Jennifer Castle, Ron Jolin, Mark Gleason and Jamie Marshall

Absent: Peggy Parker

Domestic Staff Present: Linda Driscoll, Karl Uri and Heather Sobol

#### **I. Call to Order**

The meeting was called to order at 10:00 AM by Thea Thomas. Thomas explained that she and Julianne Curry would be co-chairing the meeting and that Curry would give the opening remarks. Heather Sobol called the roll; it was determined that a quorum was present.

Curry reminded the committee of *Robert's Rules of Order* and that the committee should use the time they have together efficiently. She reiterated that this is the first meeting since the restructuring of the Domestic Marketing Committee and explained to those in the audience how the committee was structured in the past.

#### **II. Approval of Agenda**

Thomas suggested two changes to the agenda. Mark Gleason moved to approve the agenda as amended. The motion was seconded by Ron Jolin and passed unanimously.

#### **III. Approval of Minutes**

Thomas invited the committee to review the three sets of minutes needing approval from the 2.23.16 Foodservice, Retail and Joint Committee meetings. Jolin moved to approve the minutes as presented, Mike Cusack seconded; the motion passed unanimously.

#### **IV. Public Comment**

Thomas invited everyone in the room to introduce themselves. First the committee introduced themselves, then the domestic staff and then the public all introduced

themselves. Thomas thanked everyone for their attendance. There was no further public comment.

**V. Executive Director Update**

Thomas invited Alexa Tonkovich, ASMI Executive Director to give the committee an update on the organization. Tonkovich spoke to this being a time of transition, but that the domestic programs are in good hands with staff and contractors. Tonkovich explained that they are currently in the hiring process for a new domestic director and that once the position is filled, she will be sure to share it with the committee right away.

**VI. New Committee Orientation (“Domestic 101”)**

Karl Uri, ASMI Foodservice Manager, spoke about the intent of the section of the meeting and Thomas added further detail, explaining that it is for retail to learn about foodservice and vice-versa. Thomas invited Linda Driscoll, ASMI Retail Manager to start.

Driscoll introduced herself and detailed her history with the organization and presented what the program has been up to since Larry Andrews’ retirement in April. Key focuses are foodservice at retail, getting kids to eat more seafood and more co-op opportunities in the retail marketplace.

Driscoll invited Tricia Sanguinetti to present to the committee. Sanguinetti explained her role as a contractor with the organization and explained that she is essentially an agency in one person. She then walked through the SWAP Meat ® campaign as an example to show what her role is from conception to completion on a project.

Driscoll then invited Mark Jones, Retail Marketing Representative, to present to the committee. Jones explained what his role with the retailers is to the committee and that it is to maintain contact with retailers and that he is the closest we have to a “sales” man for the organization. He explained that he also works with specialty distributors that also work with retailers and collaborates with David Woolley, Distributor Promotions, with those distributors. Jones also explained that he is responsible for helping with POS distribution, customized kits for retailers, in-store demo’s, co-op partners and more.

Uri introduced himself to the committee again and explained his fishing family background and his history with the organization. Uri then asked that Woolley to present to the committee. Woolley explained what his role is with broadline distributor promotions and walked the committee through his handout, which showed several sample promotions.

Uri asked Jann Dickerson, National Accounts, to present to the committee. Dickerson introduced herself to the committee and explained how she sets up National Accounts – Operator Promotions.

Uri invited Heather Sobol, Domestic Marketing Specialist to introduce herself to the committee and explain her role within the organization.

Matt Heres from Reverly Agency introduced himself to the committee and walked the committee through trade public relations for both retail and foodservice.

Tom Sunderland asked a follow-up question to Driscoll, asking for clarification on her comment “by bringing the programs together.” Driscoll explained that certain partnership requirements that were in place for retail have been removed, bringing the requirements into alignment with the foodservice partnership requirements and allowing for more promotion and partnership opportunities.

Jamie Marshall suggested meeting with our resources to really partner together with foodservice at retail and asked if there are any educational classes at colleges & universities. Dickerson explained how foodservice partners with the schools for education and possibly bringing in a fisherman to have an engaging conversation that is educational for students.

Jolin asked about targeting kids to the committee members. Matt Christenson responded with creating a higher quality fish stick and Marshall explained creating a recipe that has spice and taste as the flavor profile since kids are looking towards that now. Uri stated that if we are able to get that information from the processors it can be leveraged with Consumer PR and trade.

*The committee broke at Noon for lunch and reconvened at 1:05 pm. Thomas called the meeting back to order at 1:05pm.*

#### **VII. Committee Structure**

Thomas asked Sunderland to lead off the discussion of committee structure. Sunderland posed the question, does the communications committee need to be formed because they will affect the domestic programs or should the domestic committee be expanded to cover all programs, retail, foodservice, communications and consumer PR? A discussion followed.

**Mike Cusack made a motion to the board that the Domestic Marketing Committee put forth the recommendation to expand the Domestic Marketing Committee to include members to oversee the Communications and Consumer PR programs, rather than forming a separate Communications Committee. The motion was seconded by Ron Jolin. A discussion followed; the motion passed unanimously.**

#### **VIII. Budget**

Thomas and Curry asked that Uri and Driscoll speak to the approved FY17 budget and the intentions with a domestic budget going forward. Becky Monagle, ASMI Finance Director, informed the committee that once the budgets are combined, you lose the history and that it was her recommendation that at this time they not be combined. A discussion followed.

The committee requested that they have a planning document in front of them for each meeting that is constantly updated to see what is happening with each program, where each program is at, at that point in time and what is planned going forward. The recommendation from the committee is that staff work on new budget documents right away and present to the committee via email and possibly hold a short teleconference committee meeting so that the budget documents that are presented at our next budget

committee meeting are already approved by the committee and are in a functioning document.

Driscoll, Uri and Monagle also walked the committee through the FY16 closeout and explained why funds from the retail program were left unspent. A discussion followed as to how to avoid that in the future.

**IX. Communications and Consumer PR Update**

Curry asked Tyson Fick, Communications Director to present to the committee. Fick spoke to the committee about his role and how his program interacts and works with Edelman, who holds the Consumer PR contract. Fick invited Katie Goldberg, Edelman to present the Consumer PR program. Goldberg also spoke to how the overarching Consumer PR program helps to support the domestic programs. Curry spoke to the Wheel Watch newsletter and thanked Fick for bringing it back and distributing it to the fleet and helping spread the good work of ASMI. Curry also asked about the contract with Ryan and Sara Hall and what the plan is for the future. A discussion followed on how the evolution of their sponsorship should continue. Curry thanked Fick for his years of service and hard work and dedication to the organization.

**X. Industry Update**

Cusack – Alaska Pollock. What would it take to do a national promotion at retail of Alaska Pollock fillets? What would it cost? How do we significantly move the needle? This is a great opportunity so what do we need to make it happen? This should be an effort for all of domestic, including Edelman. A discussion followed.

Jolin – Crab shortage. We know we will have a crab shortage for a while and don't want to lose that market share. What can be done? Do we move some surimi products into crab? A discussion followed.

**XI. Old Business and Good of the Order**

Curry asked if there was any old business to discuss. Thomas spoke again about not getting information from other committees and that this will be brought up again in the committee questionnaire section later in the meeting.

Curry also stated that she encourages continued outreach in the industry to make contacts and be brand ambassadors.

Uri asked the committee that when they are out and see Alaska on a menu to take a photo and send it to him. He will then distribute to Revelry and have them add to our database.

Driscoll and Uri asked for input on the new crab POS. Curry asked that the committee reach out the shellfish committee and ask for feedback and provide that to staff before the items are printed.

## **XII. Operational Committee Questions**

The committee discussed the five key questions below. Committee response to the Board of Directors can be found at the end of these minutes, which was submitted on behalf of the committee by the newly elected chair.

### **Key Questions:**

1. What major challenges do you see the ASMI program you guide facing in the coming years? (short-term and long-term) Please specify by market, species, or general programmatic concern.
2. What strengths or opportunities have you identified in the ASMI program you guide?
3. Taking into account comments from the species committees, are there any changes you would suggest be made in the ASMI program you guide?
4. Are there any specific questions pertaining to your program you would like the ASMI Board to address?
5. Are there any specific actions pertaining to your program you would like the ASMI Board to consider?

## **XIII. Schedule Next Meeting**

The committee discussed meeting as soon as possible, perhaps via teleconference, pending the outcome at the board of directors meeting and when a new director is hired. The exact date is TBD.

## **XIV. Election of Chair and Vice-Chair**

A discussion followed on electing a chair and vice chair. Sobol distributed paper ballots and tallied the submissions.

- Chair Thea Thomas
- Vice-Chair Julianne Curry

## **XV. Adjourn**

No additional closing comments. Barnett moved to adjourn, Jolin seconded. Motion carried unanimously and the meeting adjourned at 3:49pm.

### Q#1 Major challenges

The major challenge facing ASMI is long term financial stability.

There are many budget uncertainties, this being said, it is the desire of the Domestic Marketing committee to maintain current funding levels for both the Retail and Foodservice Programs (\$2,000,000 each).

Another major challenge at this time is species specific concerning Alaska Pollock. This is addressed in more detail in question 3.

Other challenges facing ASMI are; the continuing need to advance the dialogue around the sustainability of Alaska seafood, while recognizing that there are many competing voices, and in addition to address the questions concerning labor practices and social responsibility in the seafood industry.

### Q#2 Major Strengths

One of the strengths of ASMI is that Alaska seafood is the strongest branded protein in the country. Other strengths are that ASMI has solid tools for promotions, and that we have an accomplished and experienced staff and great contractors. We have an authentic and engaging story, and authenticity is what is resonating with the next generation of seafood eaters.

### Q#3 Comments from Species Committees.

We have an opportunity with Alaska Pollock. We need to move the needle in Alaska Pollock sales, by continuing to leverage more Whitefish items with current operators. We have asked the Domestic Marketing staff to explore the possibilities of specific Pollock promotions; this includes all forms of Alaska Pollock. We understand that this presents a problem at retail. The Domestic Committee discussed the recommendation by the Whitefish Committee to allow branded Alaska Pollock promotions and voiced concern that this would require changes in statutory language, and that it was beyond the scope of this committee.

We are moving forward the request from the Halibut Com. to ask staff that Halibut always be called out as Alaska Halibut on all Point of Sale material. This committee also expressed concern that there is still a discrepancy in the nomenclature between Black Cod and Sablefish. We were told that the FDA

states that the proper name is Sablefish and that ASMI is using the name Back Cod in all our materials. This needs to be resolved.

The Salmon Committee asked for continuing support for Sockeye and Keta salmon promotions in all product forms – frozen and refreshed and in expanding fresh markets. The Salmon committee also recommended that someone with experience in the Canadian market be seated on the Salmon Committee.

#### Q#4 Questions for BOD to address

We ask the board to continue to focus on the "Sea to Table" movement and to improve marketing of Alaska seafood to kids; this may involve other committees, in figuring how to get kids to eat more seafood, and to expand our presence on YouTube and social media.

The committee would also like the BOD to continue to explore the full utilization of all species.

#### Q#5 Actions for BOD to consider

We believe we have an opportunity with the new Domestic Marketing committee structure. We would like the board to consider additional ways to engage the Domestic Committee with the Communications Program. There was concern within our committee about forming another committee. A motion was made and passed unanimously that reads "...the Domestic Marketing Committee puts forth the recommendation to expand the Domestic Marketing Committee to include new members that would assist in overseeing the Communications and Consumer PR programs, rather than forming a separate Communications Committee."

We also had a lengthy discussion about how to streamline the committee process and to reduce confusion. Some of the suggestions included; a new committee member training guide and improving communication by having committee chairs write a synopsis of committee meetings to be distributed to all committees, not just their members. We would like the operational committees to have the opportunity to meet more frequently, our committee would like to meet quarterly with at least two of these meetings be by teleconference.

The committee also struggled with how best to combine and streamline the Retail and Foodservice budgets and create standardized documents. The committee is committed to working with staff on this issue.