



*Wild, Natural & Sustainable®*

Alaska Seafood Marketing Institute  
Board of Directors Teleconference Meeting  
Monday, January 27, 2014 at 2:00 pm  
**Approved Minutes**

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

At 2:05 pm the meeting was called to order.

#### **II. Roll Call**

Board Members Present:

Kevin Adams, Chair

Mark Palmer, Vice Chair

Barry Collier

Amy Humphreys

John Garner

Jack Schultheis

Bruce Wallace

John Moller

Roberta Graham

Others present: ASMI staff Executive Director Mike Cerne and staff including; Naresh Shrestha, Tyson Fick, Deb Tempel, Nicole Stangeland, Alexa Tonkovich, Claudia Hogue, Karl Uri, Lilani DeLateur, Linda Driscoll, and Randy Rice. Also in attendance Bob Tkacz with Laws for the Sea and Pat Forgey with the Alaska Dispatch.

#### **III. Approval of the Agenda**

**Motion:** A motion by Mr. Wallace was made to approve the agenda. Mr. Palmer seconded the motion. The motion was adopted by unanimous consent

#### **IV. Chair Report**

Nothing to report

## V. Executive Director

For the good of the order, ASMI has a request to the new Director of National Marine Fisheries Service NMFS, Ms. Eileen Sobeck to meet with the ASMI staff in Boston.

## VI. Public Comment

None

## VII. Pink Salmon Promotion Update

**Motion:** A motion by Mr. Collier to take out the second round of International funding from the 1.5 million and allocate the balance of the 1.5 to end cap promotions in the Retail Program. If a second round of International proceeds forward it needs prior approval. Mr. Garner seconded the motion. The motion was adopted by unanimous consent.

## VIII. Executive Session

**Motion:** A motion by Mr. Garner was made to go into executive session. Ms. Humphreys seconded the motion. The motion was adopted by unanimous consent.

**Motion:** A motion by Mr. Collier was made to reconvene into regular session. Mr. Garner seconded. The motion was adopted by unanimous consent.

## IX. Adjourn

**Motion:** A motion by Mr. Collier was made to adjourn the meeting. Mr. Palmer seconded the motion. The motion was adopted by unanimous consent.

Respectfully, Deb Tempel

 4/23/2014  
Kevin Adams  
Chairman