



Joint Foodservice, Retail & Communications Marketing Committee Meeting
All Hands, Anchorage, Alaska, Egan Center, Room 5
Thursday, October 22, 2015
10:00am

Draft Minutes

A meeting of ASMI's Joint Foodservice, Retail & Communications Marketing Committee was held on Thursday, October 22, 2015 at 10:00am at the Egan Center in Anchorage, Alaska during the annual All Hands meeting.

Present were: Tom Sunderland, Chair - Retail (Ocean Beauty Seafoods)
Matt Christenson, Vice Chair - Retail (Trident Seafoods)
Bob Barnett (Harvester)
Yvonne Shay (Peter Pan Seafoods)
Ron Jolin (Harvester)
Arni Thomson (Alaska Salmon Alliance)
Mark Gleason (Alaska Bering Sea Crabbers)
Scott Blake (Copper River Seafoods)
Jennifer Castle, Chair – Foodservice (Harvester)
Rasmus Soerensen (American Seafoods)
Mike Cusack (Icicle Seafoods)
Julianne Curry (Harvester)
Peggy Parker (HANA)

ASMI Staff: Claudia Hogue, ASMI Foodservice Director
Larry Andrews, ASMI Retail Director
Linda Driscoll, ASMI Assistant Retail Director
Karl Johan Uri, ASMI Foodservice Marketing Specialist
Heather Sobol, ASMI Marketing Specialist
Tyson Fick, ASMI Communications Director
Mark Jones, ASMI Retail
Jann Dickerson, ASMI Foodservice
Dave Woolley, ASMI Foodservice
Tricia Sanguinetti, ASMI Foodservice
Nicole Stangeland, ASMI Communications
Matthew Arnoldt, ASMI Fiscal

Guests: Carol Merry, Carol Merry Marketing Services
Patrick McGuire, Edelman
Liz Powell, Edelman
Kristin Sundberg, Edelman
Andy Wink, McDowell Group

I. CALL TO ORDER:

The meeting was called to order by Chair Tom Sunderland at 10:02am. Heather Sobol called the roll; it was determined that a quorum was present.

II. APPROVAL OF AGENDA:

Sunderland walked the committee through the schedule of the day and asked if there was feedback about having a longer joint meeting and shorter individual meetings. Julianne Curry stated that the joint meeting is very valuable and would support reconvening as a group after lunch to finish the joint meeting before moving to individual committee meetings. Sunderland also clarified that the line item on the agenda reading "ASMI Budget Discussion" is misleading, that this is not a budget meeting, but refers to the overall ASMI budget situation moving forward. The committee all agreed with the agenda as presented.

III. APPROVAL OF MINUTES:

Sunderland invited the committee to review the previous meeting's minutes. **Bob Barnett moved that the minutes be approved as submitted. Curry seconded the motion, which passed unanimously.**

IV. PUBLIC COMMENT:

Sunderland asked if there was any public comment and asked if those that have comments, please raise their hand to be addressed by either chair. No public comment was given at this time.

V. OLD BUSINESS AND GOOD OF THE ORDER:

Sunderland explained that the committee was tasked by the Board of Directors, to oversee the communications program, same as is done for the retail and foodservice programs, as well as consumer advertising and consumer PR. Sunderland further stated that they will review the budgets to allow direction and see what is working or not working, what the priorities are and establishing new priorities.

Jennifer Castle explained that the questions for the operational committees will be handled in the joint meeting together for the overarching ASMI questions and that there will be individuals leading each question for a robust topic of discussion. Castle further stated that we all need to leave here today with priorities for the communications program and if we do not, we have not done our job.

Sunderland reminded the committee that ASMI meetings are public and recorded and that all comments and discussion points are public. He also reminded the committee that anything that might violate anti-trust law cannot be discussed (such as pricing, sales, customers, etc.) and to keep the meeting focused on what ASMI can take action on, not on what the needs of each company might be.

VI. INDUSTRY UPDATE:

Sunderland explained that this is to be an open discussion for those item/topics that were brought up in the species committee meetings.

Peggy Parker reported, unofficially, that there may be a larger TAC for Halibut. However, right now, it is just "dock talk" and more will be known in the coming weeks.

Yvonne Shay spoke to Bairdi Crab and the name recognition and that there is concern about Bairdi Crab being called out as a smaller size crab.

Barnett spoke to the ASMI mission statement and revising it, to include *The Halibut Act*.

Curry spoke to continuing to push Sockeye and that the budget is in a period of crisis right now. That this crisis impacts all budgets, not just ASMI's, including Fish & Game, the Marine Safety Program, the DEC fish sampling program and so much more. She urged everyone to continue to weigh in with their recommendations.

Castle spoke to synergy among the group, specifically with having lots of great materials and continuing to get it to the right place and out to those that need it.

Arni Thomson spoke to the consumer not knowing what Bairdi Crab is and needing to do some work on educating the consumer. Sunderland asked Thomson for clarification, asking, does he mean doing in-state marketing for Bairdi Crab. Thomson replied, yes. Tyson Fick stated that he hasn't seen any product in the marketplace, as of yet. Mark Gleason explained that there was a lengthy nomenclature discussion at the shellfish committee meeting and that Bairdi Crab is not an FDA acceptable name in the marketplace, which makes it difficult to specifically call out as Bairdi Crab. Gleason further explained that the only acceptable marketable name is Snow Crab, for both Bairdi Crab and Opilio Crab. Gleason stated that it is an item that continues to be worked on. Parker asked how Bairdi Crab is currently marketed by ASMI; Claudia Hogue replied that we have always said Snow Crab.

Mike Cusack stated that we need to ensure that all ASMI staff is on the same page with all species and understanding what each is called and how they should be marketed in order to be consistent. Curry stated that at the next joint meeting, perhaps this needs to be added to the agenda to have a more detailed discussion.

Rasmus Soerensen detailed challenges that were discussed with the whitefish committee including, product forms that are performing more than others with Alaska Pollock and the name issue with Alaska Pollock. He detailed what GAPP is trying to petition with changing the name from Alaska Pollock to Pollock, so that when it is specifically called out as Alaska Pollock, the consumer is assured that it is in fact from Alaska. Currently, Russia markets their product as Alaska Pollock because that is the legal name.

VII. PROGRAM OVERVIEWS:

Sunderland explained that because full presentations were conducted the day before, in this meeting, an overview will be given, rather than the full presentation again.

Consumer Advertising – Carol Merry Marketing Services

Carol Merry started her overview with definitions of what impressions, click-through rates, engagement rates and take-over pages are. Merry also clarified that even an advertisement on a page counts as an impression. Merry then explained how we are not buying on a fiscal year, rather than a calendar year now because of the budget. Merry walked the committee through her report and what consumer advertising has been purchasing.

The goal of ASMI's media plan was:

- To reach more of our target audience throughout the US (many more impressions)
- To reinforce the media message across multiple platforms and to build frequency
- To increase click-through rates from the media to the www.wildalaskaseafood.com website
- But most importantly, to sell more seafood!

The media mix = magazines, on-line advertising, radio traffic reports and events.

Parker asked if there is any way to compare click-through rates or impressions from ASMI to either another commodity or to compare on a year by year basis. Larry Andrews stated that you would have to go through how they are reporting and look to our IT contractor and see what is being pushed through to our website. Parker said that it is good information, but is still trying to put it in context. Andrews stated we are delivering at a much higher rate than the average. Sunderland stated he agrees it is hard to compare when there is nothing to compare it to and Merry stated budget also factors in. Sunderland stated we need to come up with some way to put it on context, even if it is imperfect.

Communications Program – Tyson Fick

Castle asked Fick to highlight for the committee the programs activities the past few years, including a detailed account of how the program grew from a budget of \$300,000 to \$1.2M. Castle also moved to the flip chart at this time, to take large notes for the committee.

Fick explained they reach their audience, the consumers, in three ways, but primarily focus on the second two:

- Paid Media

- Earned Media
- Our own channels (social media, websites, etc.)

Fick walked the committee through the budget changes over the past few years and Thomson asked what percentage of the budget is being used for in-state communications? Fick replied most the budget is being used for in-state communications. Thomson stated he would like to see everything that is being done in-state in further detail. Fick stated he would provide that to the committee.

Fick stated that the largest elements of change between FY11 = \$300k to FY15 = \$1.2M is:

- Increased labor support
- Social media content added
- Fleet advertising/ magazines
- Elevated event sponsorships
- Attended more events
- Consumer research
- Doing more in-state to support PR
- FAM in-state
- Shipping fish

Barnett asked specifically about Pacific Marine Expo. Fick replied that what are paid for out of his budget are the booth space, swag and travel.

Matt Christenson asked if the budget increase that the communications program has seen, came from any other programs. Flick replied that some had come from other programs, such as Nicole Stangeland's salary moving to communications from the administrative budget, where Stangeland's responsibilities used to belong. However, that is not taking money away from another program, it is reorganizing it.

Sunderland stated that the increases to the communications budget came when the organization had more of an overall budget. Now that budgets may not be maintained and cut, what is a priority and what is not a priority for the program? What is the most important, what is the second? What would we fall on our sword for? That those are all things to consider when looking to future budgets.

Scott Blake asked if there were traffic reports in Alaska over the summer. Merry replied yes, there were. Blake stated they were distinctive and were well received, as he heard one and was surprised as he had not heard them before. Andrews stated that the evening drive time is often when consumers are making the decision about what they will be having for dinner. Merry stated that the copy might be able to be changed to specifically run in Alaska and is going to double check.

Castle asked if Fick could explain how his program interacts with the Consumer PR program and Edelman. Fick stated that there is the partnership with the FAM trips, as well as fishing photos and more.

The notes below were discussed after the group broke for lunch, however for organizational purposes; they have been listed under the appropriate program overview.

Sunderland stated that it all comes down to 4 things:

1. Paid – Advertising is critical
2. Not Paid – PR earned
3. In-state
4. Out-of-state

Communications Program Priorities:

- Pacific Marine Expo (if all other events had to be cut due to budget constraints)
- Focus on food; chefs/ Alaska Grown program
- Athlete sponsorships, such as Kikkan Randall

Consumer PR – Edelman

Domestic Consumer PR Priorities (Activities):

- Paid advertising (Christenson and Soerensen believe this is the most important)
- Print and online paid advertising
- PR – big bang for the buck? A discussion followed on paid versus earned advertising. Curry asked which is more effective. How do we measure this? Castle asked the question to ASMI staff, are we happy with the impact and results? Hogue replied that yes, absolutely. Hogue further stated that Edelman is doing a wonderful job to get our message out. Andrews stated that what they are doing with our program messaging helps to build the brand.
- React to articles that are bad for seafood with strong PR efforts and the flexibility to react
- In-state
- Out-of-state

Message

- Alaska Brand
- Overarching themes
- Alaska brand out to all markets

VIII. QUESTIONS TO THE COMMITTEES:

A discussion followed each question, however, for the purpose of the meetings minutes, the information below is exactly as it was presented to the Board of Directors by Castle and Sunderland.

Question 2: What major challenges do you see ASMI facing in the coming years?

Year 1:

- Budget
- How to stabilize?
- Declining state revenue
- Fish tax

Year 5:

- Budget
- Sustainability, NGO's
- Moving target for standards?
- How we handle is key
- Differentiation in the global market
- Consolidation of wild fish areas/ groups
- More organizations like ASMI
- Investment in fisheries; boats, manufacturing, especially in Russia
- Staying relevant – key for ASMI
- Industry consolidation
 - Ex: mass markets, brand has several processors
- Perception of our waters due to global warming/ climate change
- We are on it... here in Alaska
- Social responsibility
- Sustainability messaging challenges for ASMI
 - NGO's
 - Climate change
 - Perception of our waters

Year 5-10:

- Gear communications to young people – since parents currently don't cook much seafood at home (US Market)

Year 10:

- Face of fleet changing

The meeting adjourned for lunch and reconvened at 1:11pm.

Question 3: Do you see opportunities for increased efficiencies or coordination between programs?

- Yes, by streamlining Consumer PR and consumer activities

Priorities:

1. Consumer Advertising and Consumer PR
2. In state awareness and prioritization based on funding available. If we do not have enough for the activity, to have an impact, we will move money to another priority or activity. However, the budget may be cut and we would go to free or low cost ideas to meet objectives. Staff will also look into efficiencies further.

Question 5: Are you familiar with ASMI's websites and social media channels? ASMI has a consumer site, www.wildalaskaseafood.com and a corporate site, www.alaskaseafood.org as well as active accounts on Facebook, Instagram, YouTube, Pinterest and Twitter.

- Yes

How often do you visit the ASMI corporate website, www.alaskaseafood.org?

- Yes, but as needed for information
 - How will the new website be launched? Please soft launch it with committee members before it goes live to the public

Is there information that isn't on the ASMI websites that should be?

- Yes
 - A full list of all ASMI staff, including bios and a photograph
 - A full list of committee members and what the intent and process of each committee is
 - Direct staff to look into having an online store to sell SWAG possibly
 - Information on industry promotions.

Are there ways we can improve our social media marketing?

- Yes: Expand on the YouTube channel with more video clips. Perhaps having videos of Alaska Seafood being cooked in a kitchen

There was praise from the committee on the side-by-side budget document, which is a work in progress, which the Board of Directors directed staff to create. They asked that this document be presented at each committee meeting.

IX. SCHEDULE NEXT MEETING:

The next Joint Foodservice, Retail and Communications Marketing Committee meeting will be determined at a later date once the dates are set for the spring 2016 Board of Directors meeting.

X. ADJOURN:

Ron Jolin moved to adjourn the meeting. Parker seconded the motion, which passed unanimously. Meeting adjourned at 2:32pm.