



*Wild, Natural & Sustainable®*

Alaska Seafood Marketing Institute  
Responsible Fisheries Management (RFM) Committee Meeting  
Thursday, September 14, 2017 at 10:00 AM PST  
United States Seafood, 1801 Fairview Avenue East, Suite 100  
Seattle, WA 98102

Committee Members Present

Mark Fina - Chair  
Stefanie Moreland  
Jim Gilmore  
Julie Decker  
Dave Benton (on phone)

Others

Alan Kimball, Board Member  
Tomi Marsh, Board Member  
Christopher Oliver, Alaska Seafood Co-op staff  
Kat Consenstein, Rising Tide Consultant (on phone)  
Jeff Regnart / ASMI Fisheries Consultant-Staff  
Tricia Sanguinetti / ASMI Consultant Staff  
Lisa Martinson / ASMI Admin Support Technician-Staff

**Opening Items**

- a. Meeting was called to order at 10:08am
- b. Introductions were made around the table and on the phone
- c. **Gilmore motioned to approve the agenda; Decker seconded; motion was unanimously approved**
- d. Minutes approval  
- January 9, 2017, meeting summary approval. Accepted. **Moreland motioned to approve the draft minutes from the January 9<sup>th</sup> meeting; Gilmore seconded; motion was unanimously approved**

- e. Opening Remarks
  - Fina is happy with the process to edit the QMS and Procedures. He would like to express thanks to Wes Tolner and Jeff Regnart for their attention to this document
- f. Goals & Discussion for current meeting
  - Today's focus is on high-level issues as listed for the QMS and Procedures
  - It would be fair to have a little more time with these documents to understand the policy calls and identify if there are any more
  - Schedule one more meeting before All Hands to solidify this committee's recommendations to the Board of Directors re: QMS, Procedures and logo
  - RE: new RFM logo, review and get a consensus from the committee on preference

### **Public Comment**

There was no public comment.

### **New Business**

- a. Mark Fina is recognized as the Chair and Ron Rogness (not present today) is recognized as the Vice Chair
- b. RFM Logo Discussion with Kate Consenstein (on the phone)
  - The consensus is that design B is the most pleasing to the committee, with minimal wording
  - The committee requests more visuals of this option elongated, in mono color and in a 2-color version
  - There is hope that the logo can facilitate future partnerships in the Americas and in Europe
  - Committee is interested in getting the International Committee's opinion on design B
  - **Consenstein will create more versions of design B for the committee to view just before All Hands, Sanguinetti will follow up**
- c. Procedure Review and Edit
  - Not closing discussion on anything today. Bring it up if you see it, but we'll also discuss at the next meeting. Not doing a line by line, but nothing's off the table. Jeff will walk us through. The Email directs you to the key issues. Wes Tolner will dial in and answer questions this afternoon. Mark, Tricia & Jeff made the edits; Wes only made comments.
  - Procedure 1: add clarity to assessor-required training; is there savings in ISO alignment vs. accredited?
  - Procedure 10: overlaps with Procedure 1, could we edit it down and include it with 1?
  - Lunch Break
  - Procedure 2: will align with Procedures 1 and 10; will reflect that a desktop surveillance audit, then go to a limited area assessment around any issue discovered
  - Procedure 3: no push to meet more supplemental GSSI points

- Procedure 4: **Moreland will have Chain of Custody experts from the Technical Committee look over this procedure and she will report back in approximately 3 weeks**
  - Procedure 5 and 7: should they be combined?
  - Procedure 6: the seal will not be consumer-facing on non-human grade products
  - Procedure 7: revise this to request only a streamlined report annually for the Board of Directors at the All Hands meeting; bring back revised 1.1 and 1.2, simplified
  - Procedure 8: suggested to combine Procedures 5, 7, and 8
  - Procedure 9: complaint process about the program itself, move to Administration, then the rest of this section (after streamlining) could move to Procedure 2 or 3
- d. QMS Review and Edit
- Per the committee, Tolner will clarify when the “clock starts” on the time period on keeping documentation
  - We do have an MOU with the AB’s and that is where it states the AB has to be compliant with ISO 17011
  - **Tolner and Regnart will create an appendix for the items that will stay in the QMS**
- e. Discussion
- The committee agreed to a mid-October meeting to revisit the Strategic Plan, see what’s relevant, and prioritize the items, plus finalize the QMS and Procedures
  - **Staff will email the 9/2/14 version of the Strategic Plan to the committee**
  - Assess industry support for the program, and what kind of outreach is necessary to get that feedback
  - The committee will show the Board the updates done and outline what it thinks are the next steps, then request direction from the Board
  - The Board could have a meeting to review and discuss before All Hands; Then at All Hands, implement recommendations from this committee; attending Board Members concur on this process
  - **Staff will conduct a Doodle poll to determine the mid-October meeting date**
- f. Meeting during All Hands – not necessary
- g. Discussion with Wes Tolner
- The program is not over-built, but a little more costly to the end user than anticipated
  - To reduce costs, look critically at add-ons
  - ISO 17065 accreditation is very powerful
  - Tolner will look into streamlining processes to work directly with the ABs

**Moreland motioned to adjourn the meeting; Gilmore seconded the motion; the motion passed unanimously. The meeting adjourned at 4:28pm.**