

**DRAFT AGENDA**



*Wild, Natural & Sustainable*

ASMI Domestic Marketing/Communications Committee Meeting

Tuesday, April 18<sup>th</sup> 2017

8:30AM- 4:30PM Alaska Time

Hotel Captain Cook

939 W 5th Ave, Anchorage, AK 99501

**Dial-In Information**

**1-800-315-6338**

**Alternate Dial-In Number**

**+1-913-904-9376**

**Access Code: 37152**

**Go To Meeting Link**

<https://global.gotomeeting.com/join/443347205>

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes from the 01.30.17 Meeting
- V. Public Comment
- VI. Executive Director Update
- VII. Domestic Marketing Research & Messaging
- VIII. Domestic Program Update
- IX. Communications Update
- X. Consumer PR Update
- XI. FY17/FY18 Budget Review & Planning
- XII. Industry Update
- XIII. Schedule Next Meeting
- XIV. Adjourn

\*The group will break for lunch at a time deemed most appropriate by the committee; lunch will be provided.