

**DRAFT AGENDA**



*Wild, Natural & Sustainable*

ASMI Domestic Marketing Committee Meeting  
Wednesday, November 29, 2017  
10:00 AM – 4:30 PM AKST  
Captain Cook Hotel  
Anchorage, AK  
Adventure Room

**Dial-In Information**

Toll-Free Number: 800-315-6338  
Alternate Number: 913-904-9376  
Access Code: 37152

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes from the 10.13.17 Committee Meeting
- V. Public Comment
- VI. Executive Director Update – Alexa Tonkovich
- VII. Domestic Program Update – Victoria Parr with David Woolley, Mark Jones, Matt Heres, Tricia Sanguinetti
- VIII. FY18 Domestic Budget Update – Victoria Parr with Becky Monagle
- IX. Technomic Market Research Presentation
- X. Communications Budget/Consumer PR Strategic Plan & Update – Jeremy Woodrow with Katie Goldberg, Edelman
- XI. Transportation Guest Speakers – Greg Kessler (NAC-Carlile) & Rick Bendix (Alaska Air Cargo)
- XII. Industry Update
- XIII. Committee Questionnaire
- XIV. Old Business and Good of the Order
- XV. Schedule Next Meeting, Spring 2018
- XVI. Adjourn

The group will break for lunch between Noon – 1 PM, which is provided in the Mid Deck Room