

Alaska Seafood Marketing Institute
Spring Budget Communications Committee Meeting
Thursday, April 13, 2023
11:00 am AKDT
Minutes approved at 9/22/2023

ASMI Communications Committee Chair Cassandra Squibb welcomed everyone and called the meeting to order at 11:01 AKDT.

I. Roll Call

Chair Squibb asked ASMI Communications & Marketing Coordinator Kimberly Valverde to do Roll Call. A quorum was established.

Communications Committee members present: Chair Cassandra Squibb, Vice Chair Hannah Heimbuch, Julianne Curry (virtual), Pat Shanahan, Nicole Kimball (virtual), Shannon Ford Ward, Jessica Keplinger (virtual), Board Liaison Tomi Marsh

ASMI staff present: Ashley Heimbigner, Kimberly Valverde, Tanna Peters, Jeremy Woodrow, Hannah Lindoff, Megan Rider, Megan Belair, Heather Johnson-Smith, Nicole Alba

Contractors present: Christine Fanning (Christine Fanning Communications), Kate Consenstein (Rising Tide Communications), Alina Fairbanks (Rising Tide Communications), Tessa Ward (Edelman), Katie Goldberg (Edelman)

II. Reading of Anti-Trust Statement

Chair Squibb read ASMI's Anti-Trust Statement

III. Approval of Agenda

Chair Squibb asked if anyone had proposed changes to the meeting agenda. With no adjustments recommended, Shanahan made a motion to approve the agenda. Heimbuch seconded the motion. With no objections, the agenda was approved.

IV. Approval of Previous Meeting Minutes

Chair Squibb asked if anyone had proposed changes to make to the meeting minutes from the All Hands on Deck Communications Committee Meeting held on November 10, 2022. Heimbuch made a motion to approve the minutes. Shanahan seconded the motion. With no objections, the meeting minutes were approved.

V. Communications Program Update

a. In-State Communications Effort Update

Heimbigner provided an overview of the Seafood Sustains Alaska campaign.

- Phase 1 (Economic Value) results
 - :30 commercial results
 - Op-eds

- Toolkit
- Plans for phase 2 (Families and Communities)
 - Next:
 - swag, video, radio, streaming, digital and social content with new messaging,
 - engage industry and allies to expand reach, Alaska Ambassador Program
 - On the ground engagement with consumers, customers, restaurants

b. Consumer PR, Edelman

Tessa Ward and Katie Goldberg provided a consumer public relations update.

- Earned media: 7.9 billion media impressions for Alaska seafood, 22% increase year over year FY22-FY23
- Alaska Sockeye Salmon Influencer Program: 10m social media impressions, 55% YOY increase from FY22-23. Included a shoppable link. Focus was more species specific than in prior years.
- Committee and ASMI staff discussed ways to ensure synergy and collaboration between Communications and Domestic programs regarding trade PR

The committee recessed for lunch at 12:00 pm. The committee reconvened at 12:15 pm.

VI. FY24 Budget Discussion

a. FY24 Communications Budget

Director Heimbigner went over the proposed FY24 Communications Program budget, outlining two possible levels of funding depending on the \$5m general fund budget request.

Ford Ward moved to approve the two FY24 Communications Program budgets. Shanahan seconded the motion. Committee members discussed the motion. The motion was unanimously supported by the committee.

b. FY24 Consumer PR Budget

Tessa Ward and Katie Goldberg went over the proposed FY24 Domestic Consumer and Trade PR budget, outlining two possible levels of funding depending on the \$5m general fund budget request. If the \$5m request is not approved, this budget would be reduced by \$100,000.

Chair Squibb expressed concern about the reduction in the sample product budget line of the Domestic Consumer and Trade PR budget within the reduced budget scenario. Concerns over the reduction to the FAM trips budget within the reduced budget scenario were also discussed.

Heimbuch moved to approve the two FY24 Consumer and Trade PR budgets. Ford Ward seconded the motion. Committee members discussed the motion and reasoning for changes to certain line items (FAM trip, NY media event, social media amplification, etc.). The motion was unanimously supported by the committee.

VII. **Committee Roundtable**

Squibb questioned how to measure the effectiveness of the sockeye promotion program. Heimbigner will add presentations from Domestic Marketing Director Rider and Senior Director of Global Marketing and Strategy Lindoff

Shanahan asked about the transition of social media to the Domestic Program.

Squibb asked about the Alaska Seafood Marketplace. Peters gave information and updates to the committee.

VIII. **Public Comment**

No public comment was given.

IX. **Old Business and Good of the Order**

Chair Squibb requested the subcommittee list be sent to committee members to ensure members can sign up. Curry asked for descriptions of the subcommittees.

Committee members and staff thanked Ashley Heimbigner for her work, professionalism, kindness, and skill during her time at ASMI.

Committee members discussed a September 2023 meeting.

X. **Adjourn**

Shanahan moved to adjourn at 1:32 pm. Heimbuch seconded. No objection.