



Alaska Seafood Marketing Institute

**Board of Directors Meeting  
Wednesday, October 6, 2021  
10:00 a.m. Alaska Time**

<https://us02web.zoom.us/j/82444759745?pwd=RW9pRHpySDVsbElvN1R5VFZlZnFA0dz09>

**Phone Option: 253-215-8782 (US)**

**Meeting ID: 824 4475 9745**

**Passcode: 949544**

***Draft Agenda***

10:00 a.m.

- a) Call to Order
- b) Roll Call
- c) Approval of Agenda
- d) Approval of minutes from April 29, 2021
- e) Chairman's Remarks
- f) Reading of Anti-Trust Statement
- g) Executive Director Report
- h) Public Comment

10:15 a.m.      New Business

- a) ASMI BOD Roundtable: 5-minute update from each ASMI Board Director on market concerns, impacts or areas ASMI staff should give attention to in marketing initiatives
- b) ASMI Consumer Marketing Strategy
- c) ASMI CAP Roundtable Topics
- d) All Hands on Deck 2022 Confirmation
- e) ASMI Board Chair & Vice-Chair Elections

12:00 p.m.      Executive Session

- a) Matters pertaining to ASMI personnel and/or budget
- b) ASMI Committees Application Review & Selection

2:00 p.m.      Return to Open Session

2:05 p.m.      Good of the Order

2:10 p.m.      Adjourn