



Alaska Seafood Marketing Institute

Alaska Seafood Marketing Institute (ASMI)  
Domestic Marketing and Communications Committee Joint Meeting  
Thursday, November 10, 2022  
8:30 AM – 4:30 PM Alaska Time

<https://us02web.zoom.us/j/85772519623>

- I. 8:30 AM Call to Order by Madame Chairwoman, Lilani Estacio-Dunn
- II. Roll Call
- III. Approval of Agenda
- IV. Welcome provided by Madame Chairwoman, Pat Shanahan
- V. Public Comment
- VI. Public Relations Update provided by Edelman team
- VII. Retail Update provided by Mark Jones
- VIII. Foodservice Update provided by Jann Dickerson
- IX. Foodservice Research Update provided by Marie Molde of Datassential
- X. Joint Committee Discussion on strategy and/or review of species committee questions and comments
- XI. Old Business and Good of the Order
- XII. Joint Meeting Concludes
- XIII. 11:30 – 1.30 PM Lunch break, recess
- XIV. 1.30 PM Committees reconvene separately
- XV. Approval of Minutes from September 8, 2022
- XVI. Review of Species Committee questions and comments with discussion
- XVII. Old Business and Good of the Order
- XVIII. 4:30 PM Adjourn