



Alaska Seafood Marketing Institute (ASMI)
Domestic Marketing and Communications Committee Joint Meeting
Friday, November 3, 2023
9:00 AM – 12:00 PM Alaska Time
Endeavor Room at the Hotel Captain Cook
935 West Fifth Avenue
Anchorage, AK 99501

Virtual Meeting Link

<https://us02web.zoom.us/j/83387370421?pwd=b2NyRTNBa3ZqdmVOU2lHb2VjMjJ3UT09>

Meeting ID: 833 8737 0421

Passcode: 555578

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- I. 9:00 AM Call to Order by Domestic Marketing Committee Chair, Lilani Estacio-Dunn
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Previous Minutes from November 10, 2022
- V. Welcome provided by Communications Committee Chair, Cassandra Squibb
- VI. Antitrust Statement
- VII. Public Comment
- VIII. Consumer and Trade Public Relations Update by Edelman team
- IX. Retail Update provided by Mark Jones
- X. Foodservice Update provided by Jann Dickerson
- XI. Joint Committee Discussion: Species Committee Reports, Market Updates, ASMI Strategy & Priorities
- XII. Old Business and Good of the Order
- XIII. Joint Meeting Concludes
- XIV. 12:00 – 1.00 PM Lunch break, recess