



**Alaska Seafood Marketing Institute
Communications Committee Meeting**

Thursday, April 13

11:00 AM – 2:00 PM Alaska Time

Meeting Link:

<https://us02web.zoom.us/j/86899303086?pwd=eUd3eU9aOWVocnpWeVVTTFpoVnBOU09>

Meeting ID: 868 9930 3086

Passcode: 712873

11:00 PM: Call to Order

- I. Roll Call
- II. ASMI Antitrust Statement
- III. Approval of Agenda
- IV. Approval of Previous Minutes
- V. Comms Program Update
 - A. In-State Communications Efforts Update, *Ashley Heimbigner*
 - B. Consumer PR, *Edelman*
- VI. FY24 Budget Discussion*
 - A. FY24 Communications Budget
 - B. FY24 Consumer PR Budget
- VII. Committee Roundtable
- VIII. Public Comment
- IX. Old Business and Good of the Order
- X. Adjourn

* Committee will take a brief break around 12PM for a working lunch.