



Alaska Seafood Marketing Institute

**Board of Directors Meeting  
Tuesday, May 16, 2023  
9:30 a.m. – 4:00 p.m. Alaska Time  
Hotel Captain Cook, 939 W. 5<sup>th</sup> Avenue, Anchorage & Zoom**

***Approved Minutes (approved 9/18/23)***

Call to Order

Chair Kimball called the meeting to order at 9:36 a.m.

Roll Call

Chair Kimball asked Heather to call roll and a quorum was established.

Present:

Chair Allen Kimball

Vice Chair Tomi Marsh (virtual)

Duncan Fields

Mark Palmer

Richard Riggs

Commissioner Julie Sande (joined virtually at 10:30 AM)

Also present were John Springsteen, Jeremy Woodrow, other ASMI staff, industry members and members of the public both in person and virtually.

Absent: Michael Erickson, Jack Schultheis and Ex Officio Members: Senator Gary Stevens, Senator Lyman Hoffman, Senator Bert Stedman, Senator Scott Kawasaki, Representative Sarah Vance, Representative Sara Hannan

Approval of Agenda

Riggs made a motion to approve the agenda. Palmer seconded the motion. All were in favor.

Approval of Minutes from Feb. 23, 2023

Palmer made a motion to approve the minutes from February 23, 2023. Riggs seconded the motion. All were in favor.

Chairman's Remarks

Chair Kimball said he would wait since there are many things on the agenda.

Reading of Anti-Trust Statement

Jeremy Woodrow read ASMI's Anti-Trust Statement.

Executive Director Update – Jeremy Woodrow

Megan Rider and team have done a great job spending the money allotted on promotions. Kudos to Bruce Schactler and his work with USDA for assistance under Section 32 to purchase sockeye salmon. Ashley Heimbigner has left ASMI, and we miss her. We are recruiting for Communications Director position, and there is a decent pool of applicants. Kimball will help with interviews. Legislature is coming up on 120th day. ASMI's request for \$5 million should be voted on by the Senate today and then move to the House.

Kimball commented for public record that he is grateful to ASMI staff and board for speaking with our delegation about the importance of the seafood business. We need to continue to do this. Thank you to all.

#### ASMI Total Budget Overview – Jeremy Woodrow

Woodrow presented the overview proposed FY24 budget of \$20,994,522 since Finance Director Becky Monagle is on a trip that had been planned. Fields wanted to generate discussion about different housing options for the ASMI office. Woodrow said we are always keeping our eyes open. Discussion about occupancy and hybrid schedules. Kimball requested that options for a better fit be explored before lease is up in two years.

#### Global Food Aid Program Budget – Bruce Schactler

Schactler presented an update and the proposed total program budget of \$355,000 with zero amount for legislative capital grant. New sockeye product for school lunch is in development so that's exciting. He's going to go back to USDA for pink products; he's trying to make them understand we have surplus. Palmer commented that the size of the global food aid program budget is less than 2% of total ASMI budget, so if something comes up then please come to board with special request. Fields suggested adding more help for Bruce and perhaps having a discussion in future about adding more resources to program. Woodrow asked board to entertain adding \$32k to global food aid budget.

**Fields made a motion to increase the global food aid budget to \$400,000. Palmer seconded. Motion carried.**

Kimball asked about AFAC and new product development that we see that needs addressing. It was suggested to set time aside to discuss this further and how to find a seat at the table for product development.

*Commissioner Sande joined at 10:30 AM.*

#### Communications & Consumer PR Budget – Jeremy Woodrow

Ashley Heimbigner did much of this prep work before she left. Palmer asked if the international budget was used to digitize the media library a couple years ago with ATP funding. Lindoff answered, we couldn't use ATP funding and then use the materials in the U.S. Project funded from Communications Budget. Woodrow said the project, which started in spring 2020 is near completion with all assets available online.

The consumer PR budget is the contract with Edelman. This budget is the primary way to interact with consumers down south. General fund allows us to keep it status quo and consistent.

#### International Program Budget - Hannah Lindoff

Lindoff presented the international marketing program budget and gave an update. She added that in regards to digital assets, Whole Foods told Megan Rider that ASMI's are the best they've ever used. Fields shared that he is so impressed with what Lindoff and team are doing and appreciates the great presentation.

#### Seafood Technical Program Budget – John Burrows

Burrows presented the seafood technical program budget and update. There was discussion about the amount in the research and development line and how John shouldn't feel constrained if he feels need for funding on projects.

12:30 p.m. Lunch/Break

#### Domestic Program Budget – Megan Rider

Rider presented the domestic marketing program budget and update. She is asking for additional \$100,000 within the budget. Palmer said he is very impressed with how Mark Jones and BBRSDA have worked together to reach big retailers. There was discussion about whether to market fresh, which we haven't done in the past. Rider feels confident with the current frozen promotion, but there is a need to move all the inventory. She shared that the \$1.1 million has been exhausted and sees that she might be going to Jeremy and board to ask for more money to keep momentum. With six weeks left in fiscal year if there is a need for an ask, we can email the board; Woodrow said there is flexibility. Kimball said we are talking about sockeye, but we need to remember the other species that are in need. Pink salmon, pollock's value has been strong but it looks to be shifting. There are things we need to keep our eyes on in FY24. He is supportive though; what has happened these past six months has been amazing. Woodrow said this is a 2-year problem and knows the need is to keep the momentum. We are starting FY24 with good momentum. Perhaps we should address other species in the fall or perhaps there will be another priority. Fields said if you think the focus needs to be on fresh, he supports that.

Kimball thanked the staff. The professionalism and passion is impressive.

Fields made a motion to go in to executive session. Riggs seconded. All were in favor.

#### Executive Session

- A. ASMI Budget
- B. ASMI Personnel Review
- C. ASMI CAP & Committee Appointments Review

The board returned to open session at 3:58 p.m.

#### **Fields made a motion to approve the FY24 Budget.**

**"I move to approve ASMI's Fiscal Year 2024 budget for the total of \$21,040,000 plus any additional federal funds which includes, but is not limited to: ATP, MAP, SK or Cochran. This amount includes all fund sources, State and Federal, as authorized by the Alaska Legislature and Governor Dunleavy."** Riggs seconded. All were in favor.

#### **Fields made the following motion regarding committee appointments:**

**"I move to remove the following individuals from ASMI Whitefish species committee due to them leaving the Alaska Seafood Industry: Ron Risher and Lydia Moore.**

**The ASMI Board genuinely thanks both for their service to the Alaska Seafood Industry. Additionally, Mr. Risher's contributions to ASMI can only be matched by a very select few. We wish him well in his new endeavors and will miss his participation at future ASMI meetings where he was a frequent participant and much respected contributor to ASMI's mission."** Riggs seconded. All were in favor.

**Fields made another motion to remove Branson Spiers from the Domestic Marketing Committee and nominate Signey Riggs to the committee to finish his term. Palmer seconded. All were in favor.**

Woodrow announced that the application period for committee members is open so please encourage people to apply.

#### **Riggs made the following motion:**

**"I nominate Allen Kimball to serve as Chair and Tomi Marsh to serve as Vice-Chair on the Alaska Seafood Marketing Institute Board of Directors."** Fields seconded. All were in favor.

#### ASMI Board of Directors Market Update and Roundtable

Marsh shared the Southeast troll fishery closure issue. She thanked Ashley Heimbigner for her work in helping get fishermen on cruiseships to talk.

Fields said that moving into salmon season is gloomy. Gear is expensive and increase in costs is causing concern on profitability of salmon season. Actually, the rising costs concern is not limited to salmon fishermen.

Palmer commented how much went to supply chain and not the fishermen. On the upside, supply chain works. Again, ASMI & BBRSDA collaboration has been so strong, especially for this time of year. He thinks we're going to have a decent year and is optimistic.

Riggs said yes there are challenges to find an equilibrium, but he has confidence that ASMI will carry on and move forward. Long-term forecast is optimistic for industry. Our resource is best in the world, and we are aligned in our mission.

Commissioner Sande appreciates staff and leadership of Jeremy and the work of volunteers on committees and the board - ASMI is a role model. The troll fishery closure is top of mind. She appreciates the collaboration and tight knit community of the industry.

Kimball shared that in terms of species they're all in adjustment phase and adjusting post-pandemic. He felt a sense of optimism from Barcelona show - there is a demand for our product of wild capture. We've been through these cycles before. He thanked staff again and our representation of Alaska Seafood is done so well. We have great committees also. It is so encouraging. Our model is working.

Woodrow shared that we won't meet again this fiscal year. Board will meet again in fall unless they feel a need to meet sooner.

There was no public comment.

Fields made a motion to adjourn the meeting. Riggs seconded. Meeting adjourned at 4:21 p.m.