



Alaska Seafood Marketing Institute

**ASMI Board of Directors Meeting**

**Thursday, May 15, 2025**

**8:00 AM – 2:30 PM (Alaska Time) / 9:00 AM - 3:30 PM (Pacific Time)**

**Virtual**

***Approved Minutes***

*(at 8/18/25 BOD meeting)*

**I. Opening**

- A. Chair Allen Kimball called the meeting to order at 8:08 AM (Alaska Time).
- B. Chair Kimball asked Heather Johnson-Smith to do the roll call. Members present: Chair Allen Kimball, Vice Chair Tomi Marsh, John Daly, Michael Erickson, Richard Riggs. Ex Officio members present: Commissioner Julie Sande, Commissioner Doug Vincent-Lang, Nick Capozzi (joined at 9AM). Others present: Executive Director Jeremy Woodrow, ASMI staff and members of the public. Absent: Chris Sannito.
- C. Marsh made a motion to approve the agenda. Riggs seconded. All were in favor.
- D. Riggs made a motion to approve the Minutes from February 21, 2025 & March 6, 2025. Marsh seconded. All were in favor.
- E. Chairman's Remarks: Chair Kimball said he would save more remarks for the end but shared that he has cautious optimism about the market.
- F. ASMI Anti-trust Statement was read by Executive Director Jeremy Woodrow.
- G. Executive Director Update: Woodrow shared that Greg Smith is traveling back to Juneau, so we are swapping the order of the program directors' updates. He said there has been a Section 32 Pollock request and award. The legislative update included an update on the mariculture bill which will be picked up next session. Current Executive Orders from Governor Dunleavy are a travel freeze (hence our pivot from meeting in Seattle to meeting virtually) and hiring freeze. He also mentioned the Executive Order from President Trump to revamp American seafood trade and the potential for ASMI to engage in the process. Optimism in the industry seemed to increase between SENA and SEG but there is still uncertainty about the tariffs. People are engaged and asking about CSI. He drew attention to the ROI Memo in the appendix of the board documents.

II. ASMI Total Budget Overview: Woodrow presented the admin budget and fiscal overview, discussing the proposed budget for FY26 and the impact of the \$10 million UGF request.

III. Domestic Program Budget: Megan Rider presented the domestic marketing budget for retail and food service in the US and Canada for FY26. She highlighted a slight increase in the retail budget to \$3 million, with a focus on special projects like Alaska Seafood coupons and trade promotions to move large volumes of pink salmon. For food service, the budget increases to \$2.3 million, with emphasis on operator and distributor promotions. She also mentioned the team's efforts in the cruise and travel industry, including the revival of the Alaska Seafood On Board program.

IV. International Program Budget: Nicole Alba presented the proposed FY26 international program budget. The program will have three funding streams: the Market Access Program (MAP), the SDPR (industry match funding), and the Regional Agricultural Promotion Program (RAPP). The MAP



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funding was slightly reduced, but the RAPP funding was increased to \$8.5 million. The budget for FY26 is approximately \$12 million. The program priorities include maintaining increased budgets in Southeast Asia and Latin America, diversifying marketing efforts in the UK and Japan, continuing marketing programs in the Middle East and North Africa and supporting the US domestic program. The budget breakdown includes program operations, global budgets, internal projects, and regional program budgets. The program has expanded to 55 countries, with a focus on finding new markets to diversify away from China.

- V. Seafood Technical Program Budget: John Burrows presented the proposed seafood technical program budget for FY26. He highlighted the prioritization of the applied investigations category and the reduction in travel budget. He also discussed the progress of various projects, including the nutrient contaminant database, the breast cancer study, and the chef sensory analysis. Kimball raised a question about the value-added utilization on the SK side, to which John responded that they had heard about it and were considering it.
- VI. Communications & Consumer PR Budget: Greg Smith presented the FY26 communications program and consumer public relations budget.
- VII. Lunch/Break: Erickson made a motion to enter into Executive Session after a short break. Riggs seconded the motion.
- VIII. Executive Session - for matters pertaining to ASMI personnel and/or budget  
*AS 44.62.310 (c) The following subjects may be considered in an executive session: (1) matters, the immediate knowledge of which would clearly have an adverse effect upon the finances of the public entity; (2) subjects that tend to prejudice the reputation and character of any person, provided the person may request a public discussion;*
  - A. ASMI Budget
  - B. ASMI Committees: Global Food Aid, Certified Seafood Advisory, CAP

Erickson made a motion to return to Open Session. It was seconded by Marsh.

- IX. New Business
  - A. Approval of FY26 Budget

**Riggs: I move to approve ASMI's Fiscal Year 2026 budget for the total of \$23,334,826, plus any additional federal funds which includes, but is not limited to: MAP, RAPP, SK, EMP or Cochran. This amount includes all fund sources, State and Federal, as authorized by the Alaska Legislature and Governor Dunleavy.** Erickson seconded the motion. All were in favor.

**Erickson: I move to appoint the following individuals to the ASMI Certified Seafood Advisory Committee: Mark Fina, Julie Decker, Kacy Cole, Mark Pedersen, Matt Tinning, Michael "MJ" Jackson, Scott Goodman, Tom Sunderland, Hannah Lindoff. Allen Kimball, Tomi Marsh, and Jeremy Woodrow will continue as ex officio, board liaisons and staff.**

**I move to appoint the following individuals to the ASMI Global Food Aid Committee: Ron Rogness, Pat Shanahan, Rebecca Skinner, Thomas Zaffiro and Brian Head. John Daly will serve as the ex officio board member.**



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**I move to appoint the following individuals to the ASMI Customer Advisory Panel: Jason Hedlund will replace Elliott Myers of Whole Foods; add Jason Driskill of HEB.**

Riggs seconded the motion. All were in favor.

- B. ASMI Board of Directors Market Update and Roundtable: The meeting involved a discussion about the upcoming 2025 salmon season, with a focus on the pink salmon market. The board members expressed optimism about the season, with some concerns about export freight rates and the impact of global freight market activities. The meeting also touched on the importance of promoting Alaska seafood, particularly canned pink salmon, in the US market. The board members discussed the need for a relief valve for excess production volumes and the importance of maintaining a strong presence in domestic markets.
  - C. ASMI Chair & Vice-Chair Appointments: Kimball made a motion to select Richard Riggs as the new Chair and Tomi Marsh to continue as the Vice Chair. Erickson seconded. All were in favor. Many thanked Kimball for his service and leadership as the Chair.
  - D. Set Fall Board Meeting Date/Location: It was suggested that the next board meeting be held at the same time as the CAP/BOD trip to Homer.
  - E. Public Comment: Merle Knapp asked about king and snow crab update.
- X. Good of the Order & Adjourn: Kimball thanked the board for the opportunity to serve as chair and thanked the ASMI team for the global work. He remarked that we must be unified in marketing our fish and the value of Alaska. Erickson made a motion to adjourn the meeting. Riggs seconded. The meeting was adjourned at 12:55 PM (Alaska Time).