



Alaska Seafood Marketing Institute

**Board of Directors Meeting
Wednesday, February 2, 2022
10:00 a.m. – 4:00 p.m. Alaska Time
Salt, 200 Seward Street, Juneau**

Public joined virtually on Zoom Webinar.

APPROVED 5/12/22

ASMI Chair Allen Kimball welcomed everyone and called the meeting to order at 10:46am.

Chair Kimball invited ASMI Board Liaison Heather Johnson-Smith to do Roll Call.

Present, in person: Chair Allen Kimball, Vice Chair Tomi Marsh, Duncan Fields, Mark Palmer, Richard Riggs, Executive Director Jeremy Woodrow. Present, virtually: Michael Erickson, Jack Schultheis, Lt. Governor Kevin Meyer. A quorum was established.

Also Present in person and virtually: ASMI Program Directors & Staff, Committee Members, Program Contractors, Members of Industry, Members of Press, Members of the Public

Absent: Senator Lyman Hoffman, Senator Gary Stevens, Commissioner Julie Sande

Present in afternoon: Senate President Peter Micciche, Representative Geran Tarr, Representative Chris Tuck, Guest: Speaker Louise Stutes.

Approval of Agenda

Chair Kimball requested a motion to approve the agenda.

Marsh moved to approve the agenda for February 2, 2022 with an amendment to move the Executive Session to the end of the Open Session after New Business Item G. Riggs seconded the motion. All were in favor. The motion passed unanimously.

Approval of minutes from November 12, 2021

Chair Kimball requested a motion to approve minutes from November 12, 2021.

Marsh moved to approve the minutes from November 12, 2021. Riggs seconded the motion. All were in favor. The motion passed unanimously.

Chairman's Remarks

Chair Kimball welcomed everyone in the room and on Zoom and thanked them for attending.

Reading of Anti-Trust Statement

Executive Director Jeremy Woodrow read the Anti-Trust Statement for the record.

Executive Director Report

Chair Kimball invited Jeremy Woodrow to give the Executive Director report. ASMI will hire two new people in the coming weeks to fill the open positions; the recruitment pool has been strong. Woodrow met with new DCCED Commissioner Julie Sande to give her an update on ASMI.

New Business

ASMI BOD Roundtable

Chair Kimball invited each board member to share an update on their market observations, conditions, or expectations.

Chair Kimball, Marsh, Erickson, Palmer, Riggs, Fields, and Lt. Governor Meyer each shared their insights.

Brief review of All Hands on Deck Committee Recommendations & Board Recommendations

The board and staff discussed the different themes on the recommendations that came from the ASMI committees during the All Hands on Deck annual meeting.

ASMI Research: Ongoing Projects & Identify Gaps

Woodrow shared that the purpose of this next area is to inform the board and get feedback on whether the board thinks it is helpful and ASMI is on track. Woodrow asked directors to present on how the research has helped make decisions.

Director Megan Rider shared a PowerPoint presentation on Domestic Marketing Research and how the program is B2B so we work closely with grocery retail and food service operator partners to provide trade support and to educate them on the growing consumer preference for wild Alaska seafood.

Director Ashley Heimburger shared a PowerPoint presentation on Communications and Consumer PR Research. She spoke about the new website and about how the most important research tool is online social media analytics. #AlaskaSeafoodHacks is the current campaign.

Director Hannah Lindoff shared a PowerPoint presentation on International Marketing Research. She showed a China retail study that showed only 40% of Alaska seafood products available at retail in China call out Alaska on pack. The goal is to get Alaska on the packaging because once it is there, they can't go back and this is what will help it sell. Lindoff shared what kind of analytics can be gathered from e-commerce promotions. She also shared information that came out last Friday from an RFM study. The average consumer ranks origin as important; and the consumer is willing to pay up to 20% more for a product with the RFM logo. Lindoff then shared some initial highlights from Wild Alaska Seafood Month in Europe.

Lunch

Senate President Micciche, Speaker Stutes, and Representative Tarr joined for lunch and there was a general discussion around what the Legislature can do for ASMI and what ASMI should be aware of.

Representative Tuck arrived and joined the discussion at 1:30pm.

Promotion of Alaska Seafood By-products: Pet Food, Supplements, Nutraceuticals, Pharmaceuticals, etc.

John Burrows shared a PowerPoint on the promotion of Alaska Seafood by-products. Pet food is a growing industry and many industry members are already active; sustainability and functional nutrition are largest factors in multiple surveys. Nutraceutical market is growing with a compound annual growth rate of 8.7%; pharmaceutical grade products are harder to quantify.

FY22/23 Marketing Emphasis: International vs. Domestic Needs

CARES money went across all programs. ARPA funds were helpful. There was discussion on using more funds in the Domestic program and the importance of getting Alaska and RFM on labels on the front of packaging. Lindoff said that we need to look at federal strategy also.

Fields made a motion to draft letters signed by Allen Kimball requesting Alaska's Washington D.C. delegation support the increase of MAP funding. Marsh seconded the motion. Motion passed unanimously.

Fields asked a question about how much additional money is needed to work specifically on branding and made an informal motion which was tabled until they could do a deep dive in the executive session.

Fields made a motion to push the agenda item "Review of ASMI Mission, Core Principles, Vision & Goals" to the next meeting. Riggs seconded. An amendment was made to the motion to include tabling "2022 Board Meeting Cadence & Locations – May 12 Budget Meeting: Location TBD" and discussing it online.

Palmer made a motion to move into Executive Session. Riggs seconded the motion. The motion passed unanimously.

Executive Session

- a) ASMI Staffing
- b) Board Committees & Cadence
- c) FY23 Budget
- d) Mariculture

Palmer made a motion to return to open session. Riggs seconded the motion. The motion passed unanimously.

Fields made the following motion: I move to adjust the ASMI FY22 budget to increase the Domestic Retail program by \$500,000 to specifically focus on branding and Alaska RFM.

Riggs seconded the motion. The motion passed unanimously.

Chair Kimball thanked everyone for their attendance, noted that not all items were covered today and will be discussed at a future ASMI board meeting.

Riggs made a motion to adjourn. Fields seconded the motion. The motion passed unanimously.

Meeting adjourned at 4:05pm.