



**ASMI Board of Directors Meeting
at All Hands on Deck
November 4, 2023
9:00 AM – 12:00 PM Alaska Time
Mid Deck, Hotel Captain Cook and virtual**

MINUTES – approved 2/23/24

Call to Order

Chair Allen Kimball called the meeting to order at 9:02 AM.

Present: Chair Allen Kimball, Vice Chair Tomi Marsh, Michael Erickson, Duncan Fields, Richard Riggs, Commissioner Julie Sande (Ex Officio), John Springsteen (Ex Officio, virtual), Senator Scott Kawasaki (Ex Officio Alternate), Representative Sarah Vance (Ex Officio), Representative Sara Hannan (Ex Officio Alternate).

John Daly was present as proxy for Mark Palmer. Commissioner Doug Vincent-Lang was present at the board table.

Not present: Mark Palmer, Jack Schultheis, Senator Gary Stevens (Ex Officio), Senator Bert Stedman (Ex Officio), Senator Lyman Hoffman (Ex Officio)

Approve Agenda: Fields made motion to approve modified agenda; under new business, do A (Roundtable) & D (Bylaws), add Executive Session and then do B (RFM Update) & C (Fiscal Update) and other items from Executive Session. It was seconded by Riggs. All were in favor.

Approve minutes from September 18, 2023: Riggs made a motion to approve the minutes from September 18; Erickson seconded the motion. All were in favor.

Chairman's Remarks: Chair Kimball asked what are we going to do now? At All Hands we have talked about the situation we are in in the global market and now we should make an actionable list as we hear the reports and prioritize how we plan to implement it.

Woodrow read the anti-trust statement.

There was no public comment.

Executive Director Jeremy Woodrow gave a report. He thanked staff for the hard work on the conference and thanked Will Judy of ATS who provided tech support. He also thanked the OMRs for travelling so far and thanked all for being here. A theme we heard loud and clear is that we cannot say Alaska and USA loud enough. Another theme was that ASMI needs to do better in fleet outreach. We do have a lot of challenges, but we also have opportunities.

Operational Committee Reports

Domestic Marketing Committee Chair Lilani Dunn provided a report and highlighted the committee's answers to the questions.

International Marketing Committee Chair Rasmus Soerensen provided a report and highlighted the committee's answers to the questions.

Seafood Technical Committee Chair Brandii O'Reagan provided a report and highlighted the committee's answers to the questions.

Communications Committee Chair Cassandra Squibb provided a report and highlighted the committee's answers to the questions. The committee has an addendum to the answers that were emailed and copied.

New Business

Board Roundtable & Discussion: Chair Kimball invited each board member to share their comments on the current situation of the market with its challenges and opportunities.

ASMI Bylaws

Fields made a motion to accept change to Bylaws. Riggs seconded the motion to officially add ADFG Commissioner Doug Vincent-Lang to the board. All were in favor.

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

EXECUTIVE SESSION

Riggs made a motion to come out of executive session; Erickson seconded the motion.

Fields made a motion that the ASMI board approve up to \$1.5 million in additional spending in FY2024 for specific promotions of Alaska black cod or sablefish, Alaska pink salmon, Alaska chum salmon, and Alaska pollock with a focus on the domestic market, pending ASMI staff recommendations regarding promotional opportunities and subsequent board approval of the promotion. Erickson seconded. Fields referenced that his notes attached to the motion should be part of public record (see page 4). Chair Kimball added, these funds will be available to staff so they can react timely. All were in favor.

Jeff Regnart & Mark Fina gave a RFM Update presentation.

ASMI Finance Director Becky Monagle gave a Fiscal Update presentation.

Next ASMI Board Meeting Date: February 21, 2024 is the Symphony of Seafood event in Juneau so the board meeting should be either the day before or after.

Good of the Order & Further Business as Necessary

Chair Kimball thanked the incredible talent of ASMI staff and the committees. Close with list of immediate action items that can turn the table: 1) USDA food buying system can move large quantities of fish and get it in mouths of many and have immediate impact; 2) the opportunity of innovation – we have to provide quality in this buyers' market; 3) we have to improve cost.

Thank you to all stakeholders who are here. We need ideas and input from fishermen and harvesters, and we need more of them. He also thanked our Alaska government representatives for being here.

Adjourn

Fields thanked Chair Kimball for involvement and made a motion to adjourn the meeting. Erickson seconded the motion. Meeting adjourned at 1:23 PM.

Motion

I move that the ASMI Board approve up to \$1.5 million dollars in additional spending in FY 2024 for specific promotions of Alaska Black Cod (Sablefish), Alaska Pink Salmon, Alaska Chum Salmon and Alaska Pollock with a focus on the domestic market, pending ASMI staff recommendations regarding promotional opportunities and subsequent Board approval of the promotion.

Thought Process:

1. After listening to the input of the industry here at All Hands, I've been persuaded that ASMI needs to provide immediate additional funding to promote several species. The ASMI budget should not be viewed as static but rather dynamic to meet unanticipated industry promotional needs.
2. Our initial budget focuses on all species and product forms. Many species and product forms are experiencing low prices and low sales. However, blackcod, chum salmon, pink salmon and pollock seem to have market issues of a higher magnitude.
3. Although this additional budget authorization would focus on four species, moving these species and product forms through the market should enable most Alaska processors/wholesalers to better manage their inventories of other Alaska seafood species.
4. This motion is nuanced in that it doesn't require a specific spend for new promotions. Rather, it relies on staff to explore and identify optimum promotional opportunities that would not or could not be covered with current budget authorization.
5. I'm aware of longer-term possible consequences from authorizing this type of additional spending. The ASMI organization could, in a worst-case scenario, see a substantial decrease in spend capability in two to three years if this motion is approved. Nevertheless, I'm persuaded that the industry's current concern about ex-vessel prices and processor inventory as reflected in the species and operational committee reports justifies ASMI acting now to address promotional needs. In light of further ASMI funding needs our entire industry needs to work hard this session to persuade the Alaska legislature and our Governor to partner with ASMI and approve additional funding.
6. Finally, the motion indicates that any additional spending would be referred back to the Board for review. I anticipate that the review will be timely, by teleconference and deferential to the ASMI staff.