



Alaska Seafood Marketing Institute

## Board of Directors Meeting

Friday, November 11, 2022

9:00 AM – 12:00 PM

Columbia Ballroom, Alyeska Resort, Girdwood, AK & Virtual

### MINUTES (approved 12/14/22)

ASMI Chair Allen Kimball welcomed everyone and called the meeting to order at 9:01 AM.

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

**Present, in person:**

Chair Allen Kimball  
Vice Chair Tomi Marsh  
Michael Erickson  
Duncan Fields  
Mark Palmer  
Richard Riggs  
Jack Schultheis  
Commissioner Julie Sande, Ex Officio  
Executive Director Jeremy Woodrow

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

**Absent:**

Lt. Governor Kevin Meyer, Ex Officio  
Representative Chris Tuck, Ex Officio  
Senator Peter Micciche, Ex Officio  
Senator Lyman Hoffman, Alternate Ex Officio  
Senator Gary Stevens, Alternate Ex Officio  
Representative Geran Tarr, Alternate Ex Officio

A quorum was established.

### **Approval of Agenda**

Riggs moved to approve the agenda for November 11, 2022. Erickson seconded the motion. All were in favor. The motion passed unanimously.

### **Approval of minutes from October 13, 2022**

Fields moved to approve the minutes from October 13, 2022. Marsh seconded the motion. All were in favor. The motion passed unanimously.

### **Chairman's Remarks**

Chair Kimball welcomed and thanked everyone in attendance. He thanked Jeremy Woodrow for his leadership and all the ASMI team for putting on a great conference as well as all of the hard work and passion they bring to the organization. He thanked the committees for volunteering and sacrificing their time and for helping direct the discussions. There have been some themes throughout the conference. There is an emphasis on the domestic market and on the huge work going on in the international arena; we've had a record sockeye run and challenges associated with crab.

### **Reading of Anti-Trust Statement**

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

Chair Kimball recognized that it is Veterans Day.

### **Executive Director Remarks**

Jeremy Woodrow thanked the ASMI staff and contractors as well as Will Judy for working behind the scenes with the IT. On the business side, he heard a lot about opportunities and any opportunity to tell the Alaska Seafood story is a good thing. We've talked a lot about sockeye salmon and know there are challenges with crab. It is exciting to hear how much sole and flounder have been talked about. There has been great energy over the past two days and know everyone is inspired.

Chair Kimball invited those present in person and online to share any comments; there was no public comment.

### **Operational Committee Reports**

Domestic Marketing Committee Chair Lilani Dunn gave a report on the answers from the Domestic Marketing Committee. Erickson asked DMC to look at sablefish and see what we can do to increase sales. Fields addressed closures and said species still exist and are healthy they just don't have a harvestable surplus so if DMC could amplify that message. DMC discussion was they look at closure as part of sustainable practice and instead of drawing attention they are prepared to answer questions. Marsh asked about promotion of under-utilized species. Chair Dunn believes the Communications team has Swap Meat campaign coming up. Chair Kimball asked for discussion and motion on \$1 million request by DMC, with \$300,000 dedicated for sockeye. There was discussion about whether the carry-forward amount would support this.

**Fields made a motion to authorize an increase in the domestic marketing budget of \$1.1 million with a strong emphasis on sockeye salmon marketing. Riggs seconded the motion. All were in favor. The motion passed unanimously.**

International Marketing Committee (Past) Chair Julie Yeasting gave a report on the answers from the International Marketing Committee. Palmer asked about the sockeye numbers and whether it included Russian sockeye; he inquired if there has been discussion about brand recognition versus price. Kimball invited OMR Akiko Yakata to share her insight also.

Seafood Technical Chair Brandii O'Reagan gave a report on the answers from the Seafood Technical Committee. Fields liked their recommendation to provide time for presenter on technical side. Palmer said ASMI has ability

to scope out a grant to present to AFAC regarding sustainability issues around carbon footprint and water usage, etc. Chair Kimball said board will report back on mariculture and logo use on pet food.

Communications Committee (Past) Chair Pat Shanahan gave a report on the answers from the Communications Committee.

**Fields made a motion that ASMI staff create an orientation program for new ASMI committee members. Palmer seconded the motion. All were in favor. The motion passed unanimously.**

Chair Kimball said climate change communication needs more discussion about what the narrative is supposed to look like. Palmer said we should be targeting the teens and 20-year-olds, who have the most heightened awareness of climate, and how Alaska seafood is something they should choose. Chair Kimball said, in regards to the in-state marketing progress, the board will discuss and work on funding piece. Fields said it would be helpful to know what we're funding in-state, and he'd like to see publicity on what the Legislature did relative to Ukraine with the canned salmon.

### **New Business**

Finance Director Becky Monagle gave a presentation on the ASMI Fiscal Update. Fields asked a trend question – in the past when we looked at first quarter earnings could we make assumptions relative to see if we are we on track this year? Monagle said 2020 threw a wrench in consistency of data. Woodrow shared that in calls with Department of Revenue they don't have an accurate forecasting model either.

Chair of Certified Seafood Collaborative Mark Fina and Jeff Regnart (who joined remotely) gave a RFM Update presentation. There were questions and discussion about diversification of board, how much adding a fishery contributes to overhead, and interacting with seafood ranking organizations and whether it is time for ASMI and industry to develop something similar using RFM info to provide accurate information to consumers. Palmer asked if there are concerns about meeting GSSI-2, and Regnart said that although it is more rigorous they are on track. Palmer suggested that RFM present to CAP. Riggs echoed Marsh's comment and applauded how RFM has moved forward.

Executive Vice President & America Protein Practice Leader Chris Du Bois of IRI shared the ASMI domestic retail research presentation titled "Winning with Alaska Seafood at Retail." Palmer said it would be great to invite Chris DuBois back to get even more detailed information. He asked who is not included in the numbers. DuBois answered that Costco is not and explained a little more about the process of the study. There were questions and discussion about the details of the research.

Fields made a motion to adjourn noting that next board meeting in about 3 weeks could have the agenda include discussion of marketing survey research. Schultheis seconded the motion. The meeting adjourned.