



**Alaska Seafood Marketing Institute
Communications Committee Meeting**

Thursday, September 8

12:30 PM – 3:00 PM Alaska Time

Meeting Link: <https://us02web.zoom.us/j/87194192942>

Meeting ID: 871 9419 2942

Call in: +1 669 900 9128 US

12:30 PM: Call to Order

- I. Roll Call
- II. ASMI Antitrust Statement
- III. Approval of Agenda
- IV. Approval of Previous Minutes
- V. In-State Communications, *Ashley Heimbigner*
- VI. FY23 Consumer PR plan, *Edelman*
 - A. FY22 Q4 Campaign Recap
 - B. FY23 Make the Wild Choice campaign
- VII. Alaska Seafood Marketplace and Seafood U Update, *Tanna Peters*
- VIII. Committee Roundtable
- IX. All Hands on Deck – November 9-11, 2022
- X. Public Comment
- XI. Old Business and Good of the Order
- XII. Adjourn

