



Alaska Seafood Marketing Institute

Communications Committee Meeting

Friday, January 15, 2020

1:00 PM – 2:30 PM Alaska Time

Meeting Link: <https://us02web.zoom.us/j/83649234985>

Meeting ID: 836 4923 4985

Call in: +1 (669) 900-9128

- I. **1:00 PM:** Call to Order
- II. Roll Call
- III. ASMI Antitrust Statement
- IV. Approval of Agenda
- V. Approval of Previous Minutes
- VI. ASMI Staffing Update - Ashley
- VII. **1:10 PM:** Review Strategic Plan + Highlights and Action Items from All Hands
- VIII. **1:50 PM:** Crisis Manual Project Update (Edelman)
 - A. DGA Media Strategy
 - B. Budget Update
- IX. **2:00 PM:** Other Project Updates:
 - A. Website Redesign Update - Ashley (Discovery process)
 - B. Branding Guide - Tanna
 - C. Media Library - Tanna
- X. **2:10 PM:** Subcommittee Discussion
 - A. Crisis Communications
 - B. Consumer PR
 - C. Content
 1. Provide direction on industry content needs, connect ASMI with fishermen and industry members for content features, etc.
- XI. **2:20 PM:** Approve tentative meeting schedule for the upcoming year
 - A. February Topic: Crisis Manual/Playbook
 - B. March Topic: Budget

- XII. Old Business and Good of the Order
- XIII. Public Comment
- XIV. Adjourn