



Alaska Seafood Marketing Institute

Communications Committee Meeting

Virtual Zoom

Friday, January 15, 2021

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

Draft Minutes

I. **1:00 PM:** Call to Order

The meeting was called to order by Chair Pat Shanahan at 1:04pm.

II. Roll Call

Members Present: Pat Shanahan, Chair; Cassandra Squibb, Vice Chair; Jessica Hathaway, Nicole Kimball, Julianne Curry, Matt Carle, Hannah Heimbuch, Tomi Marsh (Board Member liaison)

Members Absent: Peggy Parker, Jack Schultheis (Board Member liaison)

Quorum was met with seven present.

Others present: Ashley Heimbigner; Tanna Peters; Megan Rider, John Burrows; Alina Fairbanks, contractor; Christine Fanning, contractor; Susan Marks, contractor; Kate Consenstein, contractor; Katie Goldberg, contractor; Tessa Weber, contractor; Karmina Zafiro, contractor

Shanahan reminded everyone of the mission of ASMI, and asked that everyone take their individual hats off and put their ASMI hats on to work toward ASMI's mission. She reminded everyone that the ASMI board created an outline of the purpose and duties of the Communications Committee.

III. ASMI Antitrust Statement

Shanahan read the ASMI Antitrust Statement.

IV. Approval of Agenda

Curry asked to move public comment from the bottom of the agenda to the top of the agenda to inform discussion. Shanahan approved.

It was motioned by Curry, seconded by Carle to approve the agenda.

V. Public Comment

There was no public comment.

VI. Approval of Previous Minutes

Shanahan asked for comments. Squibb asked for clarification on who should be listed on the notes. Heimbigner noted we will revise with the full attendees.

Shanahan requested these attendees be revised before approval of the final minutes. No objections.

VII. ASMI Staffing Update

Heimbigner provided an update on recent staffing changes in the domestic and technical programs.

John Burrows introduced himself as ASMI Technical Coordinator and point of contact for the technical program following Michael Kohan's departure.

VIII. Review Strategic Plan + Highlights and Action Items from All Hands

Shanahan noted that the committee will be meeting more frequently so the main focus of this meeting is on the strategic plan. Adjustments will need to be made to the strategic plan to accommodate for market, budget and operational changes due to the pandemic.

Shanahan opened the floor for general feedback before discussing the document.

Squibb asked to clarify if the yellow highlighted pieces in the document are new for the 2021 fiscal year. Heimbigner confirmed.

Hathaway asked for Heimbigner to provide context about the proposed strategic plan, noting that it is complex because of the pandemic.

Heimbigner noted tactical changes were made in response to Covid-19 and noted in the document. Feedback from All Hands Meetings also influenced the strategy. Heimbigner requested committee direction on needed strategic and tactical changes for FY2022.

Shanahan read strategy one aloud and solicited feedback. “Increasing positive awareness of the Alaska Seafood brand among the following key audiences”

Squibb queried about consumer research. Heimbigner noted that we can add that context. Shanahan queried if any consumer research is slated within the budget for this fiscal year. Heimbigner noted there is none and Shanahan suggested this be included for the next fiscal year.

Rider contributed via the chat that “the domestic team is refreshing our Datassential retail research in light of Covid that concluded pre-Covid. It is slated to be released in tandem with the FMI Power of Seafood report in early March.”

Shanahan read strategy two aloud and opened the floor for comments on the related tactics. “Increasing positive awareness of ASMI and its efforts to promote the Alaska Seafood brand among the following key audiences”

Hathaway queried on the parameters for restarting Town Hall meetings. Heimbigner noted the State of Alaska currently has a travel ban and that ASMI would work closely with coastal communities to determine a safe return.

Shanahan queried if there are tactics ASMI can employ to “get the word out” to sales people about what ASMI does. Shanahan requested sales and marketers be included in industry communications and suggested a resource or deck for sales teams on how to use the ASMI resources.

Hathaway suggested bringing a group of direct marketers on a trade mission to a future Seafood Expo North America in Boston.

Carle queried about how was communicating with this specific audience, and if ASMI has surveyed the fleet audience as well as what measurement and metrics are in place to determine if we are completing our goals.

Heimbigner responded by noting messaging and surveying tools employed by ASMI including an annual newsletter, Wheel Watch, and direct marketer research being performed by ASMI currently.

Shanahan queried about the last bullet of “help with” the ASMI 40th Anniversary and the communication team’s role. Heimbigner noted that the Communications team would take a leading role and would clarify this in the document.

Shanahan read strategy three aloud suggesting more specifics be added to the “government leadership” key audience. “Increasing positive awareness of ASMI and its efforts to promote the Alaska Seafood brand among the following key audiences”.

Kimball noted that the strategies are goals for a non-Covid environment and some language or content may require adjustment as some tactics are not possible during Covid. Discussion led to communicating with the state government through different tools during Covid while there is no opportunity to be in the Capitol Building.

Shanahan read strategy four aloud and solicited feedback. “Increasing positive awareness of ASMI and the Alaska seafood industry among the following key audiences”

Shanahan noted the newer initiative, Choose Alaska Campaign, fit this need.

Shanahan read Strategy 5 aloud and solicited feedback. “Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact;”

No comments were provided.

Shanahan read Strategy 6 aloud and solicited feedback. “Focused education, research, and advocacy efforts among industry issues;”

Kimball requested clarification on the impetus for this strategy. Heimbigner noted this is a bullet included in the ASMI mission and reflects how the communications program specifically addresses that mission point. Kimball asked when the next economic value of Alaska seafood study with McKinley Research Seafood Values study would occur. Heimbigner noted it would be a fall/winter FY22 project

Shanahan commented that ASMI notes to “increase positive awareness” but would like added language about maintaining the brand by protecting the brand’s reputation.

Shanahan requested commentary on appendix items.

Carle queried if the University systems in Alaska or other entities could provide support to the last strategy regarding research and education. Heimbigner responded that ASMI works with the SeaGrant program, NOAA fisheries, and others in that capacity.

Squibb queried about increased attention to registered dieticians and whether we have the content and materials necessary to support this initiative. Heimbigner asked for clarification and Weber with Edelman commented the resources are sufficient thanks to the Technical team, the Netx database and the culinary resources available.

Kimball asked for clarification on Shanahan’s request to adjust the audience “consumers” to “US consumers”. Shanahan noted this is not a change, just a clarification. Heimbigner noted that

assets generated from the Comms program reach both a domestic and international consumer audience. Shanahan requested that the document be updated to reflect that.

Shanahan queried if the committee feedback notes on the strategic plan were lacking in any way. Heimbigner expressed appreciation for the feedback and noted that sharing any new events, partnerships or connections with trade and industry groups not listed in the document would be welcome.

IX. Edelman Update

Tessa Ward and Katie Goldberg of Edelman PR shared an update with new information since the All Hands meeting.

A. Crisis Manual Project Update

Edelman is currently working with ASMI staff, committee and board members to update ASMI's crisis communications infrastructure. There are four deliverables for the project including an Updated Crisis Manual and three playbooks with specific crisis scenarios. The group will be able to review draft materials in February and then use the manual and playbooks moving forward after they are finalized in March. Shanahan shared an update about the process - the next meeting will focus on the drafts made available in February. Ward noted that project lead Karmina is available for questions.

B. Dietary Guidelines of America (DGA) Media Strategy

Ward recapped media efforts including Seafood Sunday, and new upcoming campaigns; Wild Wellness and Sea to Table, building on health, wellness and sustainability topics.

C. Budget Update

Ward noted that funds from cancelled travel and the cancelled media FAM tour would be migrated to these campaigns. Update that the annual NYC media event will be in a virtual format.

Ward provided insight into the planning of the Wild Wellness campaign, including work with Registered Dietitians, media placements and influencers and funds that are shifting to a Satellite Media Tour and a Mat Release.

Ward provided insight into the sustainability campaign; Sea to Table. Ward showed a timeline of these campaigns, thanked the committee and solicited questions.

Shanahan asked if the Sea to Table campaign is all social. Ward clarified that the program is both traditional and social media based, and noted there is additional coverage for sustainability messaging provided by the Edelman "Always On" program of regular media relations activities.

Hathaway queried about engagement levels with virtual events. Ward noted that the engagement has been high across virtual events when the program is highly curated. Goldberg noted that the desire is for a two-pronged marketing moment with social “unboxing” and longer engagement with the attention-grabbing Chef Masa.

Squibb queried if information is being sent to industry to know when these unboxing moments are going live.

X. Subcommittee Discussion

Shanahan provided insight into the plan for subcommittees. She then requested Heimbigner provide further context. Heimbigner noted they would be almost exclusively ad-hoc with activities and discussions primarily taking place via email.

- A. Crisis Communications Focus: Develop crisis manual and playbook and be available during a crisis.
- B. Consumer PR: Help review strategies and decision making on consumer PR activities.
- C. Content: Provide direction on industry content needs, connect ASMI with fishermen and industry members for content features and various other projects.

Heimbigner noted that a website subcommittee may be a later request.

Shanahan queried if any volunteers are available. Committee members noted their preferences:

Crisis: Kimball, Carle, Curry, Shanahan

Consumer PR: Shanahan, Squibb

Content: Curry, Heimbuch, Marsh, Carle

Absent committee members would be contacted for subcommittee requests following the meeting.

XI. Other Project Updates:

- A. Website Redesign Update - Ashley (Discovery process)
- B. Branding Guide - Tanna
- C. Media Library - Tanna

Heimbigner presented an update on the website redesign project noting that a contractor had been chosen through the RFP process and work would begin formally in January.

Peters presented a brief description of the ASMI brand guide, providing ASMI staff and contractors a resource to align branding across programs and reduce design concept time, reducing staff and contractor time.

Peters presented updates to the Netx media library to increase efficiency and improve user experience.

XII. Approve tentative meeting schedule for the upcoming year

Shanahan queried if a regular placeholder meeting time would be better or if ad-hoc meeting times would be preferred and asked committee members for feedback. Shanahan noted that the meetings are only necessary through March and solicited input from Heimbigner. Kimball queried if the subcommittees would allay the need for the monthly meetings. Heimbigner noted the monthly schedule through March only is necessary. Shanahan queried if Friday afternoon is a good time or otherwise. Hathaway noted she is on EST and Friday does not work as a standing date for her.

It was decided Heimbigner would send a poll to find an appropriate time and that the committee would review as necessary to determine if more meetings are required monthly beyond March.

- A. February Topic: Crisis Manual/Playbook
- B. March Topic: Budget

XIII. Old Business and Good of the Order

No Comments.

XIV. Adjourn

Curry thanked the new Board chair and vice-chair and moved to adjourn, Squibb seconded the motion.