



Alaska Seafood Marketing Institute (ASMI)  
Domestic Marketing Committee Meeting  
April 30, 2024  
9:00 AM – 10:30 AM Alaska Time

- I. Call to Order
  - a. 9:03am by Madame Chair Lilani Dunn
- II. Antitrust statement
  - a. Read by Madame Chair Dunn
- III. Roll Call
  - a. Present: Madame Chair Dunn, Mister Vice Chair Whitney, Larry Christensen, Mike Cusack, Scott Sandvig, Director Mike Erickson
  - b. Absent: Thea Thomas, Michael De Caro, Sidney Riggs, Kent Harrison,
  - c. Also Present: ASMI staff and Contractors
  - d. Quorum was met
- IV. Approval of Agenda
  - a. Whitney moved to approve, Christensen seconded, none opposed. Motion Passed.
- V. Approval of minutes from All Hands 2023
  - a. Christensen moved to approve, Whitney seconded, none opposed. Motion passed.
- VI. Public Comment
  - a. None.
- VII. FY25 Budget Presentation
  - a. Presented by Domestic Marketing Director, Megan Rider
- VIII. Committee Discussion and approval of FY25 budget
  - a. Christensen moved to approve, Sandvig seconded, none opposed. Motion passed.
  - b. Sandvig emphasized the importance of in-store demos and requested their continued priority in the trade promotion budget.
  - c. Mark Jones updated on Salmon promotion efforts. Partners are interested in promoting sockeye salmon, while the ASMI team is focusing on pink and keta salmon promotions, which are included in many value added products.
- IX. Approval of Budget
  - a. All committee members voted to approve budget
- X. Old Business and Good of the Order
  - a. The committee requested further details on future sushi promotions, specifically the inclusion of wild salmon as an ingredient. Rider mentioned that ASMI Domestic is in discussions with a significant sushi partner but could not provide further details at this time.
  - b. Dunn inquired about the coordination between the communication and technical teams on nematode resources and talking points. Rider confirmed existing materials and suggested contacting Director John Burrows with further questions.
- XI. 9:50am Adjournment
  - a. Christensen moved to adjourn, Whitney seconded, none opposed. Motion passed.