



Wild, Natural & Sustainable

Alaska Seafood Marketing Institute (ASMI)
Domestic Marketing Committee and
Communications Committee Joint Meeting
Thursday, November 12, 2020
8:00 AM – 1:00 PM Alaska Time
(Call –in information to be provided)

- I. 8:00 AM Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Welcome and Introductions
- V. Joint Presentation provided by Ashley Heimbigner and Megan Rider
- VI. Retail Update provided by Mark Jones
- VII. Foodservice Update provided by Jann Dickerson
- VIII. Public Relations Update provided by Edelman
- IX. RFM Update provided by Susan Marks
- X. Joint Committee Discussion on strategy and/or review of species committee comments
- XI. Old Business and Good of the Order
- XII. Public Comment
- XIII. 10:00 AM Joint Meeting Concludes Adjourn

- BREAK

- XIV.
- XV. 11:00 AM Reconvene separately (Domestic Marketing Committee and Communications Committee) to discuss non-joint issues and respond to Board of Directors questions
- XVI. Approval of minutes from meetings held July 22, 2020 (DMC) and March 5, 2020 (Comms)
- XVII. Discuss Next Meeting Dates
- XVIII. Elections
- XIX. Old Business and Good of the Order
- XX. 1:00 PM Adjourn