



Alaska Seafood Marketing Institute (ASMI)
Domestic Marketing and Communications Committee Joint Meeting
Thursday, November 11, 2021
8:30 AM – 2:30 PM Alaska Time
Zoom Link:

<https://alaskaseafood.us4.list-manage.com/track/click?u=6a55cdf91efb1fd3029f00fcb&id=9fa814b7d6&e=a81179da14>

- I. 8:30 AM Call to Order by Madame Chair, Lilani Estacio-Dunn
- II. Roll Call
- III. Approval of Agenda
- IV. Welcome provided by Madame Chair, Pat Shanahan
- V. Public Comment
- VI. Joint Presentation provided by Ashley Heimbigner and Megan Rider
- VII. Retail Update provided by Mark Jones
- VIII. Foodservice Update provided by Jann Dickerson
- IX. Public Relations Update provided by Edelman team
- X. Joint Committee Discussion on strategy and/or review of species committee comments
- XI. Old Business and Good of the Order
- XII. 10:30 – 11:30 AM Networking break
- XIII. Joint Meeting Concludes

- XIV. (11:30 – 2:30 PM Committees reconvene separately)

Communications Committee Meeting Agenda

Thursday, November 11, 2021

11:30 – 2:30PM

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- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes
- V. Review communications-specific Species Committee comments
- VI. Review and respond to Operational Committee Questions from Board
- VII. Public Comment

- VIII. Review 2020 responses
- IX. Discuss Next Meeting Dates
- X. Old Business and Good of the Order
- XI. Adjourn