



Alaska Seafood Marketing Institute

ASMI Board of Directors Meeting

Monday, August 18, 2025

11:00 AM – 2:30 PM (Alaska Time)

Illiamna Room, Ted Stevens Anchorage International Airport & Virtual

Draft MINUTES

I. Opening

- A. Chair Richard Riggs called the meeting to order at 11:02 AM.
- B. Chair Riggs asked Heather Johnson-Smith to do the roll call. Members present: Chair Richard Riggs, Vice Chair Tomi Marsh (virtual), Mike Erickson, Allen Kimball, Chris Sannito. Ex Officio Members present: Commissioner Doug Vincent-Lang, Commissioner Julie Sande (joined virtually during executive session), Senator Scott Kawasaki (virtual), Representative Louise Stutes (virtual). Ex Officio members absent: Senate President Gary Stevens, Senator Lyman Hoffman, Senator Bert Stedman, Representative Sarah Vance, Representative Sara Hannan. Others present: Jeremy Woodrow, Greg Smith, Nicole Alba, Jenny McDowell, John Burrows, Megan Rider, Heather Johnson-Smith and other members of the public joined virtually.
- C. Approval of Agenda: Kimball made a motion to approve the agenda. Erickson seconded the motion. All were in favor.
- D. Approval of Minutes from May 15, 2025: Kimball made a motion to approve the minutes. Marsh seconded the motion. All were in favor.
- E. Remarks by Chairman Richard Riggs: Chair Riggs thanked Allen Kimball for his work as the previous chair of this board.
- F. Woodrow read the Anti-Trust Statement.
- G. Executive Director Update by Jeremy Woodrow: Recent developments include Becky Monagle's retirement and Jenny McDowell joining as the new fiscal director, John Daly's resignation from the Board since that would be 2 from the same company on the Board, a \$100 million USDA purchase of Alaska Pollock products, and the passage of a bill that could potentially double ASMI's federal funding for overseas marketing.

- II. Executive Session - for matters pertaining to ASMI personnel and/or budget (*AS 44.62.310 (c) The following subjects may be considered in an executive session: (1) matters, the immediate knowledge of which would clearly have an adverse effect upon the finances of the public entity; (2) subjects that tend to prejudice the reputation and character of any person, provided the person may request a public discussion;*)
Erickson made a motion to move into executive session. Sannito seconded the motion. All were in favor.
 - A. ASMI Advisory Committee Appointments
 - B. ASMI FY26 Budget Review

Working Lunch

At 1:06 PM, Kimball made a motion to return to open session. Sannito seconded it. All were in favor.



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III. New Business

A. ASMI Board of Directors market perspectives, harvest summary & outlook on market impacts: Erickson expressed optimism about the future of markets, noting an upward trend after a few low years. He highlighted strong demand for coho salmon and sees black cod as a huge positive due to the large amount of available fish and growing domestic market. Sannito mentioned that halibut prices have remained surprisingly high, and they've been able to raise their sales prices with customers still willing to buy. Kimball reported that Pacific cod remains strong in European markets, wild Alaska pollock demand has increased moderately, and flatfish exports to China are down by 50% with product now going to Europe. Marsh discussed opportunities in the visitor sector, including collaboration with cruise lines to promote Alaska seafood beyond just king crab to tourists. Chair Riggs discussed the current state of the seafood industry, noting that despite earlier uncertainties related to tariffs and trade wars, markets have matured and demand for pink salmon is strong across global markets, though supply has been lower than forecasted in some regions. He explained that domestic reprocessing of pink salmon has increased significantly, and there's concern about potential impacts from an executive order that could affect supply.

B. ASMI Committee Policy & Procedures: **Vice Chair Marsh made a motion to approve the revised Operational Committee Policies and Procedures. Kimball seconded the motion. All were in favor.**

Kimball made a motion to make appointments and reappointments to the ASMI operational and species committees as read by Heather. It was seconded by Sannito. All were in favor.

Communications

Reappoint: Cassandra Squibb, Everette Anderson, Nicole Kimball, Shannon Ward

Appoint: Christa Hoover

Domestic Marketing

Reappoint: Lilani Dunn, Scott Sandvig

Remove: Sidney Riggs

Appoint: John Daly, Steven Becic

International Marketing

Reappoint: Bary Lovejoy, Brian Hodgen, Frank O'Hara

Appoint: Sidney Riggs, Andrew Jensen, Hank Baumgart

Seafood Technical

Reappoint: Brandii O'Reagan, Manish Patel, Max Kenagy as an ex-officio

Appoint: John Lin

Certified Seafood – no changes

Global Food Aid

Appoint: John Daly, Megan O'Neil, Alex Pihl, Hailee Dierks

Halibut-Sablefish

Reappoint: John Jensen, Todd Greenwood

Appoint: Peter Wakeman

Salmon

Reappoint: Alex Pihl, Nicholas Dowie, Sandy Souter, Ted McDermott

Shellfish

Appoint: Sera Wheeler, Hank Baumgart

Whitefish

Reappoint: Brody Pierson, Daniel Kusakari, Rebecca Skinner

Appoint: Cathy DuPuis



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C. All Hands on Deck 2025

a. ASMI Species & Operational Committee Meeting Objectives

Domestic Marketing and Communications committees will not have a joint morning meeting this year. It was suggested that board members attend different committee meetings and keep discussions on track if needed. Woodrow said simplifying the questions to focus on how prioritizing species and where they can make a difference. It was also noted that tariffs will be a significant topic at All Hands, with Chair Riggs commenting that tariff impacts constantly change, which is why many are pivoting to the domestic market. The plan is to update the committee questions document within the next month after gathering feedback from the Consumer Advisory Panel.

IV. Good of the Order & Adjourn: Erickson made a motion to adjourn the meeting. Vice Chair Marsh seconded. All were in favor. The meeting was adjourned at 2:04 PM.

DRAFT