



Wild, Natural & Sustainable

Communications Committee
Monday, March 5, 2018
Beginning 10:00am
Teleconference

The meeting was called to order at 10:00 by Communications Director Jeremy Woodrow.

Members Present: Jessica Hathaway, Cassandra Squibb, Julianne Curry, Nicole Kimball, Peggy Parker

Not present: Lorin Gelfand

Quorum was met

Others present: Jeremy Woodrow, Kate Consenstein, Katie Goldberg, Christine Fanning, Hitomi Marsh, Aileen Cole, Kate Volrath, Joani Jones, Arianna Elnes

An amendment to the agenda was made to hold Public Comment after Elections of Chair.

A motion was made by Curry, seconded by Kimball to approve the agenda as amended; the motion passed unanimously.

Election of Chairs: The committee declined to participate in a blind nomination process for electing a chair and vice chair, instead opting to nominate willing individuals in an open process, followed by emailing votes (blind voting).

- New Chairman of Committee: Julianne Curry
- New Vice-Chairman of Committee: Nicole Kimball

Public Comment

No public comment

Communications Program Update, Jeremy Woodrow

- Communications Program is tasked with the promotion of ASMI to the following audiences
 - Consumers
 - Government Leadership
 - Fleet and Industry
 - Alaskans have been an audience in years past but has been removed due to reduced budget.

- Communications also overseas PR consumer media, social media messaging, consumer messaging, and new media creation including photography, photo contests, and video shoots
- It was brought up by various members of the committee that Communications should clarify in another leg what Communications does to support other programs, as well as industry such as distributors and supply chain members

Consumer PR Update, Katie Goldberg

- Key strategies for consumer audiences are
 - Making Alaska synonymous with wild, pushing frozen, driving earned coverage, and focusing on origin, purity, and taste
 - Continuing blogger and influencer programs and targeting trend setters
 - Focusing on a wide array of species
- There was discussion on how to modernize the Cook It Frozen program

FY19 Budget Review

- Woodrow reviewed FY18 Budget
- Woodrow presented FY19 Budget, and discussed strategy and plans for impending budget cuts

A motion was made by Parker, seconded by Hathaway to approve the budget; the motion passed unanimously.

An amendment to the agenda was made to add New Business to the agenda.

A motion was made by Parker, seconded by Kimball, to approve the amendment; the motion passed unanimously.

New Business:

Committee members agreed to request clarification from the Board regarding the committee's role and responsibilities. The Communications Program staff supports all other ASMI programs. However, the committee needs clarification on its scope and role in supporting the other programs, as well as any overlap with other ASMI programs and committees — particularly the Domestic Marketing and Sustainability programs.

Requested clarification:

- In the Program Director's infographic of the Communications Program's Audiences should there be a third box labeled "Support -- ASMI Programs and/or Committees" on the same level as "Promote -- Alaska seafood" and "Promote -- ASMI"?
- Should the Communications Committee meet with the Domestic Marketing Committee (or Chairs) at regular intervals to ensure communication?
- Does the Communications Committee have a role in reviewing messaging out of the Sustainability Program? If so, what is the scope and what is the protocol for review
- Does the Communications Committee have a role in reviewing domestic consumer research products (e.g., Technomic report), if it drives messaging, Consumer PR targeting decisions (which the Comms Committee oversees), and potentially

Communications Program budget allocations? If so, what is the scope and protocol for review?

- When are the term expiration dates for the chair, vice chair, and committee members?
Question raised after the meeting
- Has a board liaison been appointed to the Communications Committee? *Question raised after the meeting*

Good of the Order:

- Committee members thanked staff for clear and concise presentations and expressed sincere thanks for a superb budget detail. The committee also thanked board member Tomi Marsh for calling in.

Curry recommended the committee meet a couple weeks to one month before All Hands, and the committee will decide an exact date once the All Hands agenda is made available.

A motion was made by Curry, seconded by Hathaway to adjourn the meeting; motion passed unanimously.

The meeting adjourned at 12:40pm.