



Alaska Seafood Marketing Institute

Board of Directors Meeting Minutes - DRAFT

ORGANIZATION: Alaska Seafood Marketing Institute (ASMI)

DATE: Friday, May 29, 2026

TIME: 8:00 AM – 2:00 PM Alaska Time

LOCATION: Afognak Center, 300 Alimaq Drive, Kodiak, AK & Virtual

I. Call to Order

Chair Riggs called the meeting to order at 8:04 AM Alaska Time.

II. Roll Call

Chair Riggs asked Heather Johnson-Smith to do the roll call.

Members present: Chair Richard Riggs, Vice Chair Tomi Marsh (virtual), Chris Sannito, Christine O'Connor, Eric Deakin, Mike Erickson, (Ex Officio) Representative Louise Stutes (Joined in person at 9:08 AM and left at 11:00 AM for executive session.)

Ex Officio members not present: Commissioner Julie Sande, Commissioner Doug Vincent-Lang, Senator Gary Stevens, Senator Lyman Hoffman, Senator Bert Stedman, Senator Scott Kawasaki (Alternate), Representative Sarah Vance, Representative Sara Hannan (Alternate) Others present, both in person and virtually, were ASMI staff and members of the public; Bruce Schactler was present in person for some of the meeting.

III. Approval of Agenda

Erickson made a motion to approve the agenda. O'Connor seconded. All were in favor.

IV. Approval of Previous Meeting Minutes from February 17, 2026

Marsh made a motion to approve the minutes from February 17, 2026. Deakin seconded. All were in favor.

V. Usual Business

- a. Chairman's Remarks by Richard Riggs: Riggs noted significant improvement in the Alaska seafood industry since 2023, attributing stability to political support and ASMI's marketing efforts and feels like the industry is in a favorable position.
- b. Reading of Anti-Trust Statement by Jeremy Woodrow
- c. Executive Director Update by Jeremy Woodrow: EU catch certificate system continues to be at forefront for staff. We are fully staffed; Rachel Weston has joined International Team, and Kellan Nelson has joined fiscal team. The main part of the legislative session has ended. It resulted in several positive outcomes for the seafood industry, including the expansion of the value-added processing tax credit bill to all species and a joint

resolution supporting the continuation of the ban on Russian seafood imports, which is thanks to Senator Stevens and Representative Stutes for sponsoring it. ASMI conference room is under construction. Woodrow will be testifying at a US Senate Commerce Subcommittee hearing on the blue economy in DC on Tuesday, June 2nd.

VI. New Business

- a. ASMI Total Budget Overview by Jenny McDowell: She shared a PowerPoint. FY26 to FY27 is a decrease of almost \$1,000,000. Woodrow shared that in the Capital Budget, Alaska Legislature gave \$6,000,000 to ASMI and ATIA (Alaska Travel I Association) so Board will need to meet again.
- b. Domestic Program Budget by Megan Rider: She highlighted key initiatives including trade promotions with major retailers like Kroger and Walmart, participation in trade shows, and new partnerships including Alaska Airlines in-flight entertainment content featuring wild Alaska seafood recipes. Also new this year is SK grant money to promote pet food.
- c. Communications & Consumer PR Budget by Greg Smith: He noted a total reduction of \$150,000 since FY24 and highlighted successful initiatives including the pink salmon package, fishermen engagement programs, and strategic focus on earned media placements.
- d. Seafood Technical Program Budget by John Burrows: He said the technical budget has flat funding this year. He highlighted updates to support materials, new nutrition videos, and ongoing work to incorporate recent research findings into educational content.
- e. International Program Budget by Nicole Alba: FY27 budget totals just over \$13 million which increased by \$257,000; it is supported by MAP, RAP, and AFTPP funding for promotions, trade missions, processor education, and market development activities in key international markets.

Break until 10:32 AM

New Business (VIII c Market Update & Roundtable): Each board member shared an update and insight about current market conditions, fishing seasons, and opportunities for growth. Key topics included the impact of higher fuel prices on operations, potential benefits from increased tourism and cruise ship visits including in Kodiak, and efforts to expand direct marketing and access to seafood for local communities. Participants also discussed concerns about fish supply, particularly for key species like halibut, and highlighted recent legislative successes, including the passage of a conflict-of-interest bill for the Board of Fish. Chair Riggs shared that 2023 was darkest hour and everyone rolled up sleeves and changed that, and now stability is important to maximize our resource; EU Catch will be burden.

VII. Executive Session and Lunch

At 10:56 AM Chair Riggs asked for a motion to enter into executive session. Deakin made a motion to enter into executive session for matters pertaining to ASMI personnel and/or budget. Erickson seconded. All were in favor.

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;

- a. ASMI Budget
- b. ASMI Committees

VIII. New Business continued and return to open session

Erickson made a motion to return to open session at 1:00 PM. Deakin seconded.

- a. Approval of FY27 Budget: Sannito made the following motion: "I move to approve ASMI's Fiscal Year 2027 budget for the total amount of \$22,386,210, plus any additional federal funds which includes, but is not limited to: MAP, SATPP, RAPP, AFTPP, SK, EMP, or Cochran. This amount includes all fund sources, State and Federal, as authorized by the Alaska Legislature and Governor Dunleavy. Additionally, the ASMI Board recognizes that State Capital Funds were passed by the Alaska Legislature in the FY27 Capital Budget and would increase ASMI's budget authority. ASMI's FY27 budget may be reviewed and altered following the Governor's signing of the operating and capital budgets." Deakin seconded. All were in favor.
- b. Additional Board Motions:
O'Connor moved to have Tracy Welch be an ex officio member on Communications Committee. (She is now a state employee.) Erickson seconded. All were in favor.
Board Liaisons will be:
 - Int'l: Tomi Marsh, Eric Deakin
 - DMC: Mike Erickson, Christine O'Connor
 - Comms: Tomi Marsh, Christine O'Connor
 - Tech: Chris Sannito
- c. ASMI Board of Directors Market Update and Roundtable: (moved to before executive session)
- d. Set Fall Board Meeting Date and Location: October 1st in Juneau or Anchorage.

IX. Public Comment

Bruce Schactler texted Chair Riggs and asked for his comments from the February meeting to be considered.

X. Good of the Order and Adjourn

Erickson made a motion at adjourn. Sannito seconded. Meeting adjourned at 1:09 PM.