



Alaska Seafood Marketing Institute

**Board of Directors Meeting
December 3, 2020
Beginning at 9am AKST**

Draft Minutes

I. Call to Order

a. Roll call

Present:

Chair Jack Schultheis
Vice Chair Allen Kimball
Tomi Marsh
Mike Erickson
Commissioner Julie Anderson
John Moller
Rep. Dan Ortiz
Rep. Louise Stutes
Sen. Peter Micciche
Executive Director Jeremy Woodrow

Absent:

Mark Palmer
Tom Enlow
Gus Skaflestad
Sen. Gary Stevens
Sen. Lyman Hoffman

Also present: ASMI Program Directors, Staff, Members of industry and members of the public.

b. Approval of Agenda

Erickson moved to approve the agenda as presented. Vice Chair Kimball seconded the motion. All were in favor. Motion passed unanimously.

c. Approval of minutes from Nov. 13, 2020

Vice Chair Kimball moved to approve the minutes for November 13, 2020. Erickson seconded. All were in favor. Motion passed unanimously.

d. Chairman's Remarks

Noted anticipation of brief meeting. Moved into additional business of the meeting.

e. Executive Director Update

i. Antitrust Statement

Executive Director Woodrow read the anti-trust statement. Recognized the recent natural disasters and subsequent missing persons in Haines, and ongoing safety concerns in other Southeast Alaskan communities. Woodrow also recognized Program Director Kohan's pending departure from ASMI on December 11th. Offered to provide Kohan time to give parting remarks.

Kohan thanked Board of Directors and ASMI Staff for opportunities during her tenure with ASMI.

f. Public Comment

Chairman Schultheis invited public comment. No public comment.

II. New Business

a. ASMI BOD Roundtable: 5-minute update from each ASMI Board Director on market concerns, impacts, or areas ASMI staff should give attention in marketing initiatives

Chairman Schultheis began ASMI Board Roundtable.

Chairman Schultheis provided report of upcoming lamprey fishery. Noted high numbers of COVID on Yukon-Delta region.

Chairman Schultheis invited report from Vice Chair Kimball.

Vice Chairman Kimball noted ongoing COVID concerns anticipated to continue impacting operations into 2021. Noted regional updates. Reported stable movement in Japanese market. Importance of promoting Alaska story. Noted EU tariff concerns; 35% filet products. US Domestic market stable movement, with noted ongoing reduction in food service sector. Noted increase in home delivery and e-service format.

Chairman Schultheis invited questions for Vice Chair Kimball. No questions.

Chairman Schultheis noted written comments were provided by Enlow.

Executive Director Woodrow read comments for the record: B season left 50,000 metric tons of fish in water. Smaller fish caught. 20% went to fish meal, typically 2%. Expects to see drop in Pollock TAC and Pacific Cod TAC. Product demand strong. QSR product still strong. Concern for bringing workers into Dutch Harbor. RAVN has restarted limited commercial service. Most local operations have already booked charter service in the interim.

Chairman Schultheis invited Erickson to present.

Erickson reported recent wrap of dungeness crab fishery. Was able to move most inventory of black cod and halibut. Concerned about ongoing COVID impacts. Remain hopeful for vaccine in coming months.

Chairman Schultheis invited questions for Erickson. No questions.

Chairman Schultheis invited Marsh to present.

Marsh reported recent collaboration with Trident and EC Phillips, worked with Peace Health to create food boxes for local families in need in Ketchikan area. Noted ASMI donated recipes to the boxes. Noted small cluster of COVID outbreaks. Noted local processors have been able to continue safe operations.

Chairman Schultheis invited questions for Marsh. No questions.

Chairman Schultheis requested a brief update from Hannah Lindoff, Senior Director of Global Marketing and Strategy, on International Marketing Program promotions.

Lindoff provided overview of program efforts. Normal promotions currently running in China and Southeast Asia. Product send-outs in Southeast Asia to experiment with product: kazinoko, roe on kelp, herring. Efforts in Japan centered on holiday mail-order. Working with GAPP Roe committee to explore expansion of pollock roe sales. Noted both South America and Europe going through a strong second wave of COVID. Current broad program strategy on digital assets, and on promotion of Alaska-on-package branding. Invitation to write a one-page summary of trade priorities for incoming Biden Administration. Collaborating with PSPA, APA. Lindoff reports pilot program in Peru to send product for reprocessing. Notes program needs participation. Reports recent promotion Brazil delivery festival, call out AK seafood on menu. Invited follow up for

direct questions.

Chairman Schultheis invited questions from the Board for Lindoff. No questions.

Chairman Schultheis noted for the record, the attendance of Representatives Ortiz, Representative Stutes, Commissioner Anderson, John Moller and Senator Micciche.

Chairman Schultheis invited Ex Officio members to speak and provide reports.

Senator Micciche notes upcoming meeting of North Pacific Fisheries Management Council meeting set for Friday, December 4, 2020. Notes anticipated discussion of proposed alternatives of federal management of commercial salmon fishing in EEZ waters of Cook Inlet.

Ex Officio members Sen. Micciche, Rep. Stutes and Rep. Ortiz discuss proposed alternatives #4 and #2.

Schultheis acknowledged importance of the issue before the council.

Chair Schultheis closes the Board Round Table agenda item.

Chair Schultheis requests a motion to enter Executive Session, for the discussion of ASMI Seafood Technical Program Director position, and ASMI Budget Review.

Kimball motioned to enter Executive Session. Marsh seconded. All in favor. Motion passed unanimously.

III. Executive Session

a. ASMI Seafood Technical Program Director position

b. ASMI Budget Review

Board Members reconvene in Open Session.

Chairman Schultheis requested discussion of cancelling December 17th Board Meeting. Members present agree with decision to cancel meeting.

Chairman Schultheis directed staff to poll Board for future meeting dates.

IV. Adjourn

Chairman Schultheis requested motion to adjourn meeting.

Vice Chairman Kimball motioned to adjourn. Marsh seconded. All in favor. Motion passed unanimously.

Meeting adjourned at 10:40am.