

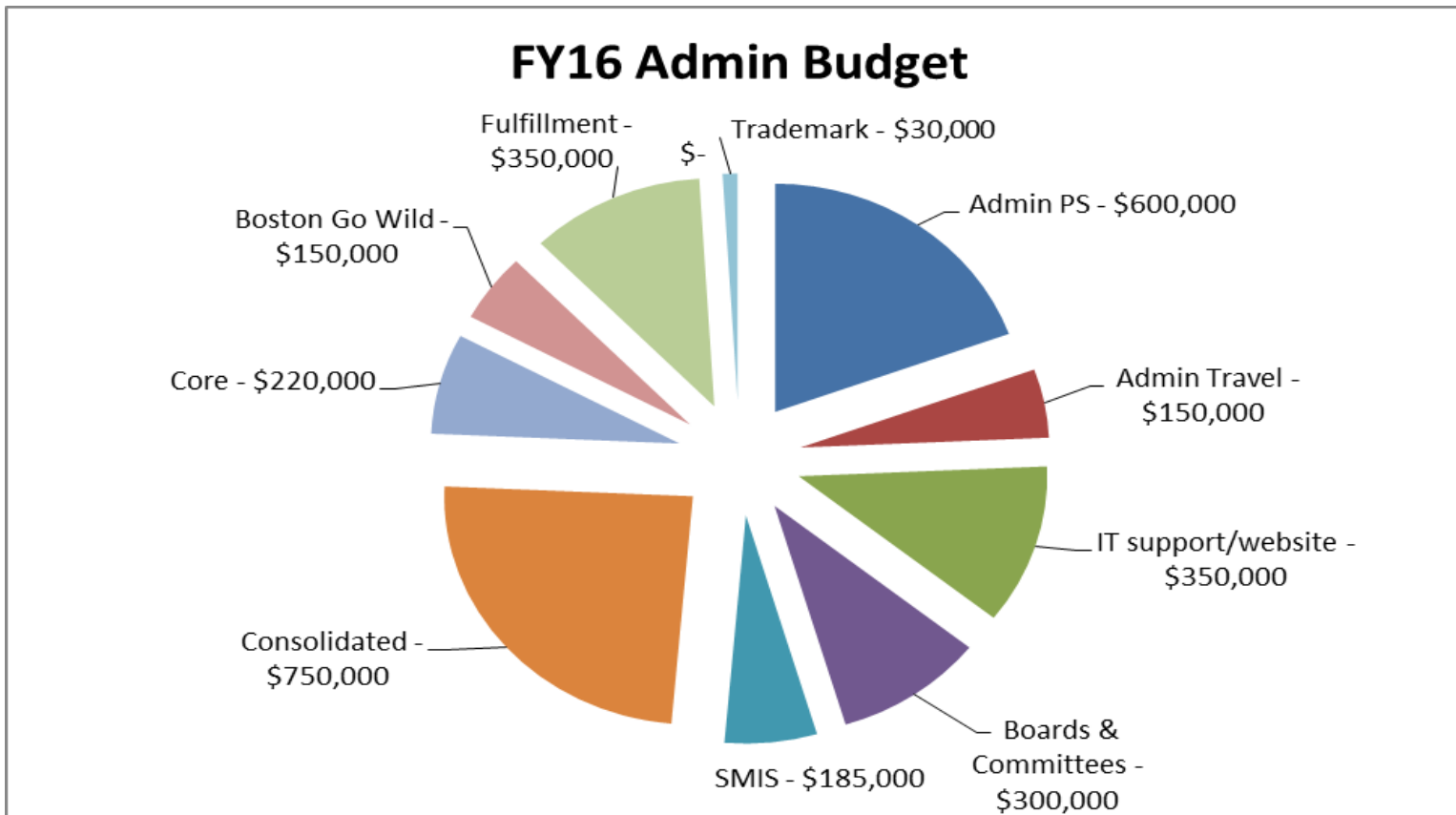
DATE: April 29, 2015
MEMO TO: ASMI Board of Directors
FROM: Becky Monagle, Finance Director
SUBJECT: Proposed FY16 Executive, Admin & Consolidated Program Budget

The following is a summary of the FY16 Executive, Admin & Consolidated Costs Program Budget.

Key Budget Changes: some of the FY16 budget categories have been amended from FY15.

Comparison of FY15 and FY16 Executive, Admin & Consolidated Program Budgets

Budget Category	FY15 Budget	% Budget	Budget Category	FY16 Budget	% Budget
Admin/Exec Office PS	\$ 656,000	15%	Admin/Exec Office PS	\$ 600,000	19%
Admin/Exec Office Travel	\$ 150,000	3%	Admin/Exec Office Travel	\$ 150,000	5%
Fulfillment House	\$ 400,000	9%	Fulfillment House	\$ 350,000	11%
Board & Committees	\$ 400,000	9%	Board & Committees	\$ 300,000	10%
SMIS	\$ 184,500	4%	SMIS	\$ 185,000	6%
Consolidated Costs	\$ 1,315,500	30%	Consolidated Costs	\$ 750,000	24%
Core Costs	\$ 220,000	5%	Core Costs	\$ 220,000	7%
Boston GO WILD	\$ 150,000	3%	Boston GO WILD	\$ 150,000	5%
Website/IT support	\$ 350,000	8%	Website/IT support	\$ 350,000	11%
RFM	\$ 500,000	11%	RFM	\$ -	0%
Trademark Costs	\$ 50,000	1%	Trademark Costs	\$ 30,000	1%
Grand Total	\$ 4,376,000	100%	Grand Total	\$ 3,085,000	100%



ASMI EXECUTIVE OFFICE

- Personal Services: - Funds 5.3 Full Time Equivalents (FTEs). The positions included are the following:
 Executive Director,
 Finance Director, Administrative Specialists (2)
 Admin Support Technician

Executive Assistant

Several positions also support the International program in the Juneau office. (NOTE: Three FTE costs are split 50/50 with International as to meet grant match requirements, one split 25% to RFM program, and Admin Support Tech is charged a third to Admin budget).

EXECUTIVE OFFICE TRAVEL

- This category primarily funds the Executive Director and admin support staff travel for meetings attendance and events promotions support.

FULFILLMENT HOUSE

- The ASMI Fulfillment House is contracted through KP Corporation out of Seattle, Washington. This inventory management and fulfillment house handles all of ASMI promotional materials that are dispatched to promotional destinations all over the country on demand. Here, all ASMI promotional items are consolidated in one centralized location for inventory control and shipping for efficiency and effectiveness.

BOARDS AND COMMITTEES

- Budget to cover all Board and Committees meeting costs, including travel with the exception of RFM and IMC committee meetings. This budget also covers travel costs associated with industry members traveling in partnership with ASMI to shows, events and promotional venues. The expenses for the Customer Advisory Panel (CAP) are also included under this line item. Special project consultants' travel costs are also paid here.

SMIS (Seafood Market Information Service)

- This expenditure is for the Alaska Seafood Bulletin, reports as needed, and ongoing consulting services from The McDowell Group.

CONSOLIDATED COSTS

- This expenditure captures all the fixed costs of the Institute, office space lease and maintenance for both office locations, office equipment lease and maintenance, centralized and cellular phone systems, all office supplies, postage and mailing costs, and other miscellaneous costs. The ASMI "swag" promotional items available for sale on the website and which are used for promotional purposes are also absorbed under this budget, including Alaska Seafood decals and flags for the Alaska fishing fleet.

CORE COSTS

- This is the estimated expense paid to the State of Alaska for support for the DCCED Commissioner's office , Admin Services, Human Resources and other centralized state agencies' services.

BOSTON GO WILD/Great American Seafood Cook-Off

- This expenditure captures the cost of the Alaska Seafood Reception in conjunction with the International Boston Seafood Show, with which industry members participate with sponsorship. It also covers costs for competition in the annual Great American Seafood Cook-Off, held each year in New Orleans.

WEBSITE/ IT SUPPORT

- ASMI IT is currently supported by an independent contractor who is responsible for overseeing and coordinating 24/7 monitoring and interaction overall IT functions for all ASMI programs. Services range from server and systems trouble shooting and upkeep. IT workstation and remote and cellular data support and maintenance, and expert advice for planning

prudent systems maintenance, preventive maintenance, and planned systems upgrades to accommodate technologies which are constantly evolving. ASMI will be looking at state services to provide the most cost effective IT services where applicable.

- This budget also captures the costs for the ASMI website maintenance. The ASMI website, while a conduit for ASMI promotions, education and Trade support is also an analytical program to measure its own effectiveness as an active website. ASMI and Byte Networking employ system tools and analytics and proprietary software to draw interested users to the ASMI message. IT provisions (platforms, codes etc.) to meet the fast changing demands of Social media and digital marketing are also considered here.

TRADEMARK

- Annual costs expenses for ASMI Trademark registration both in the International and Domestic programs.

FISCAL OPPORTUNITIES AND CHALLENGES

- Opportunities
 - IT Assessment
 - Core fiscal staff to continue to improve efficiencies and to provide program managers accurate accounting data for decision making
- Challenges
 - State of Alaska new accounting system to be implemented July 1, 2015 called Integrated Resource Information System (IRIS)

