



Alaska Seafood Marketing Institute

**Board of Directors Meeting
Thursday August 9, 2018
10:00 a.m. Alaska Time**

Teleconference Information:

Call in number: 800-315-6338

Alternate Call in number: +1-913-904-9376

Access Code: 05684

Draft Minutes

- I. **Call to Order** – Chair Jack Schultheis calls the meeting to order at 10:10am AKST
a. **Roll Call**

Board Members present:

Chair Jack Schultheis
Mark Palmer
Richard Riggs
Tomi Marsh
Fritz Johnson
Tom Enlow
Commissioner Mike Navarre

Board Members Absent:

Vice Chair Allen Kimball
Sen. Peter Micciche
Rep. Louise Stutes
Sen. Lyman Hoffman
Sen. Gary Stevens

Staff Present:

Alexa Tonkovich
Hannah Lindoff
Sara Truitt
Becky Monagle

Others Present:

James Brooks
Garrett Evridge
Peggy Parker
Tom Gemmell
Jeff Regnart

- b. **Approve Agenda**

Chair Schultheis asks for a motion to approve the current agenda.

Riggs makes motion to approve the agenda. Enlow seconds the motion. The motion passes unanimously.

c. Approve minutes from July 5, 2018

Chair Schultheis asks for a motion to approve the minutes from the July 5th Board Meeting.

Riggs makes a motion to approve the minutes. Palmer seconds the motion. Johnson abstains. The motion passes.

d. Chair Remarks

No remarks given.

e. Public Comment

No public comment given.

II. Executive Director Update

Chair Schultheis invites Executive Director Tonkovich to give her report.

Tonkovich notes ASMI has received the fish tax collections for FY18; \$9.86 million, above conservative estimate of \$8.5 million. Tonkovich gave a reminder that tomorrow is the third annual AK Wild Salmon Day. Reviewed various digital media promotions that accompanied the event.

Tonkovich then explains the topic of Committee Term Clarification that have 2019 expiry dates but who should've had 2018 expiry dates. The traditional appointment of Committee Members at All Hands 2015 was postponed at that event, until March 2016. When those members were then appointed, they should have received a term expiry of All Hands 2018. A clerical error recorded them as All Hands 2019. Tonkovich asks if the board has any objection to staff retroactively adjusting those Committee Members' terms to expire this year, at All Hands 2018.

No objection was made by the board to make these corrections.

Tonkovich responds by concluding that she have staff make the clerical corrections.

- a. Tariff Update – United States Trade Representative (USTR) will be holding a hearing on the Tariffs as well as accepting public comment. Alaska's Federal delegation will be submitting questions for this hearing. ASMI has been in contact with NFI as well as other industry groups. Tonkovich states her belief that ASMI has a valuable voice and should submit a response that is educational and objective. Would like to send draft to the board for review and permission to submit public comments to the USTR.**

Tonkovich explains the public comment period ends first week of September and that she is working with other industry groups to craft the message. Tonkovich notes she can send the board draft this week or early next week for review. Would share final with PSPA, Groundfish Forum and other industry trade groups.

Several board members voice support for this, however no official vote is taken.

- b. Committee Term Clarification** – This discussion was included earlier in the Executive Directors Update.

III. Monterey Bay Aquarium

Chair Schultheis invites Jeff Regnart to speak on the issue of Monterey Bay Aquarium. Regnart reviews the Monterey Bay Aquarium's updated qualification system for classifying sustainably sourced seafood. Reviews how this negatively impacts AK seafood's ratings. Notes the development of a working group to address issue, with meetings beginning within the next month.

Chair Schultheis opens discussion up to comments from the board. No comments made.

IV. CAP Report and next steps

Chair Schultheis invites Tonkovich to present on the CAP Next Steps. Tonkovich reviews steps taken already with ASMI directors to ensure further communication with CAP members. Had directors respond to recent McDowell report. Asks board if they have any comments about the response being sent to the CAP. Notes staff could prepare recommendations for the Board's review at All Hands and then set up meeting specifications from there. Tonkovich notes that we have 1 seat open on the CAP, if the board would like to consider candidates at All Hands that can be done.

Palmer agrees to review considerations of candidates for open position.

V. International Program Update

Chair Schultheis invites International Program Director Lindoff to present on the International Program. Lindoff gives a brief overview of the International Marketing Program. Lindoff notes that the upcoming International Marketing Committee meeting is August 20th. Lindoff also reviews the potential for tariff mitigation funding and recap's her and Tonkovich's visit to a recent conference in Washington D.C., which included sessions with the USTR. Lindoff updated the Board that former OMR Akiko will return to the Japan Program. Lindoff also gave an overview of the European program, Brazil Program and recent Ukraine buyers mission.

Chair Schultheis asks for questions from the board. There were no questions.

- VI. Executive Session – Chair Schultheis asks for motion to go into Executive session regarding Personnel, notes it will take 15 – 20 minutes. Palmer makes a motion to go into Executive Session to discuss personnel. Riggs seconds the motion. The motion passes unanimously. Executive Session begins at 10:40am.**

VII. Return to Open Session – Chair Schultheis asks for a motion to return to Open Session. Riggs makes a motion to return to Open Session. Palmer seconds the motion. The motion passes unanimously. Open session resumes at 11:05am.

Chair Schultheis asks the board when and if they wish to meet next before All Hands. Marsh, Palmer and Enlow agree they would like another meeting. Chair Schultheis recommends a September meeting. Tonkovich will conduct a doodle poll to capture scheduling availability.

Tonkovich notes documents deferred from May meeting (Committee P&P's, Bylaws, etc.), asks if they want an in person meeting or if we should include them for review at All Hands. Chair Schultheis asks Tonkovich to obtain board preferences over email.

VIII. Adjourn -

Chair Schultheis asks for a motion to adjourn.

Riggs makes a motion to adjourn. Palmer seconds the motion. The motion passes unanimously. Meeting adjourned at 11:14am AKST.