



Alaska Seafood Marketing Institute

Board of Directors Meeting

A regular meeting of the Alaska Seafood Marketing Institute was called to order at 10:05am on Thursday, July 5, 2018 via teleconference, with Chairman Jack Schultheis and Secretary Alexa Tonkovich present.

The minutes of the May 10, 2018 meeting were approved as presented.

I. a. Call to Order

Board Members Present (on Phone):

Chair Jack Schultheis
Vice Chair Allen Kimball
Mark Palmer
Tom Enlow
Richard Riggs
Tomi Marsh

Staff Present:
Alexa Tonkovich
Sara Truitt
Victoria Parr
Bruce Schactler
Jeremy Woodrow
Becky Monagle
Megan Rider

Absent:

Fritz Johnson
Sen. Peter Miccichi
Re. Louise Stutes
Sen. Gary Stevens
Sen. Lyman Hoffman

Others Present (on phone):
Tom Gemmel
Ava Daughery

b. Approve Agenda

Chairman Schultheis asks for board to review the agenda for any alterations or corrections. Marsh moves to approve the meeting agenda as presented. Kimball Seconds the motion. The motion passes unanimously.

c. Approve Minutes

Chair Schultheis asks board members to review the minutes and make corrections if needed.

Chair Schultheis asks for a motion to approve the minutes. Enlow makes a motion to approve the minutes. Marsh seconds the motion. The motion passes unanimously.

d. Chair Remarks

Chair Schultheis thanks everyone for taking the time to join the meeting. He notes this meeting will only go for an hour, apologizing if the meeting feels rushed, notes the importance of staying on task.

e. Public Comment

No public comment.

II. Executive Director update

a. Summer Activity Overview – Ms. Tonkovich reports that it is a busy summer and all ASMI programs are hard at work. Reviews list of other summer events past, present and future: Bristol Bay Fish Expo, Haines Fisherman BBQ, SeaWeb Seafood Summit in Barcelona. Later this month: inbound missions from China, Ukraine, and the Global Culinary Innovators Association on a culinary immersion trip. Next week, International and Communications program staff will be attending a Culinary Retreat in Tutka Bay. ASMI staff will also be participating in the Great American Seafood Cook-off in Louisiana this August.

b. Audit Results – Ms. Tonkovich provided an update on the federal MAP Audit: \$21 million in Federal Funds, FAS audited sample of claims totaling \$6.79 million, and ASMI's total payback was just \$232.00.

c. China Tariffs Update – Ms. Tonkovich reports that most AK Seafood species are on the list for an additional 25% tariff. Lists the few exceptions: fresh finfish, fish meal and oil. Tariffs will be applied to products for domestic consumption. Notes ASMI is monitoring the tariffs through our trade partners, ASMI's China Office, FAS and NOAA. Ms. Tonkovich notes that ASMI has also seen tariffs on US goods going to Canada and EU. To date, seafood has not made the list but ASMI continues to monitor.

III. Domestic US In Season Promotion update

Chair Schultheis introduces the agenda item of Domestic US In Season promotion updates.

Domestic Marketing Director Victoria Parr reviews the current promotions of the Domestic Team's Foodservice and Retail programs taking place during the summer 2018 season.

Palmer requests metrics being used to measure success.

IV. Political/Legislative Engagement

Chair Schultheis introduces the agenda item of political legislative engagement.

Communications Director Jeremy Woodrow provides guidance, requested by Board Members,

on engaging with public office candidates. Woodrow also reports that ASMI developed talking points with Pacific Seafood Processors Association from the McDowell Group's economic impact report.

Enlow requests staff recirculate talking points.

Riggs requests the historical funding for ASMI.

Chair Schultheis asks if there are further questions for Jeremy. No questions are asked.

Upon all agenda items having been discussed, Chair Schultheis asks if Schactler would give a report on his recent trip to DC, which was not included on the agenda items.

Schactler provided a recap of his May 2018 trip to Washington DC as it related to his Global Food Aid Program's various activities. He reviewed advances in TFAP program for 2019. Schactler reports on headway in salmon powder food supplement project.

V. Discussion of next steps/next meeting

Chair Schultheis asks if there is any discussion on next meeting dates or topics?

Tonkovich responds by asking if the board would like to set next meeting date now or over email.

Discussion on the next meeting date.

It is decided that the next meeting will be set for August, and decided via Doodle Poll.

VI. Adjourn

Chair Schultheis asks for motion to adjourn

Palmer makes a motion to adjourn. Enlow seconds the motion. The motion passes unanimously.

Meeting adjourned at 10:57am.

Alexa Tonkovich
Secretary
Approved July __, 2018