



Alaska Seafood Marketing Institute

**Board of Directors Teleconference Meeting
Tuesday Sept 3, 2019
9 a.m. – 11 a.m. AKST**

Teleconference Information:
Call in number: 800-315-6338
Alternate Call in number: +1-913-904-9376
Access Code: 05684

I. Call to Order

a. Roll Call

Present

Chairman Jack Schultheis
Vice Chairman Allen Kimball
Mark Palmer
Tom Enlow
Tomi Marsh
Gus Skaflested
Mike Erickson
Sen. Peter Micciche
Rep. Dan Ortiz

Present Continued

Commissioner Anderson

Staff Present:

Jeremy Woodrow
Sara Truitt
Megan Rider

Others:

Susan Marks
Jeff Regnardt
Jeff Stephen

b. Approval of Agenda

Chair Schultheis asks for a motion to approve the agenda.

**Enlow moves to approve the agenda as presented, Marsh seconds the motion.
The motion passes unanimously.**

c. Approval of Minutes from April 23, 2019

Chair Schultheis asks for a motion to approve the minutes from April 23, 2019.

Enlow moves to approve the minutes from April 23, 2019 as presented.

Kimball seconds the motion. All in favor. The motion passes unanimously.

d. Chairmans Remarks

Chair Schultheis reminds those on the phone to put themselves on mute when not speaking. Foregoes further remarks

e. Executive Director Update

Executive Director Jeremy Woodrow notes a successful CAP meeting in early August, with a follow up report to be released in the future. Woodrow also notes several recent staff changes for the record: Ashley Heimbigner promoted to Communications Director; Megan Rider promoted to Domestic Marketing Director (from acting status); Alice Ottosen-McKeen promoted to International Marketing Coordinator. Also notes two new staff: Nicole Stangeland recently returns to ASMI as the International Marketing and Grants Coordinator; Alysha Guthrie hired as the new Assistant International Program Coordinator. Closes by reminding the Board to book their travel to All Hands, which is next month.

f. Public Comment

No public comment

II. Mariculture Promotional Activities – Jeremy Woodrow and Tomi Marsh

Woodrow explains he has reviewed statutes, namely sections of statute that address mariculture promotions such as kelp, oyster, bivalve, according to section 15.5100. Explains the summation indicates that currently ASMI cannot promote items identified as “aquatic mariculture”.

Marsh adds that it may be something the board would like to explore in future strategic planning.

Miccihi asks if this requires a change of statute.

Woodrow agrees that it would.

Commissioner asks if Woodrow has sought out interest level of mariculture sector.

Woodrow notes ASMI has not yet sought out feedback.

Commissioner suggests it would be a good step to take.

Marsh states she will reach out to mariculture groups she is associated with to discuss the topic further.

Chair Schultheis asks if wild kelp is considered a wild harvest?

Discussion among board on styles of kelp farming, no clear consensus if “wild kelp” is defined further in statute.

Marsh does explain that there is hatchery grown kelp and wild grown kelp being harvested, but notes that the statute only refers to “aquatic plants” and does not further clarify or specify wild vs farmed.

Woodrow asks if the board believes ASMI should pursue sending a letter to the mariculture industry? Or would the board prefer that ASMI continue forward as defined in statute?

Moller suggests ASMI staff engage in further conversation with mariculture taskforce, especially related to fees related to marketing.

Commissioner agrees with comments from Moller. Would like to see further exploration

of issue by ASMI with mariculture industry and taskforce.

III. Seafood Watch Update – Jeff Regnart

Regnart reviews work of MBAq, upcoming meeting in 10 days. Meantime discussion with leadership at Monterey Bay Seafood Watch Program. Received informative updates from them. Revamps of the current website updates that he has seen appear promising in the way they portray Alaska Seafood. Hopes to have a member of leadership attend All Hands.

Chair Schultheis questions if progress is being made with Monterey Bay?

Regnart agrees that would be a correct assessment. Applauds working group for their efforts in making this progress.

Chair Schultheis asks for further questions

Marsh asks if there was any discussion among the CAP related to the Seafood Watch issue.

Woodrow notes he is not aware at this time.

IV. RFM Chain of Custody – Jeff Regnart

A memorandum of understanding has been signed with the Icelandic group, and are working on a draft chain of custody for a joint program. Explains that Iceland and Alaska have very similar programs. They are also in conversation with Norway, which will likely join us for a united effort. Also notes Denmark has expressed interest in participation. Notes discussion of chain of custody in markets where we're looking for product use, namely in Japan. Hopefully closer to providing audits at a reasonable rates in Japan.

Chair asks for questions for Jeff. No questions presented.

V. RFM Logo – Susan Marks

Marks references that the logo information is contained within the board packet for reference. Notes they are currently working to get the logo trademarked, will be trademarked in China, Hong Kong, Japan, the EU and the UK. Trademark process takes 6 – 18 months, but logo can be used in the meantime. Notes official launch of logo in Japan at the Japanese Technology and Fish Expo. Focus on driving interest in preparation for the Tokyo Olympics. Asian-region strategy discussion at upcoming RFM meeting. Notes next step for the logo: Collateral is being updated. An info sheet has been developed. Prior to official US launch, will notify all current chain of custody holders and fishery clients and have them sign new terms of use and review guidelines being circulated. Goal to launch in the US in October. Strategy for US market is currently in development.

Chair Schultheis asks for questions for Marks. No questions presented.

Chair Schultheis asks for motion to go into executive session.

Moller moves to enter into executive session. Kimball seconds the motion. All in favor, motion passes.

- VI. Executive Session:
- a. RFM – Jeff Regnart/Susan Marks
 - b. Committee Appointments
 - c. ASMI Staffing – Jeremy Woodrow

Chair Schultheis asks for a motion to come out of Executive Session.

Marsh moves to come out of Executive Session. Erikson seconds the motion. All in favor. Motion passes unanimously.

Palmer moves to place Duncan Fields from an ex officio member of the RFM Committee to an appointment as an RFM Committee Member. Enlow seconds the motion.

Kimball moves to appoint Matt Tinning to sit on the RFM Committee. Marsh seconds the motion. All are in favor. Motion passes unanimously.

VII. **Good of the Order**

Chair Schulthies asks for any further business. No further business is presented.

VIII. **Adjourn**

Chair Schultheis asks for a motion to adjourn.

Kimball moves to adjourn. Enlow seconds the motion. All are in favor. Motion Passes unanimously.

Meeting adjourned at 10:20am