



Alaska Seafood Marketing Institute

Board of Directors Meeting

Via Zoom

October 1, 2020

Beginning at 9am AKST

I. Call to Order

a. Roll call

Present:

Chairman Jack Schultheis
Vice Chairman Allen Kimball
Tomi Marsh
Mike Erickson
Tom Enlow
Gus Skaflestad
Mike Erickson

Absent:

Mark Palmer
Rep. Louise Stutes
Rep. Dan Ortiz
Sen. Peter Micciche
Sen. Gary Stevens
Sen. Lyman Hoffman
Commissioner Julie Anderson
John Moller

Also Present: ASMI Executive Director Jeremy Woodrow, ASMI Program Directors, Staff, Contractors, Members of Industry and Members of the Public.

b. Approval of Agenda

Chairman Schultheis requested a motion to approve the agenda.

Vice Chairman Kimball moved to approve the agenda for October 1, 2020 as presented. Erickson seconded the motion. All in favor. Motion passed unanimously.

c. Approval of minutes from Sept. 17, 2020

Chairman Schultheis requested a motion to approve the minutes from September 17, 2020.

Skaflestad moved to approve the minutes. Erickson seconded the minutes. All were in favor. Motion passed.

d. Chairman's Remarks

Chairman Schultheis declined remarks.

e. Executive Director Update

i. Antitrust Statement

Chairman Schultheis invited Executive Director Woodrow to speak.

Woodrow read antitrust statement. Announced internal personnel change.

Reviewed upcoming plan to appoint and approve committee member appointments at the upcoming Board Meeting scheduled for October 15th.

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

Chair Schultheis introduced the ASMI Board Roundtable discussion.

Chairman Schultheis declined comments. Invited Vice Chairman Kimball to present.

Vice Chair Allen Kimball noted the ongoing impacts of COVID-19 on the industry. Provided review of market regions. Noted slow Japanese market; China moving closer to normal functioning internally, shipping delays due to COVID-19 protocols in China; European region seeing returning shutdowns, unclear how impact of flu season may affect market; United States variable depending on region. Noted poor fishing returns for pollock, causing market concerns. Noted low returns of keta and pink salmon and competition with Chilean salmon causing market concerns.

Chairman invited questions for Vice Chairman Kimball. No questions.

Chairman Schultheis invited Enlow to present.

Enlow noted poor fishing conditions over several months during B-season. Small fish size. Impact on product form production. Current focus on safety preparedness for A-season.

Chairman invited questions for Enlow. Enlow answered questions from staff.

Chairman Schultheis invited Mike Erickson to present.

Erickson noted Southeast salmon season finishing up. Extremely low returns. Noted fisheries opening today of dungeness and spot prawn. Noted dungeness season has been 2nd largest on record. Sea cucumber fishery open. Unclear market in china.

Chairman Schultheis invited questions for Erickson. Erickson answered questions from staff.

Chairman Schultheis invited Gus Skaflestad to present.

Skaflestad noted low returns this season. Concern around cost increases anticipated for COVID-19 preparations for the coming year.

Chairman Schultheis invited questions for Skaflestad. No questions.

Chairman Schultheis invited Tomi Marsh to present.

Marsh reviewed preparations for geoduck fishery. Interest in new product forms for geoduck. Ongoing precautions around COVID-19.

Chairman Schultheis invites questions for Marsh. No questions.

Chairman Schultheis invites presentations from Ex Officio members. No Ex Officio presentations.

b. Remaining Carryforward Review & Discussion

Chair Schultheis invites Woodrow to lead discussion on the remaining carryforward review and discussion.

Woodrow presents document to Board Members listing remaining carryforward items: \$7,100 SDPR carryover for Seafood Technical Program project: Sensory research project to evaluate quality characteristics of frozen Alaska seafood; \$30,000 SDPR for the Communications & Consumer PR proposed Proactive Crisis Communication Plan; \$30,000 SDPR carryover for Communications & Consumer PR proposed reallocation of funding for photo and video assets for ASMI Media Library.

Chairman Schultheis invites questions from the Board. Board and ASMI Directors discuss funding options.

Kimball motions to approve the ASMI Carryforward Summary October 1, 2020 (\$7,100 SDPR carryover for Seafood Technical Program project: Sensory research project to evaluate quality characteristics of frozen Alaska seafood; \$30,000 SDPR for the Communications & Consumer PR proposed Proactive Crisis Communication Plan; \$30,000 SDPR carryover for Communications & Consumer PR proposed reallocation of funding for photo and video assets for ASMI Media Library) recommendation as written. Marsh seconds.

c. ASMI CAP Roundtable Topic Discussion

Chairman Schultheis invited Woodrow to begin discussion of ASMI CAP roundtable topic discussion.

Board members discussed potential topics for discussion and scheduling of CAP member sessions.

III. Public Comment & Good of the Order

Chairman Schultheis invited public comment.

No public comment

Chairman Schultheis requested further business for the good of the order.

No further business presented.

IV. Adjourn

Chairman Schultheis requested motion to adjourn.

Enlow moved to adjourn. Erickson seconded the motion. All in favor. Motion passed unanimously.

Meeting adjourned at 10am.

Minutes approved by motion of the Board on October 15, 2020

A handwritten signature in black ink, appearing to read "J. Wooten". The signature is written in a cursive, flowing style.

Executive Director; Alaska Seafood Marketing Institute
Board Secretary