



Alaska Seafood Marketing Institute

Board of Directors Meeting

Via Zoom

October 15, 2020

Beginning at 9am AKST

I. Call to Order

Chairman Schultheis called the meeting to order at 9:20am AK time.

a. Roll call

Present:

Chairman Jack Schultheis
Vice Chairman Allen Kimball
Mark Palmer
Tom Enlow
Tomi Marsh
Mike Erickson
Gus Skaflestad
Jeremy Woodrow
Commissioner Julie Anderson

Absent:

Sen. Peter Micciche
Sen. Gary Stevens
Sen. Lyman Hoffman
Rep. Louise Stutes
Rep. Dan Ortiz
John Moller

Also Present:

ASMI Program Directors, ASMI Staff, ASMI Committee Members, ASMI Contractors

b. Approval of Agenda

Enlow moved to approve agenda. Erickson seconded. All were in favor. Motion passed unanimously.

c. Approval of minutes from October 1, 2020

Chairman Schultheis requested motion to approve minutes.

Enlow moved to approve the minutes from October 1, 2020. Vice Chairman Kimball seconded. All were in favor. Motion passed unanimously.

d. Chairman's Remarks

Chairman Schultheis reviewed the day's agenda items.

e. Executive Director Update

Chairman Schultheis invited Executive Director Woodrow to give his report.

Woodrow reviewed upcoming All Hands on Deck dates and online platform

i. Antitrust Statement

Woodrow read the Antitrust Statement for the record.

I. 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

Chairman Schultheis began roundtable, inviting Vice Chairman Kimball to present first.

Vice Chairman Kimball noted ongoing COVID concerns going into coming season with continuation of prevention plans. Reviewed other markets, noting lockdowns in areas of Europe related to resurgence of wave of COVID. Noted calmer domestic market at present. Reviewed no major changes at present in Japanese market. Reviewed concerns related to shipping delays in China. Noted low harvest of pollock; focus on marketing of ground fish. Remark on ongoing importance of marketing of wild salmon in relation to competition of farmed salmon.

Chairman Schultheis invited Palmer to present.

Palmer began report noting increase of foodservice. Noted connection to areas of growth in markets that lean towards access to outdoor activities. Noted strong movement in salmon market, roe market and canned salmon. Palmer also noted the importance of the industry being prepared for next year in relation to COVID prevention, especially related to ongoing screening and prevention among local workforces within Alaska communities.

Chairman Schultheis invited Marsh to present.

Marsh provided brief remarks echoing concerns put forth by Palmer related to preparation and expenses of ongoing COVID prevention in local workforce. Marsh noted start of sea cucumber season, ongoing geoduck fishery.

Chairman Schultheis invited Erickson to present.

Erickson noted slow start to Dungeness season. Noted slow response from China related to sea cucumber market. Noted strong sales of halibut and black cod.

Chairman Schultheis invited Enlow to present.

Enlow noted low returns on pollock. Echoed remarks made by Kimball and Palmer, citing ongoing concerns of COVID prevention and related costs. Enlow provided brief update on air transport related to moving workforce into and out of Dutch Harbor. Charter transport primary air travel with no current indications of return to commercial service at time of report.

Chair Schultheis invited Skaflestad to present.

Skaflestad echoed concerns expressed by fellow Board regarding COVID testing and costs.

II. Executive Session

Chairman Schultheis requested motion to enter into executive session.

Skaflestad moved to enter into Executive Session to discuss ASMI Species and Operational Committee Review and Appointments, and to discuss ASMI Physical Office Review. Enlow seconded the motion. All were in favor. Motion passed unanimously.

- a. ASMI Species and Operational Committee Review & Appointments
- b. ASMI Physical Office Review

Marsh moved to return to Open Session. Vice Chairman Kimball seconded the motion. All were in favor. The motion passed unanimously.

Vice Chairman Kimball motioned to approve the committee assignments as read aloud by Executive Director Woodrow. Erickson seconded the motion. All were in favor.

Woodrow read aloud the following Committee Assignments:

To Communications Committee reappoint Julianne Curry; appoint Matt Carle.

To Domestic Marketing Committee reappoint John Salle, Branson Spiers, Mike Cusack,

Kendall Whitney, John Daly.

To International Marketing Committee reappoint Michael McGinley, Bob Janzing, Phil Young, Rasmus Soerensen, Jeff Stephan; appoint Joel Peterson.

To Seafood Technical reappoint Hart Schwarzenbach, Tiffany Hanson, Dr. Christina Mireles-DeWitt; Appoint Robert Vidal.

To Halibut Sablefish reappoint William Sullivan.

To Whitefish reappoint Ron Risher, Frank O'Hara III; appoint Trevor Murikami.

To Salmon Committee reappoint Julianne Curry, Melanie Brown; appoint Michael Jackson and Jesse Liu.

To Shellfish Committee, reappoint Linda Kozak, Robert Poulsen, Steven Minor.

All Board Members in favor. Motion passed unanimously.

**III. Public Comment & Good of the Order
Chairman Schultheis called for public comment.**

This writer, the Board Liaison, noted to the Board of Directors that public comment was provided in written format. The Board Liaison would provide these comments in their written form to the Board of Directors following the meeting, and ensure notation of this action in the official minutes of this meeting.

IV. Adjourn

Chairman Schultheis requested motion to adjourn.

Enlow moved to adjourn. Vice Chairman Kimball moved to adjourn. All were in favor. The motion passed unanimously.

Meeting adjourned at 11:28am.

Minutes for October 15, 2020 were approved by Motion of the Board on November 12, 2020



Executive Director; ASMI Seafood Marketing Institute
Secretary of the Board