



Alaska Seafood Marketing Institute

INTERNATIONAL MARKETING COMMITTEE MEETING

Feb. 28, 2022

9:30 a.m. – 4:00 p.m. PT

at Glacier Fish Company

2001 West Garfield St.

Terminal 91, Bldg A-1, C-107, Seattle, WA 98119

Zoom information: <https://us06web.zoom.us/j/83647068855>

Meeting ID: 836 4706 8855

DRAFT AGENDA

9:30 a.m. INTRODUCTION

- A. Call to Order
- B. Roll Call
- C. Approval of Previous Minutes
- D. Announcements
- E. Introduction of Guests/Visitors
- F. Public Comment

9:45 a.m. REPORTS

- A. Chairman's Report and Comments
- B. Vice Chairman's Report and Comments
- C. Program Director's Report and Comments

10:00 a.m. New Staff introductions

10:15 a.m. FY 22 Budget

- A. Budget Strategy Presentation and Discussion – Hannah Lindoff
- B. Finalized Budget Recommendation to the Board

12:15 p.m. Lunch

1:15 p.m. Korea Tagline and market discussion – Abi Spofford

1:30 p.m. RFM update – Susan Marks

2:00 p.m. Trade shows discussion - Nicole/Abi

2:30 p.m. IMC Website refresher – Nicole Alba

2:45 p.m. Species updates – IMC

4:00 p.m. Adjourn