



Alaska Seafood Marketing Institute

## **INTERNATIONAL MARKETING COMMITTEE MEETING**

January 18, 2018

9:00 a.m. – 3:30 p.m. PT

at Trident Seafoods

5303 Shilshole Ave. NW

Seattle, WA 98107

### **Call-in information:**

Call-in number – 206-270-3737

Access Code - 010998

### **DRAFT AGENDA**

- 9:00 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
- 9:15 a.m. REPORTS
- A. Chairman's Report and Comments
  - B. Vice Chairman's Report and Comments
  - C. Program Director's Report and Comments
- 9:30 a.m. Executive Session
- 9:45 a.m. FY 18 Budget
- A. Budget Strategy Presentation and Discussion
  - B. Finalized Budget Recommendation to the Board
- 12:00 p.m. Lunch
- 1:00 p.m. Trade show discussion
- 1:30 p.m. Herring discussion
- 2:00 p.m. Japan tagline presentation
- 2:15 p.m. Break
- 2:30 p.m. Species updates
- 3:00 p.m. Vote for new chair and vice chair

3:15 p.m. Next meeting date

3:30 p.m. Adjourn

### **Lunch**

Please plan on bringing a lunch or ordering for delivery. Please use the following instructions to place an order with Ingallina's catering.

Please note, all orders must be placed by **4 PM on Wednesday, January 17** to ensure delivery at the meeting.

1. Please visit Ingallina's at <https://www.ingallina.net/wa/order-box-lunch-Seattle>
2. Select your boxed lunch and go to check out
3. During check out, enter the following address:  
*Trident Seafoods*  
*5303 Shilshole Ave. NW*  
*Seattle, WA 98107*
4. Select January 18<sup>th</sup> for the date and 11:45-12:15 for the time
5. Include the note "Alaska Seafood meeting" in the "Any Special Delivery Instructions?" box