



Alaska Seafood Marketing Institute

## INTERNATIONAL MARKETING COMMITTEE MEETING

March 5, 2019

9:00 a.m. – 4:00 p.m. PT

at Trident Seafoods

5303 Shilshole Ave. NW

Seattle, WA 98107

### Call-in information:

Call-In Number: (800) 315-6338

Alt Number: 1 (913) 904-9376

Access Code: 16585

### 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
- 9:35 a.m. FY 20 Budget
- A. ATP overview
  - B. Budget Strategy Presentation and Discussion
  - C. Finalized Budget Recommendation to the Board
- 12:00 p.m. Lunch
- 1:00 p.m. Tokyo Olympics Discussion
- 1:45 p.m. Millennial/Gen Z outreach presentation and discussion
- 2:45 p.m. Break
- 3:00 p.m. Species updates
- 3:45 p.m. Upcoming events and next meeting date
- 4:00 p.m. Adjourn