



Wild, Natural & Sustainable®

Alaska Seafood Marketing Institute
Board of Directors Meeting
May 8-9, 2013
Hilton - Anchorage, Alaska
- DRAFT MINUTES -

A regular meeting of the Alaska Seafood Marketing Institute Board of Directors was held May 8-9, 2013 in Anchorage, Alaska.

Board Members Present:

Joe Bundrant
Kevin Adams
Barry Collier
Mark Palmer
Jack Schultheis
Bruce Wallace
John Moller
Robbie Graham
Senator Gary Stevens
Representative Alan Austerman

1. CALL TO ORDER

Chair called the meeting to order at 8:05 AM.

2. APPROVAL OF AGENDA

Motion: A motion by Collier was made to move 'Chair and Vice Chair election' to the last agenda item of the meeting. Wallace seconded the motion. The motion was adopted by unanimous consent.

Motion: A motion was made to approve the draft agenda for the 2013 Spring ASMI Board of Directors Meeting. The motion was adopted by unanimous consent.

3. APPROVAL OF THE MINUTES

Motion: A motion by Wallace was made to approve the minutes from the November 29, 2012 ASMI Board of Directors Meeting. Adams seconded the motion. The motion was adopted by unanimous consent.

Motion: A motion by Collier was made to approve the minutes from the March 10, 2013 ASMI Board of Directors Meeting. Palmer seconded the motion. The motion was adopted by unanimous consent.

4. CHAIR REPORT, EXECUTIVE DIRECTOR REPORT, PUBLIC COMMENT

Chair Report:

- Chair welcomed Representative Austerman to the Board as an Ex Officio member

Executive Director Report:

- FY14 budget should be approved by Governor Parnell within the month
- McDowell Group is finalizing an Economic Impact Study
- Ray Riutta and Denby Lloyd are attending the National Fisheries Conference on ASMI's behalf

Public Comment:

Ex-Officio Robbie Graham discussed the establishment of a State of Alaska Food Resource Development Group, through Department of Commerce, Community, & Economic Development. The initiative will identify ways for state agencies to work collaboratively to promote all resources and agriculture products produced in Alaska. Graham gave examples of Tourism/ASMI collaborated events, including *Top Chef*, Iceland Air media convention, and a New York media event.

Arni Thomson thanked ASMI for its continued efforts to promote and market Alaska seafood in Global markets. Thomson appreciated the collaboration with State representatives to communicate with Alaska industry and thanked the major processors for their commitment to serving on the ASMI Board.

5. PRESENTATIONS

- Andy Wink, McDowell Group, presented an update on Alaska fisheries.
- Naresh Shrestha, ASMI Fiscal Officer, presented an update on the proposed FY14 ASMI budget.
- Randy Rice, ASMI Seafood Technical Director, presented on the proposed FY14 Retail Seafood Technical budget.
- Christine Fanning and Kate Consenstein, Schiedermayer & Associates, presented on the proposed FY14 Consumer PR budget.
- Claudia Hogue, ASMI Foodservice Marketing Director, presented on the proposed FY14 Foodservice Marketing budget.
- Larry Andrews, ASMI Retail Marketing Director, presented on the proposed FY14 Retail Marketing budget.
- Tyson Fick, ASMI Communications Director, presented on the proposed FY14 Retail Communications budget.
- Joe Jacobson, ASMI International Marketing Director, presented on the proposed FY14 International Marketing budget.
- Bruce Schactler, ASMI Global Food Aid Director, presented on the proposed FY14 Global Food Aid budget.
- Jennifer Castle, Foodservice Marketing Committee Chair, presented a summary on the recent ASMI Foodservice Marketing and Joint Retail –Foodservice Committee meetings.

6. OLD BUSINESS

Approve Strategic Plan

Palmer suggested the programs/committees provide more detailed reports on performance metrics.

Motion: A motion by Palmer was made to approve the revised ASMI Strategic Plan. Collier seconded the motion. The motion was adopted by unanimous consent.

7. NEW BUSINESS

ASMI Customer Advisory Panel Meeting

Cerne explained the draft layout for the upcoming ASMI Customer Advisory Panel meeting. The meeting will be August 6-7, 2013 in Kodiak, Alaska.

2013 ASMI All Hands Meeting

Motion: A motion by Schultheis was made to move the 2013 ASMI All Hands meeting to Anchorage, Alaska. Adams seconded the motion. The motion was adopted by unanimous consent.

Discussion: The board suggested October 28-30; dates will be finalized depending on venue availability.

Communications Committee

Adams suggested creating an ASMI Communications Committee to assist Communications Director Tyson Fick. Palmer suggested that rather than creating a new committee, have the already existing operational committees include an agenda item addressing direction for the communications program.

8. EXECUTIVE SESSION

Motion: A motion by Collier was made to convene into executive session. Schultheis seconded the motion. The motion was adopted by unanimous consent.

Motion: A motion was made to reconvene into regular session. The motion was adopted by unanimous consent.

9. REGULAR SESSION

Motion: A motion by Palmer was made to approve the proposed FY14 ASMI budget. Collier seconded the motion. The motion was adopted by unanimous consent.

Motion: A motion by Collier was made to recommend that the ASMI bylaws be amended to accurately reflect the voluntary nature of ASMI committee memberships; and that to avoid any potential conflict of interest, individuals serving ASMI in any consultative and compensated manner may not serve on an ASMI committee. Wallace seconded the motion. Motion was adopted by unanimous consent.

Motion: A motion by Schultheis was made to nominate Adams as ASMI Board Chair and Palmer as ASMI Board Vice Chair. Wallace seconded the motion. The motion was adopted by unanimous consent.

Motion: A motion by Wallace was made to appoint Sean Brislin of Kroger to the ASMI Customer Advisory Panel. Collier seconded the motion. The motion was adopted by unanimous consent.

Motion: A motion by Wallace was made to appoint Thomas Conetti to serve in place of Brislin, if Brislin declines the appointment. Palmer seconded the motion. The motion was adopted by unanimous consent.

10. ADJOURN

A motion by Collier was made to adjourn the meeting. Schultheis seconded the motion. The motion was adopted by unanimous consent.

The meeting was adjourned at 12:05 PM on Thursday, May 9, 2013.

MR