



Alaska Seafood Marketing Institute

**All Hands Board Meeting
Launched in Zoom
November 13, 2020
Beginning at 9am AKST**

9:00 a.m. ASMI Board of Directors Opening Remarks; *Jack Schultheis, ASMI Chairman*
Chairman Schultheis called the meeting to order.

Chairman Schultheis requested the Roll Call.

Present:

Chairman Jack Schultheis
Vice Chairman Allen Kimball
Tom Enlow
Mark Palmer
Mike Erickson
Gus Skaflestad
John Moller

Absent:

Sen. Peter Micciche
Sen. Gary Stevens
Sen. Lyman Hoffman
Rep. Louise Stutes
Rep. Dan Ortiz
Commissioner Julie Anderson

Also present: Executive Director Jeremy Woodrow, all ASMI Program Directors and staff, ASMI Contractors, ASMI Committee members, members of industry, members of the press, and members of the public.

Approval of Agenda

Chair Schultheis requested a motion to approve the agenda.

Marsh requested to amend agenda to add recognition of committee members to the agenda.

Palmer moved to approve the agenda as amended. Erickson seconded the motion. All were in favor. Motion passed unanimously.

Approval of Minutes from Oct. 15, 2020

Vice Chair Kimball moved to approve the minutes from October 15, 2020. Erickson

seconded the motion. All were in favor, the motion passed unanimously.

ASMI Anti-Trust Statement; *Jeremy Woodrow, ASMI Executive Director*
Chair Schultheis invites Woodrow to read Anti-Trust statement for the record.

9:10 a.m. Public Comment

Chairman Schultheis invited Public Comment.

Public Comment was provided by David McIntire with King & Price Seafood's in Seattle, WA. Comments provided in writing in Zoom platform, commending ASMI staff for successful event. Commended ASMI programs efforts in support of industry.

No further public comment.

9:20 a.m. ASMI Budget Update

Becky Monagle, ASMI Finance Director

Chairman Schultheis invited Finance Director Monagle to present.

Monagle presented ASMI Budget Update. Final FY20 Board approved budget (July 1, 2019 – June 30, 2020) was \$18.5 million. Balance remaining for FY20 is \$3 million. Expenditures in FY20 was \$15, 491.5. Noted the revenue sources as Federal Receipts of \$5,625.0, and Statutory Designated Program Receipts of \$9,866.5. The FY21 Legislative Revenue Authorization comparison of FY20 and FY21 presented. Federal Receipts of \$10,297.9 in FY20 can be spent into future 5 years. FY21 Federal Receipts reduced to the original \$4,500.0 amount. Noted Federal Government has allowed a carryforward of unspent Federal funds due to COVID. Currently ASMI is requesting increased authority of approximately \$800,000 to use carryover funds into 2021. Next, Monagle noted comparison by program of FY20 budget to the FY21 budget. Noted Board has, since the May Budget Meeting, approved \$1.3 million increase allocated to Admin (\$100,000 for website), \$208,000 for Retail promotions, just over \$7,000 for Technical program, \$10,000 for Communications, \$50,000 for Consumer PR, \$782,000 for International MAP program, \$100,000 for International ATP program. Next, reviewed Department of Revenue Voluntary Assessments by quarter. Total amount received in FY20 was \$6.3 million. Fisheries Business Tax deadline was extended to July 15, 2020, delaying revenue to come in to FY21. Reviewed McDowell Group's projections of \$8 million in FY21 with addition of approximately \$2.5 million that should be received in FY20. Still obtaining first quarter revenue information from Department of Revenue.

Chair Schultheis invited questions for Monagle. No questions.

9:30 a.m. ASMI Global Food Aid Program Update

Bruce Schactler, Global Food Aid Program Director

Chair Schultheis invited Global Food Aid Program Director Bruce Schactler to present.

Schactler noted since the previous All Hands 2019, \$100 million dollars of Alaska seafood has been utilized by Federal programs to feed food insecure populations. Canned salmon, pollock fillets and fish sticks comprise majority of product forms utilized. \$54 million within calendar year 2020 has been majority canned salmon and pollock. In 2020, pollock nuggets were introduced into Federal programs. Additional new products currently being explored. All products must be produced in the United States to qualify for purchased by Federal food assistance programs. Schactler invited Dr. Nina Schlossman with Global Food and Nutrition in D.C. to present.

Dr. Schlossman reported on involvement in dietary guideline review at Federal level. Noted ongoing trend of plant-based food inclusions in the future. Current discussion around expansion and inclusion of increased consumption of seafood in official nutrition guidelines.

Schactler responded to Board questions regarding expansion of products into Federal nutrition and food assistance programs, noting public familiarity with the product, wide geographic distribution, and price point, are all factors.

9:40 a.m. Responsible Fisheries Management Update
Jeff Regnart, RFM Program Manager

Chairman Schultheis invited RFM Program Manager, Jeff Regnart, to present the Responsible Fisheries Management Update.

Regnart begins by thanking the ASMI Board, Foundation Board and ASMI Staff for their hard work since beginning work on the RFM program in 2010. Regnart reviewed timeline of events since establishment of the Certified Seafood Collaborative Foundation Board in 2019. Reviewed key activities since July 1, 2020. Reviewed expansion of geographic region. All North American fisheries can apply. Currently have two approved certification bodies. Shared Chain of Custody with Iceland. Reviewed updated program documents that accompanied the geographic expansions. Next reviewed RFM annual costs, split between certification costs and program management costs. Next reviewed established MOU with Iceland RFM, Norway is developing RFM program. Denmark exploring RFM Program. Exploring collaboration with additional RFM programs in Japan and Gulf States. Over 6 million Metric Tons between the Alaska RFM, Iceland RFM and potential Norway RFM program.

Chair Schultheis invited questions from the Board.

Marsh complimented hard work of all involved.

Vice Chair Kimball inquired about future reports covering usage of the RFM Certification

Program.

10:10 a.m. Operational Committee Chair Reports

Chair Julie Yeasting, International Marketing Committee

Chair Schultheis invited Julie Yeasting, Chairwoman for the International Marketing Committee to present the report from the International Marketing Committee (IMC) Meeting on November 12, 2020.

Yeasting began her report by commending Sr. Director of Global Marketing and Strategy, Hannah Lindoff, and her team for their hard work throughout the year. Provided brief recap of successful meeting.

Yeasting provided report from the IMC meeting. Reviewed highlights related to each question provided by ASMI Executive Director. A copy of the IMC report was provided to each Board Member.

Chairman Schultheis invited questions from the Board.

Marsh commended International team on their hard work. No further questions.

Chair Joe Logan, Seafood Technical Committee

Chairman Schultheis invited Joe Logan, Chairman of the Seafood Technical Committee, to present the report from the Seafood Technical Committee Meeting on November 12, 2020.

Logan began report, reviewing recent program research projects, regulatory updates, and the Committee's responses to questions provided by ASMI Executive Director. A copy of the Seafood Technical report was provided to each Board Member.

Chair Schultheis invited questions from the Board.

Marsh commended Seafood Technical team on their hard work.

Questions from Board presented and discussed.

Chair Julianne Curry, Communications Committee

Chairman Schultheis invited Julianne Curry, outgoing Chairwoman of the Communications Committee, to present the report from the Communications Committee Meeting on November 12, 2020.

Curry began report, first reviewing the joint meeting of the Domestic Marketing Committee and Communications Committee, noting reports from respective program directors and presentations provided by programs' contractors. A copy of the committee meeting report was provided to each Board Member.

Chair Schultheis invited questions from the Board.

Marsh commended the Communications team on their hard work.

Questions from Board presented and discussed.

Chair Lilani Dunn, Domestic Marketing Committee

Chairman Schultheis invited Lilani Dunn, incoming Chairwoman of the Domestic Marketing Committee, to present the report from the Domestic Marketing Meeting on November 12, 2020.

Dunn acknowledged the Domestic team for all of their hard work over the year. Dunn reviewed the highlights of the Domestic Marketing Committee report and reviewed the responses to the questions provided by ASMI's Executive Director. A copy of the committee meeting report was provided to each Board Member.

Chair Schultheis invited questions from the Board.

Marsh commended the Domestic team on their hard work.

Questions from Board presented and discussed.

**10:45 a.m. Operational Committee Reports Discussion
ASMI Board of Directors**

Schultheis invites further discussion from the Board.

Board member discussion of Committee reports. Discussion on additional follow up measures that can be taken in follow up to Committee meetings.

11:15 a.m. Marine Fisheries Advisory Committee Recommendation to Establish U.S. National Seafood Council

*Megan Davis Ph.D., Marine Fisheries Advisory Committee
Stefanie Moreland, Trident Seafood's*

Dr. Davis provided history of establishment of Committee. Reviewed role of US National Seafood Council. Provided overview of how the Council developed, functionality and objectives. Reviewed current activity and next steps.

Chairman Schultheis invited questions for Dr. Davis and Moreland following presentation.

Questions from Board and Executive Director presented and discussed.

12:00 p.m. Closing Remarks

ASMI Board of Directors

Chairman Schultheis invited final comments for the good of the order.

Executive Director Woodrow noted addition of reading of committee membership. Woodrow read the committee membership for each Operational and Species Meeting for the record. Noted two seats remain open on Shellfish Committee.

Woodrow remarked on ASMI's appreciation of commitments and contributions of each committee member both past and present. Encouraged ongoing participation from former committee members.

Additional Good of the Order; Marsh reported meeting follow up with Governor Dunleavy and Mariculture Taskforce referenced by HB 41.

Additional Good of the Order; Woodrow acknowledged efforts of ASMI Staff in putting together virtual All Hands.

Chairman Schultheis invited motion to adjourn meeting.

Palmer moved to adjourn the meeting. Enlow seconded the motion. All were in favor, the motion passed unanimously.

Meeting adjourned 12:15pm.

Minutes approved by a motion of the ASMI Board of Directors on December 3, 2020



Board Secretary
ASMI Executive Director