



Alaska Seafood Marketing Institute

Board of Directors Meeting

Via Zoom

August 6, 2020

Beginning at 9am AKST

I. Call to Order

a. Roll call

Present:

Chairman Jack Schultheis
Tom Enlow
Tomi Marsh
Mike Erickson
Gus Skaflestaad
Representative Dan Ortiz
Commissioner Julie Anderson

Absent:

Vice Chairman Allen Kimball
Mark Palmer
Senator Peter Micciche
Senator Gary Stevens
Senator Lyman Hoffman
Representative Louise Stutes
John Moller

Others Present:

ASMI Staff, Contractors,
Committee Members, Members
of Press and Members of Public

b. Approval of Agenda

Chairman Schultheis requested motion to approve agenda.

Enlow moved to approve agenda. Marsh seconded the motion. All were in favor. Motion passed.

c. Approval of minutes from July 16, 2020

Chairman Schultheis requested motion to approve minutes from July 16, 2020.

Enlow moved to approve minutes from July 16, 2020. Skaflestad seconded the motion. All were in favor. Motion passed.

d. Decker Family Recognition

Chairman Schultheis invited Marsh to provide remarks.

Marsh provided remarks in honor of the recent passing of two young, Alaska fishermen, Sig and Helen Decker. Marsh spoke on the contributions the Decker family has made toward the industry over the years in Alaska.

Chairman Schultheis thanked Marsh for her comments and extended the full sympathies of ASMI's Board of Directors.

e. Chairman's Remarks

Chairman Schultheis provided remarks, citing low fish counts thus far this year. Acknowledged the concerns in smaller communities related to low returns and added strain of the pandemic.

f. Executive Director Update

i. Antitrust Statement

Chairman Schultheis invited Executive Director Woodrow to provide his update.

Executive Director Woodrow reviewed ASMI's new Antitrust statement. Read statement for the record. Noted ASMI has begun seeking applications for future Committee Members, to be selected at a future October Board Meeting, with notice given to outgoing committee members. Noted McDowell is conducting tracking on impacts of the pandemic on the industry. Anticipated project results will be presented at the August 20th board meeting. Woodrow ended his report with an acknowledgement of the recent passing of Alaska State Representative Gary Knopp, citing Knopp's recent contributions in helping to pass HB203 Transportation of Live Crab, noting the bills positive impact to the Alaska Seafood Industry.

II. New Business

a. ASMI BOD Roundtable: 5-minute update from each ASMI Board Director on market concerns, impacts or areas ASMI staff should give attention to in marketing initiatives.

Chairman Schultheis began discussion of the ASMI BOD Roundtable.

Chairman Schultheis started with his report. Noted low returns and impacts on the fishermen, and processing employees in his region.

Chairman invited Enlow to present.

Enlow noted an increase in domestic sales. Also noted caution related to volatility caused by the pandemic. Noted challenging pollock season, with low returns as well. Reported overall success in containing COVID-19 outbreaks locally from entering communities from industry. Enlow provided update on air transport into and out of Dutch Harbor.

Chair Schultheis invited Mike Erickson to present.

Erickson reported on challenges related to recent local COVID-19 outbreaks. Reported very low returns in chum and coho; far below expected returns.

Chairman Schultheis invited Tomi Marsh to present.

Marsh remarked on similar low numbers of chum, coho and pinks. Noted reopening for kings mid August. Notes low COVID-19 numbers thus far in the region.

Chairman Schultheis invited Skaflestad to present.

Skaflestad echoed concern for low returns of salmon. Reported more positive returns for dungeness. Noted coho returns had been late to turn in recent years; remains hopeful coho will bounce back.

Chairman Schultheis invited Ex Officio Members to speak.

Representative Ortiz noted that he is listening in and thanks Board Members for their comments thus far.

Commissioner Anderson provided update that Alaska CARES Grant funds are available for commercial fishermen. Provided information on how to access forms both online and in print. Commissioner Anderson addressed concerns expressed by Rep. Ortiz in regards to ensuring fishermen are able to access the form while remote.

b. China Import Delays – Hannah Lindoff & Michael Kohan

Chairman Schultheis invited Program Directors Lindoff and Kohan to present.

Lindoff reported concerns related to COVID-19's recent association, incorrectly, to seafood. Noted low levels of consumption of seafood products though notes this is not specifically impacting Alaska Seafood exports, but remains an ongoing concern.

Kohan provided history of situation and measures taken to reduce spread of misinformation. Noted General Administration of Customs China initiated testing at all ports in China on all food. Required Letters of Commitment from importers guaranteeing that the shipment would not contain COVID-19. Noted the USTR submitted a letter to World Trade Organization to prevent further disruption to the global supply chain. Kohan provided reference to steps taken thus far to correct situation. Noted ongoing monitoring of situation.

Chairman Schulthies invites questions from board. No questions.

c. Communications Update: Choose Alaska Campaign – Ashley Heimbigner

Chairman Schultheis invited Communications Director Heimbigner to present.

Heimbigner reviewed recent Choose Alaska Campaign. Reviewed messaging, outreach efforts, visuals, and key action items.

Chairman Schultheis invited questions from Board. No questions.

d. Future Bi-Weekly Board Meetings

Chairman Schultheis began discussion on Future Bi-Weekly Board Meetings.

Executive Director and Board Members discussed agenda item. Consensus determined additional bi-weekly meetings are desired.

e. ASMI All Hands on Deck 2021 – Date and Location Selection

Chairman Schultheis invited Jeremy to present discussion on All Hands schedule for 2021.

Executive Director Woodrow reviewed availability of venues in conjunction with rescheduling of in-person event from 2020 into 2021.

Board consensus set's tentative date of 2021 at Alyeska for early November. Enlow requests a doodle poll to capture full board input. Doodle poll scheduled to send out post meeting.

III. Public Comment & Good of the Order

Chairman Schultheis invites public comment.

No public comment.

Chairman Schultheis request further business for the good of the order.

No further business.

IV. Adjourn

Chairman Schultheis requests a motion to adjourn.

Erickson motioned to adjourn the meeting. Marsh seconded the motion. All in favor, motion passed.

Meeting adjourned at 10:15am

Minutes approved on August 20, 2020

A handwritten signature in black ink, appearing to read "J Woodrow". The signature is fluid and cursive, with the first letter of each word being capitalized and prominent.

Jeremy Woodrow
Executive Director
ASMI