



Wild, Natural & Sustainable®

Board of Directors Meeting – Draft Agenda

April 23-24, 2014

Juneau, Alaska

Baranof Hotel

Wednesday, April 23rd

Gastineau Room floor nine

The meeting was called to order at 10:20 am.

Roll Call: Members present: Chairman Kevin Adams, Vice Chair Mark Palmer, Barry Collier, Amy Humphreys, John Garner, Jack Schultheis, Bruce Wallace, Roberta Graham, sitting in for John Moller is Stefanie Moreland

Others present: Mike Cerne, Deb Tempel, Naresh Shrestha, Shannon McCain, Julianne Curry, Bob Tkacz, Elizabeth Giardina, Peter Marshall, Randy Rice, Duncan Fields

The draft agenda was approved by unanimous consent.

The draft minutes from 12/17/13, 1/10/14, 1/27/14 were approved by unanimous consent.

Chairman Adams welcomed everybody to the meeting.

Julianne Curry with United Fishermen of Alaska encouraged ASMI to take the lead on RFM standards.

Elizabeth Giardina, Director of Boards and Commissions with the Office of the Governor, introduced herself to the board. She let the board know that she was available if anyone ever had a question, and was encouraged by the good work ASMI was doing.

At 10:30 am, it was passed by unanimous consent to enter into Executive Session.

At 5:00 pm, it was passed by unanimous consent to end executive session, reconvene regular session and adjourn for the day.

Thursday, April 24th

Treadwell Room main floor

At 8:35 am the meeting was reconvened.

Roll Call: Members present: Chairman Kevin Adams, Vice Chair Mark Palmer, Barry Collier, Amy Humphreys, John Garner, Jack Schultheis, Bruce Wallace, Roberta Graham, sitting in for John Moller is Stephanie Moreland

Others: ASMI staff, Tyson Fick, Nicole Stangeland, Mike Cerne, Deb Tempel, Alexa Tonkovich, Megan Rider, Shannon McCain, Naresh Shrestha, Tannis Kearns, Sherry Brakes, Claudia Hogue, Larry Andrews, Bruce Schactler, Tom Sunderland, Bob Tkacz, Julianne Curry, Julie Decker, Hart Schwarzenbach, Peter Marshall, Hannah Lindoff, and Duncan Fields

Executive Director Report, Mike Cerne re capped what happened in this year's legislative session and other major ASMI events.

Public Comment: Julie Decker, Executive Director of Alaska Fisheries Development Foundation and harvester encouraged collaboration between ASMI and AFDF, she will follow up with Mike Cerne, please pass any ideas on to him.

Naresh Shrestha, Fiscal /Admin Officer gave an overall FY15 ASMI budget report.

Randy Rice, Seafood Technical Program Director gave his budget report.

Claudia Hogue, Foodservice Marketing Director and Tyson Fick Communications Director provided a report on the US Consumer Public Relations budget. The ongoing RFP process came up and was discussed as was the upcoming World Food Championships.

Claudia Hogue, Foodservice Marketing Director, provided a budget overview.

Tyson Fick, Communication Director provided a budget overview and outreach strategy. It was discussed to try and have staff scheduled to present the ASMI mission at more tradeshow seminars.

Bruce Schactler, Global Food Aid Program Director, provided a budget overview.

Alexa Tonkovich, International Program Director, provided a budget overview.

Larry Andrews, US Retail Program Director provided a budget overview and update on the canned pink salmon marketing initiative.

The budget cut from State General Funds of \$385K by the legislature was discussed at length. **It was moved, seconded and passed by unanimous consent to approve the budget as amended to authorize staff to make adjustments within the budget to reduce overall spending by \$385K in FY15.**

It was moved, seconded and passed with unanimous consent to hold the All Hands meeting the week of September 29th in Anchorage, AK.

It was moved, seconded and passed with unanimous consent to appoint Kevin Adams for Chairman and Mark Palmer for Vice Chairman.

It was moved, seconded and passed with unanimous consent to appoint Edna Crawford to the Salmon Committee term to expire December 2017.

Randy Rice gave a brief background and brought the group up to date on RFM. **It was moved, seconded and passed by unanimous consent that ASMI re-affirm its commitment to support the Responsible Fisheries Management (RFM) third party certification program as "Best in Class" in maintaining ISO-17065 accreditation and to provide structure for additional "Certifying Bodies" to participate in the RFM program. RFM's Conformance Criteria Committee should be energized and involved in this endeavor.**

It was moved, seconded and passed by unanimous consent that the ASMI Executive Director in consultation with the Board Chairman develop a strategic task force. This task force is to include board members, industry members, and technical expertise. The main objective is to further the acceptance and use of RFM certification by Alaska's seafood customers and Alaska industry, as well as to consider new client relationships with RFM certifying bodies. A report identifying possible "clients" for RFM approved fisheries is due by the ASMI "all hands" Board meeting in the fall 2014.

It was moved, seconded and passed by unanimous consent to authorize ASMI staff to spend up to an additional \$250,000 to achieve the Board's directives outlined above.

It was moved, seconded and passed with unanimous consent to adjourn the meeting at 11:36 am.

Submitted by Deb Tempel

