



*Wild, Natural & Sustainable®*

Alaska Seafood Marketing Institute  
Responsible Fisheries Management (RFM) Committee Meeting  
Tuesday, October 24, 2017 at 10:00 AM PDT  
United States Seafood, 1801 Fairview Avenue East, Suite 100  
Seattle, WA 98102

Committee Members Present

Mark Fina - Chair  
Jim Gilmore  
Julie Decker  
Scott Goodman  
Glenn Reed  
Stefanie Moreland (on phone)  
Dave Benton (on phone)

Others

Tomi Marsh, Board Member (on phone)  
Christopher Oliver, Alaska Seafood Co-op staff  
Alexa Tonkovich / ASMI Executive Director-staff  
Jeff Regnart / ASMI Fisheries Consultant-staff  
Tricia Sanguinetti / ASMI Consultant-staff  
Lisa Martinson / ASMI Admin Support Technician-staff

**Opening Items**

- a. Meeting was called to order at 10:02am
- b. Introductions were made around the table and on the phone
- c. **Gilmore motioned to approve the agenda**
  - Fina moved the strategic plan discussion and transition document to the front of the agenda as Stefanie is calling in from Europe
  - **Goodman seconded; motion was unanimously approved**
- d. Minutes approval
  - September 14, 2017, meeting summary approval
  - There was a question as to whether or not there will be an RFM meeting at All Hands

- At the previous meeting, it was decided not to plan one
  - Now there is a 2-hour niche found on Wednesday that the RFM committee members can meet and Board of Directors members could interact if their schedule allows
  - Topics could be where the program is going, answer questions about the QMS or strategic plan, and discuss the logo
  - **Decker motioned to approve the draft minutes from the September 14th meeting; Gilmore seconded; motion was unanimously approved**
- e. Opening Remarks
- None
- f. Goals & Discussion for current meeting
- Fina feels the committee is moving successfully along on the QMS
  - In discussing the strategic plan, focus on conveying to the Board where we're headed

### **Public Comment**

There was no public comment.

### **New Business**

- a. Strategic Plan
- A lot has changed since this document was first drafted in 2014
  - A status update will be written to update the elements on the first page
  - Remind the Board of the objectives that have been prioritized with their direction
  - To insure the long-term success of the program, the steps needed will be presented to the Board for their approval
  - An outline of possible steps will be shown to the Board on how this program will serve the needs of the client fisheries
  - We will ask specific questions to read the direction of the Board to be sure we know what they think will need to be done for this program to be successful
  - The QMS and Procedures have been streamlined, with an eye to efficiency and cost-savings for the client fisheries (i.e., a projected 15-20% cost savings using desktop audits with no loss of abilities)
  - A subcommittee comprised of Moreland, Gilmore, Reed and Benton will work on the update
  - Tomi Marsh will listen in to get more background on it
  - A PowerPoint of the Strategic Plan will be created so that we may get Board input
  - A list of actionable items this committee is working on to make progress
  - Transition document will be tabled at this time
- b. Development and Implementation of RFM Survey of the AK Industry
- The committee feels the industry needs more education as to the value the RFM program and certification brings to them
  - Each segment of the industry has a different angle on the use of the certification and the value it imparts
  - When we increase the understanding of the need for choice in certification, opinions won't fluctuate as much due to evolving threats

- RFM is not a replacement to MSC, just assurance against having only one certification
  - In the PowerPoint to the Board, we need to list the steps of outreach and education to the industry on showing them why they need RFM as a choice
  - The committee will lay out a recommended path forward, with tangible steps
- c. QMS finalization
- The committee will need to make a motion to approve and finalize the edits
  - This can be done via email
  - Regnart will email around a final version after today's edits to make an electronic motion via email
  - **QMS 2:** After certification, the following audit plan could be adopted by the fishery: 1<sup>st</sup> audit desktop, 2<sup>nd</sup> desktop but maybe desktop, 3<sup>rd</sup> desktop, 4<sup>th</sup> and 5<sup>th</sup> combined desktop and onsite recertification
  - This processes could result in a 25% savings over a 5-year cycle
  - With a robust action plan, even if there was a non-conformance, a desktop audit could be feasible
  - To show an intent to assist in savings, the committee opts to write a separate memo showing the CBs that doing more than a desktop audit is preferable if possible
  - **QMS 5, 7 & 8** to be combined into 5
  - **QMS 9:** breaking it up
  - An up-front cost to launch an appeal will be added so that the client is earnest in the appeals process
  - Fina and Regnart ,with Wes Toller, will do the full rewrite and flowchart, then send it out to the committee members
  - Regnart will create an executive summary of the changes of consequence
- d. Logo
- The Overseas Marketing Representatives (OMRs) will be looking at the options on the Monday of All Hands
  - Moreland's company's marketing representatives preferred option #1, one color
- e. The next RFM meeting will be Wednesday, November 29, 2017, 8-10am at All Hands
- All committee members are invited to All Hands, but do not feel obligated to travel to All Hands solely for the RFM meeting
- f. Julie Decker informed the committee of an Alaska Fisheries Development Foundation (AFDF) grant in the works, akin to Open Seas in New Zealand
- The grant will fund transparency projects in the seafood supply chain
  - If the AFDF gets the grant and approaches the design stage of a site like this, Decker will inform this committee
  - <http://www.openseas.org.nz/>

**Gilmore motioned to adjourn the meeting; Reed seconded the motion; the motion passed unanimously. The meeting adjourned at 1:50pm.**