



Alaska Seafood Marketing Institute

Board of Directors Meeting  
Tuesday, September 18, 2018  
9am PST  
Silver Bay Seafoods, LLC  
4039 21<sup>st</sup> Ave W., Suite 201  
Seattle, WA 98199

**Draft Minutes**

**I. I. Call to Order** – Chair Jack Schultheis calls the meeting to order at 8:17am PST.

**a. Roll Call**

**Board Members Present:**

Chair Jack Schultheis  
Vice Chair Allen Kimball  
Mark Palmer  
Tom Enlow  
Richard Riggs  
Tomi Marsh: (phone)  
Commissioner Mike Navarre (phone)  
Rep. Louise Stutes (phone)

Sen. Gary Stevens  
Sen. Lyman Hoffman

**Staff Present:**

Alexa Tonkovich  
Sara Truitt  
Victoria Parr (phone)  
Bruce Schactler (phone)

**Board Members Absent:**

Fritz Johnson  
Sen. Peter Micciche

**Others Present:**

Jeff Regnart  
Mark Fina  
Sam (Sen. Hoffman office – phone)

**b. Approve Agenda**

Chair Schultheis asks for a motion to approve the agenda as presented.

**Enlow makes a motion to approve the agenda. Riggs seconds the motion. The motion passes unanimously.**

**c. Approve minutes from August 9, 2018**

Chair Schultheis asks for a motion to approve the minutes from the August 9, 2018 Board Meeting as presented.

**Riggs makes a motion to approve the minutes from the August 9, 2018 Board Meeting. Enlow seconds the motion. The motion passes unanimously.**

**d. Chair Remarks:**

No remarks

**e. Public Comment:**

No public Comment

**II. Executive Director Update:**

Tonkovich begins by welcoming new Ex Officio Board Member Ephraim Froehlich to the board. Tonkovich reports on USTR tariffs on goods coming to US starting at 10% and then increasing to 25% on Jan 1. She notes she is regularly reviewing the list to see which species get excluded and which are included. Anticipates Chinese retaliatory tariffs. Federal Government made \$200 million offset funds available. ASMI will apply for funds of which 10% match is the minimum. \$9 million is ASMI's current ask. Anticipates award of \$4 million and will update the board when that decision is made. Anticipates money will come next year. She notes that application is due November 1, 2018, and the International team is currently working on the application. Next, Tonkovich reports on the CAP: will have applicants for retail seat at All Hands, will need to find applicant for Japan seat. She notes that suggestions or nominations from the board are welcome. Reviews note about All Hands: travel reminder to turn in travel reservations and a general call for agenda items for All Hands now or in the near future.

**III. Review & Approval of Documents:****a. Strategic Plan**

Chair invites Alexa Tonkovich to walk board through the pending alterations.

Tonkovich reviews the alterations and additions made to the Strategic Plan section by section: Mission Statement, Goals, Threats and Challenges, Assets and Opportunities, Major Initiatives, addition of Communication Committee, Strategies, and Measurements.

The following updates were verbally reviewed for approval on the Strategic Plan:

**Vision Statement:**

ASMI exists to increase the economic value of Alaska Seafood and we do so by marketing Alaska as the world's most trusted source of premium quality, sustainable seafood.

**ASMI Goals addition of items 4 & 5:**

4. Continually broaden the participation by industry members and existing and new customers in ASMI programs and activities
5. Look for collaborative opportunities and seek out partnerships that align with our goals and principles.

**Threats and Challenges alterations to items 6, 9, addition of items 10 & 11:**

6. There is confusion in the marketing place around seafood which causes consumer paralysis and feeds the mindset that seafood is difficult and other proteins are an easier choice
9. Addition of "and certification gains"
- 10: Trade issues including tariffs, trade agreements, exchange rates, and competing supply both overseas and among imports to the US often create an unfair playing field on which Alaska seafood must compete.

11. Technological and digital advances necessitate the industry and ASMI to keep pace and to remain aligned as we move toward digital maturity.

**Assets and Opportunities, alterations to items 6, addition of items 7 & 8:**

6. Addition of “and product categories”

7. Mariculture, traditionally underutilized species, and full utilization efforts present opportunities to grow the size and value of the Alaska Seafood Harvest

8. The growing prevalence of social media, e-commerce and other digital innovations allows the ASMI messaging and Alaska products to reach a wider market often at a reduced cost compared to print ads and brick and mortar promotions.

**Major Initiatives alterations to item 2, 5, 6 & 8:**

2. “Differentiate Alaska Seafood in the Marketplace”

5. Addition of: “ASMI will meet with industry groups, legislators and key decision makers to stay current on issues facing the industry and the state. ASMI will conduct research and provide references about the economic importance of the fishing industry to the state of Alaska.

ASMI will meet with key federal agencies and members of the national delegation to stay current on national issues impacting the industry as well as to ensure continued funding

6. Addition of “Independent of State general funds, ASMI will seek additional funding sources where feasible.”

8. Addition of “Bring work in-house, in light of shrinking budgets, ASMI will restructure programs to increase emphasis on an in-house approach to design and outreach projects when it is economical and efficient to do so.”

**General Guidelines, alteration to item 3:**

3. Addition of “Communications Committee” to list of committees

**Strategics, revision of item 1:**

1. Use Push and Pull Tactics – A pull strategy to build consumer interest and demand, though costly is a powerful means to influence preference and create brand loyalty for Alaska Seafood. ASMI will continue to use both tactics at retail and foodservice to complement consumer campaigns for maximum impact in the marketplace. Industry trade spending will also provide a certain level of push activities to complement ASMI’s efforts. ASMI will work with the industry members to align activities to the maximum degree possible. Marketing strategies will be reviewed each year by the board as part of the annual budget build and will help influence which tactics programs select.

**Measurements additions to items 1 & 3:**

1. External – addition of “Other key performance indicators (KPI’s) may be measured, as determined by the ASMI board.

3. Program Evaluation by Industry – addition of “Communications” to list of committees, and “In addition to the Operational Committees, ASMI’s Customer Advisory Panel (CAP) will be called upon to assess and evaluate the effectiveness of ASMI activities both domestically and internationally.”

Palmer requests seeing a report at each board meeting on where ASMI spends money, who it was with, if they were existing or new partners.

Tonkovich agrees to work on creating spreadsheet that tracks the requested information.

Palmer requests additional update to Strategies, item 7 to read: “to advise staff, operational committees and the ASMI board”

Kimball requests a way to track/identify new customers.

Tonkovich offers that ASMI can track promotional partners and question can be posted to committees as to how to attract new customers.

Palmer asks if ASMI tracks new requests of POS material.

Tonkovich acknowledges that we can track and report new POS requests via the online system.

**Kimball makes a motion to approve the strategic plan, with all revisions as presented. Enlow seconds the motion. Motion passes unanimously.**

### **b. Bylaws**

Tonkovich presents revisions to the ASMI Bylaws and reviews changes: date will be updated to reflect the new adoption date; the alphabetical listing of statute sections will be updated to reflect a numerical citation, in keeping with the original statute; reviews that language is now gender neutral from “his” to “his or hers”.

Tonkovich invites further discussion.

Multiple board members discuss the reference to a “seal” within the Bylaws. No action is taken.

Palmer notes Article 2, Section 3 of Bylaws references quarterly reporting. Requests financial report quarterly moving forward.

Tonkovich offers to share financial reporting quarterly.

**Enlow makes a motion to adopt the Bylaws with all presented revisions. Kimball seconds the motion. Motion passes unanimously.**

### **c. Policies and Procedures for Operational Committees**

Tonkovich reviews revisions to the Operational Committee P&P’s: Committee Role, Committee Purpose, Term Length, Voting Members, updates to lingo of Absenteeism, Assigned Positions, Chair General Duties, Meeting and Attendance, Meeting Procedures; notation of all staff contacts now located in Juneau, and the addition of the Communications Committee to the list of acknowledged ASMI Committees.

Multiple Board members discuss how to best train or advise committee members on the new P&P’s, namely the addition of a voting member component to the P&P’s. Board agrees to first have Tonkovich distribute the new P&P to committee members and determine further clarification based on committee member feedback.

Tonkovich agrees to distribute the document to committee members.

**Enlow moves to adopt the Operational Committee Policies and Procedures in draft form.**

**Kimball Seconds motion. Motion passes unanimously.**

**d. Policies and Procedures for Species Committees**

Tonkovich reviews the revisions to the Species Committee P&P's: the date of revision/adoption, Number of Assignments, Absenteeism, Assigned Positions, Committee Chair responsibilities, Meetings and Attendance, Meeting Procedures, notation of all staff contacts now located in Juneau, and the addition of Communications Committee under listed committees.

**Enlow moves to adopt Species Committee Policies and Procedures. Kimball seconds motion. Motion passes unanimously.**

**Chair calls for 10-minute break at 9:33am.**

**Chair reconvenes meeting at 9:43am.**

**IV. RFM and MBAQ Update**

Chair Schultheis invites Jeff Regnart to speak.

Regnart reviews upcoming RFM meeting later this month. Will present foundation bylaws at All Hands meeting. Notes an Alaska Department of Law Memo that speaks to the transfer of property from the State of Alaska to a private entity & legal opinion from ASMI Copyright attorney. Those documents will also be presented to the board in time for All Hands.

Notes Norwegian Fishing representatives will visit Seattle on Oct 15 & 16. They are also seeking an alternative to MSC, ideally an internationalized version of RFM program. Fina notes the Norwegians show the most interest in the RFM program and anticipate they'll see interaction from Icelandic groups also. Regnart also notes budget outlook for the next fiscal year can be anticipated for All Hands. Fina notes a group is exploring labor standards for fishing boats. Fina notes he is hopeful that this business plan can work for both an RFM and a Labor Standard effort.

Regnart reviews Monterey Bay/Seafood Watch issue related to how Alaska Seafood is listed in their system. Notes a working group has been assembled. Notes initial meeting of the working group is planned for All Hands.

Discussion ensues regarding the concerns being addressed through the working group. No specific action was taken regarding RFM or the MBA working group as a result of the discussion.

**V. Adjourn**

Chair Schultheis asks if there are any further items to discuss.

Tonkovich notes that she is still accepting agenda items to include in the All Hands Meeting.

Rep. Stutes expresses her desire for the Legislature to again provide financial support through the State General Fund to ASMI. She notes that a letter sent from the Board, either to her or the Governor expressing a desire and need for return of General Funds, would be helpful.

Chair asks for motion to adjourn.

**Enlow makes amotions to adjourn. Kimball seconds the motion. The motion passes**

**unanimously.**

Adjourned at 10:10am PST.