



Alaska Seafood Marketing Institute

Whitefish Committee Meeting

Friday, May 10, 2024

8:30-10:00 AM Alaska Time

Zoom link:

<https://us02web.zoom.us/j/88910046082?pwd=RkZkUTQ3QUk0QQ09aSkhKbUdHVHhpYZz09>

Phone: 1 253 215 8782, Meeting ID: 889 1004 6082, Passcode: 684218

Draft Agenda

I. Call to Order

- a. Roll Call & Introduction of Guests
- b. Approval of Agenda
- c. Approval of Minutes from All Hands on Deck, November 2, 2023
- d. ASMI Antitrust Statement
- e. Chair Remarks
- f. Vice Chair Remarks
- g. Public Comment

II. New Business

- a. Herring Revitalization with CFEC Commissioner Glenn Haight
- b. Species Updates (roundtable committee discussion)
 - i. Herring
 - ii. Pollock, including update from Ron Rogness of GAPP via Powerpoint
 - iii. Cod
 - iv. Flatfish, Mackerel, POP
 - v. WASA update by Pat Shanahan
- c. International Marketing Program Update by Nicole Alba
- d. Communications Program & Consumer PR Updates by Greg Smith
- e. Domestic Marketing Program Update by Leah Krafft
- f. Technical Program Update by John Burrows

III. Good of the Order

IV. Adjourn