



Alaska Seafood Marketing Institute

**Board of Directors Meeting
Tuesday, April 23, 2019
10:00 a.m. Alaska Time**

Westmark Baranof Hotel
Treadwell Ballroom
127 N. Franklin Street
Juneau, Alaska

Teleconference Information:
Call in number: 800-315-6338
Alternate Call in number: +1-913-904-9376
Access Code: 05684

10:00 a.m.

A. Call to Order

Chair Schultheis called the meeting to order at 10:04am.

B. Roll Call

Present:

Chair Jack Schultheis
Vice Chair Allen
Kimball
Duncan Fields
Tomi Marsh
Tom Enlow
Richard Riggs
Mark Palmer
John Moller
Rep. Dan Ortiz

Absent:

Rep. Louise Stutes
Sen. Peter Micciche
Sen. Lyman Hoffman
Sen. Gary Stevens
Commissioner Julie
Anderson

Staff Present:

Jeremy Woodrow
Sara Truitt
Hannah Lindoff
Monica George
Ashley Heimbigner
Alice Ottoson-McKeen
Micheal Kohan
John Burrows
Megan Rider
Sarah Cannard
Emily Gisler
Leak Krafft
Becky Monagle
Matthew Arnoldt
Nanette Solanoy

Others Present:

Susan Marks
Jeff Regnart
Nina Schlossman
(phone)
Garrett Evridge

C. Approval of Agenda

Chair Schultheis asks for changes or corrections to the agenda as presented.

Fields moves to approve agenda as presented. Enlow seconds. The motion passes unanimously.

D. Approval of minutes from Feb 19th, March 22nd & April 5, 2019

Chair Schultheis asks for any changes or corrections to the minutes as presented.

Fields moves to approve the minutes from February 19th, March 22nd, and April 5th as presented. Enlow seconds the motion. Motion passes unanimously.

E. Chairman's Remarks

No comments

F. Executive Director Report

Chair invites Jeremy Woodrow to give remarks.

Woodrow notes that Bruce Schactler with the Global Food Aid Program will not be presenting today, however his program contractor Nina Schlossman will be on the phone to address questions. Notes the Global Food Aid Program presentation and report has been included in the Board packet for review. Reminds board of CAP meeting on August 6th, outlines arrival in Sitka on the 5th, meeting taking place on the 6th, and industry excursions will be scheduled for the 7th. Notes that invitations and reminders will be provided to the board should they wish to attend. Reviews the three new members: Keith Brunell from Nordstrom, Satoshi Matsumoto from the Japanese Consumers Cooperative Union, and Mike Hacaga from Thrive Market; other members are existing members.

Provides Legislative update. Budget current being reviewed by Senate Finance committee. House restored travel budget to fully funded line item. Was not responded in Senate Finance Committee. Will continue to update that process. Notes FY20 Travel budget presentation is included in today's agenda.

Fields asks when there will be an opportunity for board to speak with Legislature about travel line item.

Woodrow responds this week is best. Notes ASMI Staff has testified before the Senate committee already.

Fields notes there is a potential appointment tomorrow, and invites fellow board members to attend. Notes he will remain in Juneau an extra day to meet with Senate staff on the issue.

G. Public Comment

Chair Schultheis calls for public comment.

No public comment occurs.

10:20 a.m. Alaska Seafood Industry Update – Garrett Evridge, McDowell Group

Chair Schultheis invites Garret Everidge to the podium to present the McDowell Seafood Industry Update.

Garrett presents on the state of the Alaska Seafood Industry, refers to presentation included in meeting packet

10:50 a.m. ASMI Budget Presentation - Becky Monagle

Chair Schultheis invites Becky Monagle to the podium to present the ASMI overall fiscal budget for ASMI

Monagle presents the overview of the FY20 ASMI budget and the proposed Admin budget. She notes an increase is noted due to the infusion of ATP funds, and that those funds have been incorporated into each program where activities can be covered by funding from that grant.

Notes balance remaining in capital appropriation is the same as last year. If money is not spent by June 30, an extension of the appropriation will be requested for another year. Becky mentioned that the ASMI fund balance is decreasing over time. Shows that based on current spending, with conservative estimate of \$8.5 million/annual in fish tax revenue, ASMI may have a cash flow issue near the end of FY23.

Fields questions the estimate of \$8.5 million. Monagle responds the estimate is kept conservative to not over estimate the starting fund balance. Acknowledges this is an estimate.

11:00 a.m. International Program Budget - Hannah Lindoff

Chair Schultheis invites Hannah Lindoff to present on the International Budget.

Lindoff presents on the International program budget, including a review of how ATP funds were incorporated into the International program. Lindoff reviews pending projects for the program into FY20.

Chair asks for questions. No questions presented.

11:30 a.m. Seafood Technical Program Budget - Michael Kohan

Chair Schultheis invites Michael Kohan to present on the Seafood Technical program.

Kohan presents the program budget as outlined in the board packet materials. She shows a breakdown of the Seafood Technical Program by categories. Highlights how projects will be funded into FY20.

Chair Schultheis asks for questions.

Palmer asks about additional grant funds. Kohan notes that she will learn more about viable grant options at an upcoming DC conference.

11:50 a.m. Sustainability Program Budget – Susan Marks

Chair Schultheis invites Susan Marks to present the Sustainability program budget.

Marks presents the program budget as outlined in the board packet materials. Marks reviews the programs budget categories and corresponding activities, including the pending transition of RFM and logo trademarking costs.

Chair Schultheis asks for questions. No questions occur.

12:10 p.m. Break for Lunch

1:00 p.m. Domestic Program Budget – Megan Rider

Chair Schultheis invites Megan Rider to present the Domestic program budget.

Rider presents the Domestic budget via a breakdown of the Foodservice and Retail programs, as presented in the board packet materials. Rider reviews each programs budget breakdown and activities.

Fields asks about any concerns of a weakened relationship between ASMI and trade PR due to Edelman’s work as a PR third party.

Rider notes the effectiveness of the collaboration with Edelman as a PR firm on behalf of Domestic’s outreach.

Palmer asks about chum salmon promotions this year.

Rider responds that chum was not highlighted at the last meeting. However discussion of being aware of promotion of all species was discussed. Welcomed discussion on the desire to promote Chum. Noted several contracts in the works for salmon promotions including chum salmon.

Fields ask how quickly the program can adjust to an industry need.

Rider notes typically 3 months of lead time, however program can be nimble in adjusting to the short notice of a marketing campaign need.

1:20 p.m. Communications & Consumer PR Budget - Jeremy Woodrow & Pheniece Jones, Edelman PR

Chair Schultheis invites Jeremy Woodrow and Pheniece Jones to present on Communications and Consumer PR budget respectively.

Woodrow presents first; the Communications FY20 budget, reviews program budget sections and program operations over the year, as referenced in the board packet materials. Reviews major activities pending for the year. Notes collaboration with other ASMI programs Seafood Technical and Domestic, as well as incorporation of ATP funds.

Palmer asks if the social media promotions/information is different than what is presented in other outlets.

Woodrow responds that social media promotions are not unique from other promotions.

Jones presents the Edelman budget for FY20, giving a breakdown of cost allocations. Refers to presentation provided with board materials.

Fields asks what ASMI resources would be involved in a trip, in addition to the resources of the Edelman agency?

Woodrow answers that Media trips are paid for from Consumer PR budget as opposed to the Communications budget, because it's targeting Consumer PR, but that ASMI staff attend at a ration of 1 ASMI staff to 2-3 visitors.

Chair Schultheis asks for further questions. No questions occur.

1:45 p.m. Executive Session

Chair Schultheis asks for a motion to enter into Executive Session for a discussion of RFM

Fields moves to enter into executive session for matters immediate knowledge of which would have adverse effect on ASMI entity. Moves to include Jeff Regnart and Susan Marks in the discussion of RFM program; include each program director in discussion of ASMI budget; include Becky Monagle in the Executive Director Recruitment discussion. Enlow seconds the motion. The motion passes unanimously.

Executive Session begins at 2:08pm

- A. RFM**
- B. ASMI Budget**
- C. ASMI Professional Contracts**
- D. Executive Director Recruitment**

3:30 p.m. Return to Open Session/Set priorities and approval of FY20 Budget

Fields motions to return to open session. Enlow seconds the motion. The motion passes unanimously.

Open session resumes at 4:45pm

Kimball motions to adopt RFM committee recommendation for the logo presented today, within the RFM Logos Presentation V1 Document; the narrow fish example, both circle and rectangular shape. Enlow seconds the motion. The motion passes unanimously.

Fields motions that the ASMI board approve draft bylaws for the certified seafood collaborative as presented in the board packet. Enlow seconds the motion. The motion passes unanimously.

Fields moves that board direct staff to reduce FY20 by \$250,000 for total budget of \$18,444,146.00, and that the Seafood Technical program be increased by \$35,000 for a total of \$400,000 with the caveat that the Seafood Technical program is encouraged to secure additional grant funding in the next fiscal year. Enlow seconds the motion. The motion passes unanimously.

3:45 p.m. Seafood Watch Update

Chair Schultheis invites Jeff Regnart to provide the board with an update on Seafood Watch

Jeff Regnart reports on the working group since their first meeting at All Hands. Notes they have

been in communication with Monterey Bay group regarding concerns as to how Alaska seafood is portrayed by their rating system. Another meeting is scheduled for Brussels, as well as a working group meeting pending for end of May. Notes motion passed by DMC asking board to direct working group to develop a form letter that could be sent out to interested parties in the Alaska seafood industry, which could then be provided to Monterey Bay, to show Monterey Bay how much of the industry are concerned by Monterey Bay's portrayal of Alaska seafood.

Board discusses the merits of actively drafting form letter. Discuss desire to know the reasoning for our yellow rating, to ensure how to properly dispute that.

Regnart explains that MBAq does not currently plan to conduct additional assessments that would alter the current yellow rating.

Woodrow reminds the board that this issue of concern can be addressed with CAP members also.

Palmer makes a motion to have the working group draft a letter to distribute to customers to discern customer feedback on Alaska MBAq approval rating. Fields seconds the motion. All in favor. Motion passes unanimously.

4:00 p.m. ASMI FY20 Travel Plan

Chair Schultheis asks for an update on the FY20 Travel Plan from Jeremy Woodrow

Woodrow reviews the travel plan presented to the board consisting of all projected staff travel for FY20. Woodrow Explains ASMI does not have to reduce our budget by 50% as many other department within the State of Alaska are expected to do, but we do have to demonstrate how we intend to use our money for travel. Notes all departments within the state were directed to undertake this budgetary exercise. Woodrow noted the intended plan is due back to the Department of Commerce and Economic Development by May 1, 2019.

Fields moves to approve staff travel plan as presented. Palmer seconds the motion. The motion passes unanimously.

4:15 p.m. Good of the Order

Chair Schultheis asks for any further business for the Good of the Order to be presented at this time.

No further business is presented.

4:30 p.m. Adjourn

Chair Schultheis asks for a motion to adjourn.

Fields makes a motion to adjourn. Marsh seconds the motion. Motion passes unanimously.

Meeting adjourned at 5:10pm.