



Alaska Seafood Marketing Institute

**Board of Directors Teleconference Meeting  
Boardroom Annex; Goldbelt Building  
801 W 10<sup>th</sup> St., Suite 200  
Juneau, AK 99801  
Tuesday, February 19, 2019  
10am – 4pm AKST**

**I. Call to Order**

**a. Roll Call**

**Board members Present:**

Chair Jack Schultheis  
Tom Enlow  
Tomi Marsh  
Duncan Fields  
Richard Riggs  
Mark Palmer (phone)  
Commissioner Julie Anderson (phone)

**ASMI Staff Present:**

Jeremy Woodrow  
Sara Truitt  
Hannah Lindoff  
Becky Monagle  
Megan Rider  
Michael Kohan  
Bruce Schactler

**Board Members Absent:**

Vice Chair Schultheis Allen Kimball  
Rep. Louise Stutes  
Sen. Peter Micciche  
Sen. Gary Stevens  
Sen. Lyman Hoffman

**Others Present:**

Jeff Regnart; RFM  
Susan Marks; RFM  
Kevin Adams; IMC

**b. Approval of Agenda**

Enlow requests possible inclusion of Proposal letter from AKWA-DC LLC. Chair Schultheis notes it may be considered if time allows.

Chair Schultheis notes an amendment to the Agenda: Ben Stevens with the Governor's office will also present at the meeting.

**Enlow makes a motion to approve the agenda as presented. Marsh seconds the motion. The motion passes unanimously.**

**c. Approval of Minutes 1.24.19; 2.7.19; 2.8.19**

Chair Schultheis requests changes or corrections to minutes from Jan 24, 2019; Feb 7, 2019; Feb 8, 2019 meetings as presented.

**Fields makes a motion approve all meeting minutes as presented. Enlow seconds the motion. The motion passes unanimously.**

**d. Chairman's Remarks**

Chair Schultheis notes the meeting contains a very full agenda of important issues to cover in the allowed time. Notes he will move meeting along timely to get everything addressed by 4pm.

**e. Executive Director Remarks – Woodrow echoes the Chair Schultheis sentiment of a full agenda and as such, declines further remarks.**

**f. Public Comment**

No public comment.

**II. New Business**

**a. ASMI Budget**

Chair Schultheis invites a presentation of the ASMI budget. Woodrow offers to provide overview of Governors budget impacts on ASMI. Notes State General Funds were removed in the Governors amended budget in relation to ASMI. Notes changes to the travel line item's budget, reducing it by half. Notes due to our programs economic development component, ASMI intends to work with Gov office and DCCED Commissioners office to illustrate how travel budget needs to be higher than what is currently reflected in document. Notes bottom line budget is higher, all staff positions are fully funded. Does not foresee operational issues related to the operating budget.

Enlow requests further information on strategy to address the travel budget reduction. Woodrow identifies steps taken thus far to address the travel budget reduction.

Fields request further information related to the planning of the operational budget planning process. Requests opportunity for board to review program budget priorities, relative to industry needs, in advance of the April 23<sup>rd</sup> Budget Meeting.

Palmer suggests a 2 week advanced board packet with budget information in advance of the April 23<sup>rd</sup> meeting.

**Enlow makes a motion staff put together a questionnaire on industry needs, make sure it is distributed throughout both the board and committees and allow the committees to respond.**

**Fields seconds the motion. Motion passes unanimously.**

Chair Schultheis asks for further discussion. No further discussion takes place.

**b. Additional Revenue Sourcing**

Chair Schultheis introduces agenda item and asks for discussion. No discussion takes place. Marsh requests time to discuss this agenda item after hearing presentation on ATP funding. Chair Schultheis agrees.

**c. ATP Funding**

Chair Schultheis invites International Marketing Director Hannah Lindoff to speak regarding Agricultural Trade Promotion Program, (ATP) funding.

Lindoff presents overview of funding received through ATP, federal monies released to offset the impact of the China Tariffs. Notes money comes in starting July 1, 2019. Received \$5.5 million to be spent over 3 years. Lindoff explains how ATP is similar and different from MAP money, provides overview of projects and activities that can be covered by ATP funds, as well as projects and activities currently being planned by International program staff. Notes grant request was inclusive of funding to hire a grants coordinator to ensure grant compliance.

Board Members discuss potential opportunity of other grant funding to be explored by newly formed grants coordinator position.

Chair Schultheis asks for any further discussion.

Woodrow suggests amending agenda to allow presentation from Hatchery guests.

No action taken by the board for this agenda item.

**d. Alaska Hatchery Program**

Guests Rachel Collander of Collander and Associates LLC & Casey Campbell (PR Firm working with Alaska Hatcheries); General Manager and CEO of Prince William Sound Aquaculture Corporation.

Guests begin with background of hatchery industry in the state of Alaska. Review an industry impact study conducted by McDowell. ADFG report from Lower Cook Inlet, PWS bound Hatchery fish in the Katchemack bay stream. Presenters Collander and Campbell provide overview of efforts undertaken to educate the public and improve the perception and understanding of what Hatcheries do for the state and fishing industry in Alaska. Present economic impact study conducted by McDowell. Presents website: [salmonhatcheriesofalaska.org](http://salmonhatcheriesofalaska.org). Provides some statistics of positive response on behalf of the Hatcheries at the recent board of fish meeting.

The presenters did not have a specific ask of the ASMI board to consider taking action on.

Chair Schultheis asks for further discussion. No further discussion.

Chair calls for a 5 minute break @ 11:33am.

Chair brings meeting to order at 11:38am

**e. Discussion with Ben Stevens from Governor's Office**

Fisheries Advisor to the Governor's Office, Ben Stevens discusses the Administrations views on ASMI with the Board.

Chair Schultheis voices his appreciation of the support from the new administration. Opens discussion to questions and comments.

No action is taken by the Board of Directors during this discussion.

Chair calls for a lunch break @ 12:22pm

Chair calls meeting back to order @ 12:45pm.

**f. Domestic Food Aid Program**

Chair Schultheis Schactler invites Global Food Aid Program Director Bruce Schactler to present.

Schactler presents an update on the Food Aid Program's domestic work. Updates highlighted: Still awaiting confirmation of purchase of \$30 million of Alaska pollock by the Dept. of Agriculture Purchase of Alaska pollock fish sticks for the National School Lunch Program.

SB494, HB218; legislation for national level seafood marketing board, progress in congress. Food and Nutrition Service for Dept. of Agriculture submitted requests for new products to introduce for their review. Noted interest in expanding surimi use in school lunches.

Presentation of potential program development of a supply of by-catch products developed for inter-Alaska consumers.

No action taken by the board on this item.

**g. Alaska Pollock US Tariffs Review**

Chair Schultheis invites Woodrow to speak on topic.

Woodrow notes start of the issue originated with letter written to USTR regarding list of products asked to be exempted from US Tariff increases. Working to ensure Alaskan Pollock has more exposure and usage than Russian Pollock in the US.

No action taken by the board for this agenda item.

**h. Monterey Bay Aquarium, (MBA) Seafood Watch Update**

Chair Schultheis invites Jeff Regnart to speak. Regnart notes committee Chair Mark Fina has joined the conversation via phone. Regnart provides a recap of current activity of the working group. 5 points originated at first working group meeting:

Outline current working group efforts for MBA. Coordinate a meeting held Jan 11

Involve ASMI CAP in discussion

Develop a webpage on ASMI site to speak to rating programs.  
Coordinate with NOAA Fishwatch program concerning MBA  
Coordinate with MSC to determine if they're interested in participating in working group. Likely will meet with MSC in Boston on March 18<sup>th</sup>.

Regnart then returns to the overview of the meeting held on Jan 11<sup>th</sup> with MBA. Anticipates a future meeting with MBA's VP of Seafood Watch at the end of February. Anticipate to meet again after the Boston show, discussing ongoing cooperation of seafood ratings.

No action taken by the board for this agenda item.

**i. Executive Session**

**Chair Schultheis asks for motion to go into executive session.**

**Fields makes a motion to enter into executive session. Enlow seconds the motion. Motion passes unanimously.**

**Executive session begins at 1:30pm.**

ii. RFM Update

iii. Committee appointment

iv. Executive Director Position

Chair Schultheis asks for a motion to return to Open Session.

**Fields makes a motion to return to open session. Marsh seconds the motion. The motion passes unanimously.**

**Return to Open Session at 3:50pm**

**Fields makes a motion to appoint Tom Sheridan to RFM committee, appoint Denker as ex officio member to salmon committee. Marsh seconds the motion. The motion passes unanimously.**

**III. Good of the Order**

**Chair Schultheis asks for any further business for the good of the order.**

Woodrow noted he will be presenting in senate finance subcommittee. Notes it is this Monday 5:30 – 7:30pm

**IV. Adjourn**

**Chair Schultheis asks for a motion to adjourn.**

**Fields makes a motion to adjourn the meeting. Enlow seconds the motion. The motion passes unanimously.**

**Meeting Adjourned at 3:56pm.**

Submitted and Approved:

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Jeremy Woodrow  
Interim Executive Director  
Alaska Seafood Marketing Institute

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Date