



Wild, Natural & Sustainable

Alaska Seafood Marketing Institute (ASMI)
Domestic Marketing Committee Meeting
October 9, 2019
9:30 AM – 4:00 PM
Hotel Captain Cook, Endeavor Room
Anchorage, AK

DRAFT MINUTES

I. Call to Order

Chairman Salle calls the meeting to order at 9:30am.

II. Roll Call

Present: John Salle, Lilani Estacio-Dunn, Thea Thomas, Nelly Hand, Tom Sunderland, Ron Christianson, Kendall Whitney, John Daly, Mike Cusack, Branson Spiers, Larry Christensen, Mark Palmer

ASMI staff: Leah Krafft, Sarah Cannard, Megan Rider, Emily Gisler

Others present:

Marie Molde, Datassential
Joani Jones, Edelman
Katie Goldberg, Edelman
Tricia Sanguinetti, ASMI Contractor
Jann Dickerson, ASMI Contractor
David Woolley, ASMI Contractor
Arianna Elnes, ASMI Staff
Cynthia Wallesz, CAW Consulting
Summer Lazenby, Custom Seafood
Samuel Nothstein, Kwikpak
Sandy Souter, Silver Bay Seafoods
Becky Monagle, ASMI Staff
Mike Erickson, ASMI Board Member
Ashley Heimbigner, ASMI Staff
Jessica Hathaway, National Fisherman Magazine
Lorin Gelfand, Pacific Seafood
Cassandra Squibb, Copper River Seafood
Kate Consenstein, Rising Tide Communications
Matt Aboussie, Rising Tide Communications
Mark Jones, ASMI Contractor

Chairman Salle gives overview of ASMI mission and purpose of the committee.

III. Approval of Agenda

Thomas moves to approve agenda. Whitney seconds. Agenda is approved.

IV. Approval of minutes from August 20, 2019 meeting

Estacio-Dunn moves to approve the minutes. Thomas seconds. Minutes are approved.

V. Public Comment

Salle asks for public comment. No public comment.

VI. Industry Update

Committee members provide industry updates.

VII. Work on Operational Committee Reports

The Committee discusses the questions brought forth by Woodrow.

VIII. Datassential Presentation provided by Marie Molde

Molde shares insights and results from research studies about Alaska seafood at Foodservice.

Salle recesses the meeting for lunch until 1:15pm.

IX. Lunch

Meeting is called back to order at 1:19pm

Rider shares that the report from Datassential will be distributed out to the committee and will also be printed out to distribute. Molde answers questions from her presentation.

X. Trade and Consumer PR presentation by Katie Goldberg and Joani Jones

Goldberg and Jones give an update on strategy for consumer and trade PR, events, social media management and influencer programs for the upcoming year. Goldberg shares that the objective is to drive awareness and consideration for Alaska Seafood among consumers, foodservice and retail audiences via an integrated communications plan. Guiding pillars are sustainability, wellness, origin and culinary. Goldberg updates the committee on upcoming events including FAM trips and a New York media event.

XI. National Accounts presentation by Jann Dickerson

Dickerson presents slides and information on Foodservice national accounts from FY19 such as Dairy Queen, Macy's, Sonic, Long John Silver's, Rubio's and Nordstrom. Dickerson gives an update on the Foodservice strategy for FY20. Topics to focus on include plant based protein, plant-forward menus and menuing Alaska Seafood at fast casual restaurants and QSRs.

XII. Distributor Promotions presentation by David Woolley

Woolley shares slides that detail the different promotion results from distributors such as Samuels & Son, Performance Foodservice, Sycso Corporate, Inland Seafoods, Reinhart Foodservice and Food Service of America. Palmer requests that next year, the report show the new pounds sold statistics. Palmer asks for clarification on whether promotions for specialty distributors include fresh or frozen seafood. Woolley clarifies that a portion of the funds are used for fresh promotions.

XIII. Retail Trade Promotions presentation by Mark Jones (recorded)

A prerecorded presentation of FY19 retail promotions by Jones is shown to the committee. Results and images from regional and national retail partners across the country such as Shop Rite, Publix, Wegman's, PCC Community Markets, QFC, Costco and Whole Foods are shared with the committee. Jones shares upcoming partnerships for FY20.

XIV. Monterey Bay Aquarium Update by Susan Marks

The committee discusses the template letter that the MBAq working group put together for industry members. Salle asks for feedback from committee members about their experience sharing the letter. Committee reports that many had shared the document but had not received response back.

XV. Old Business and Good of the Order

Christianson asks that ASMI share more retail data in next year's All Hands meeting. Rider explains that the research was focused to foodservice to refresh that particular research, as requested at the most recent budget meeting, which historically has been strictly foodservice. Rider added that the team is happy to conduct additional retail research if it is the will of the committee.

Cusack commends the committee and ASMI staff for the good work since last year.

Rider gives an update about the upcoming SENA event and Alaskan Brewing Company's participation. Discussion ensues regarding the best way to creatively use those funds.

a. Schedule Next Meeting

Quarterly DMC meeting would put the meeting in February. ASMI staff will send out a poll to garner the committee's availability.

Christensen moves to adjourn, Cusack seconds. Salle adjourns the meeting at 3:31pm.