



Wild, Natural & Sustainable®

Alaska Seafood Marketing Institute
Responsible Fisheries Management (RFM) Committee Meeting
November 23 (Saturday), 2019 from 10:00am to 11:30am

at

**Pacific Marine Expo
Seattle, WA
Media Room 1D01**

Call in information:

1-800-315-6338

Alternate Call in number: 1-913-904-9376

Access code: 89501

DRAFT AGENDA

- I. Opening items
 - a. Call to order
 - b. Roll call
 - c. Approval of agenda
 - d. Approval of minutes from 10/8/19
 - f. Goals & discussion for current meeting

- II. Public Comment

- III. New Business
 - a. Review foundation board appointments
 - b. Review and discuss implementation of RFM committee motions from the 10/8/19 meeting.
 - Adding 2 ex-officio seats to Interim Foundation Board
 - RFM committee be involved in GSSI committee discussions
 - Language for the ASMI BOD to consider directing operational committees and directors to work with the foundation to integrate the marketing of the RFM certification into their programs.
 - c. Review and discuss RFM strategic goals
 - Input from those outside of the committee and foundation board. Developing program's strategic goals
 - Priority will be to develop a business plan that is appropriate to the goals
 - d. Review timeline and duties of existing RFM committee as the foundation takes over ownership of the program
 - e. Next meeting
- IV. Adjourn