



Alaska Seafood Marketing Institute

**Board of Directors Meeting  
Via Zoom  
June 4, 2020  
Beginning at 9am AKST**

*Draft Agenda*

- I. Call to Order
  - a. Roll call
  - b. Approval of Agenda
  - c. Approval of minutes from May 21, 2020
  - d. Chairman's Remarks
  - e. Executive Director Update
  
- II. New Business
  - a. ASMI BOD Roundtable: 5-minute update from each ASMI BOD on market concerns, impacts or areas ASMI staff should give attention to in marketing initiatives
  - b. ASMI Program Updates:
    - i. International – Trade Mitigation/President Trump Seafood EO
    - ii. Domestic – Retail/Foodservice Updates
    - iii. Communications – Consumer & Stakeholder Messaging
  
- III. Public Comment & Good of the Order
  
- IV. Adjourn