



Alaska Seafood Marketing Institute

Board of Directors Meeting

Via Zoom

July 16, 2020

Beginning at 9am AKST

I. Call to Order

Vice Chairman Allen Kimball called the meeting to order at 10:00am AKST.

a. Roll call

Present:

Vice Chair Allen Kimball
Tom Enlow
Mark Palmer
Tomi Marsh
Alf “Gus” Skaflestad
Rep. Louise Stutes
Rep. Dan Ortiz
John Moller
Jeremy Woodrow

Absent:

Chairman Jack Schultheis
Mike Erickson
Sen. Peter Micciche
Sen. Lyman Hoffman
Sen. Gary Stevens
Commissioner Julie Anderson

Also Present:

ASMI Program Directors, ASMI Staff,
Contractors, Committee Members, Industry
Members, Members of the Press.

b. Approval of Agenda

Vice Chairman Kimball called for a motion to approve the agenda for July 16, 2020.

Marsh moved to approve the agenda for July 16, 2020 as presented. Skaflestad seconded the motion. The motion passed unanimously.

c. Approval of minutes from June 18, 2020

Vice Chairman Kimball called for a motion to approve the minutes as presented from June 18, 2020.

Skaflestad moved to approve the minutes as presented. Marsh seconded the motion. All in favor, the motion was approved unanimously.

d. Chairman's Remarks

Vice Chairman Kimball declines remarks.

e. Executive Director Update

Vice Chairman Kimball invited Woodrow to provide update.

Woodrow made the official announcement that Board Members Kimball and Marsh were recently re-appointed to their existing seats on the ASMI Board. Woodrow noted these current terms run until 2023.

II. New Business

a. ASMI BOD Roundtable: 5-minute update from each ASMI Board Director on market concerns, impacts or areas ASMI staff should give attention to in marketing initiatives

Vice Chairman Kimball began roundtable. Noted a recent observable rebound in sales. Kimball provided updates for various regions globally. Noted concern for the occurrences in the press related to COVID-19 and Seafood. Noted improvements in crab market, and several markets waiting on results of salmon.

Vice Chairman Kimball invited Board Member Mark Palmer to speak.

Palmer noted appreciation for numbers of salmon being reported weekly by McDowell Group. Recommends ASMI consider messaging on nuances to consider when hearing press reports of large runs reported out of Bristol Bay. Remarked on the ongoing logistical challenges of COVID-19's impact on the industry. Palmer requests information related to potential federal support for recent developments overseas regarding rejecting shipments of seafood if COVID is found on packaging. Palmer reported on the impacts of COVID-19 on sales.

Vice Chairman Kimball invited Enlow to present.

Enlow reported on pollock numbers. Echoed the concerns presented by other Board Members regarding the logistical challenges COVID-19 has presented for industry. Enlow noted some lower demand in foodservice compared to a stronger retail sector.

Vice Chairman Kimball invited Marsh to present.

Marsh noted slow return of sockeye. Requested staff review past work around marketing of smaller sized sockeye.

Vice Chairman Kimball invited Skaflestad to present.

Skaflestad noted no update to provide during this call.

Vice Chairman invites Moller to present.

Moller complimented industry for their efforts amid COVID-19 concerns. Commended Commissioner Anderson work around the CARES ACT funding. Noted the concern the low keta salmon return is having on the industry. Notes that the Governors Office is aware of and reviewing the requests for financial assistance.

b. ASMI All Hands on Deck – Nov. 9-12, 2020

Vice Chairman Kimball invited Woodrow to present the discussion on All Hands 2020.

Woodrow requested direction from the Board regarding appropriate planning, and potential adjustments to, the 2020 All Hands On Deck Annual Meeting. Woodrow noted concerns posed by COVID-19 with regard to in-person gatherings.

Vice Chairman Kimball opened discussion to Board.

Board members discussed agenda item.

Skaflestad motioned for ASMI Staff to explore other options (than an in-person meeting) for the 2020 All Hands On Deck Annual Meeting. Enlow seconds the motion. All are in favor, the motion passed unanimously.

Vice Chairman provided further guidance for staff to prepare options to present to the board at the August 6th meeting, with potential date changes to be considered at that time.

c. RFM Update – Susan Marks, ASMI Sustainability Advisor

Vice Chairman Kimball invited Marks to present her RFM Update.

Marks presented RFM Update, noting now under ownership of Certified Seafood Collaborative, (CSC). Reviewed development of Memorandums of Agreement between ASMI and the CSC. Reviewed usage of the logo among retail industry. Provided updates specific to ASMI's Overseas Marketing Representatives' promotion of the logo in their respective regions. Reviewed efforts for joining chain of custody review process with Iceland's RFM program. Reviews next steps for CSC's work related to their strategic plan.

Vice Chairman Kimball asks for questions.

Palmer and Enlow and Marsh extended their compliments Marks and the RFM team on the work done thus far.

d. CARES ACT Funding

Vice Chairman Kimball invited Woodrow to present the discussion of CARES Act Funding.

Woodrow noted all CARES act funding received would need to be spent by Dec 31st of this year. Noted clarifications from Commissioners Office. Woodrow referred Board to plan ASMI developed on how the money could be used.

Kimball invited discussion among Board.

Board member discussion ensued.

Woodrow proposed next steps of drafting proposal letter with identified spending plan, and further seeking of clarification of CARES ACT funding guidelines.

Vice Chairman Kimball asked Schactler to provide an update regarding recent purchase of Alaska seafood by USDA.

Schactler reported a recent purchase of approximately \$20 million by USDA Section 32 buy of 7.25 million pounds of pollock fish sticks and filets. Noted purchase of pollock nuggets is in progress. Noted purchase may be made by a program other than USDA.

Vice Chairman Kimball invited further questions and updates by ASMI staff.

Lindoff provided update on Seafood Trade Taskforce. Lindoff noted forthcoming request for comments from Board Members for the Taskforce.

III. Public Comment & Good of the Order

Vice Chairman Kimball called for public comment. No public comment.

Vice Chairman Kimball called for further business for the good of the order. No further business was presented.

IV. Adjourned

Vice Chairman Kimball requested a motion to adjourn the meeting.

Enlow motioned to adjourn the meeting. Skaflestad seconded.

Meeting adjourned at 11:30am AKST