



Alaska Seafood Marketing Institute

**Board of Directors Meeting**

**Via Zoom**

**September 3, 2020**

**Beginning at 9am AKST**

**I. Call to Order**

**a. Roll call**

**Present:**

Chair Jack Schultheis  
Tom Enlow  
Tomi Marsh  
Gus Skaflestad  
Mike Erickson  
John Moller  
Commissioner Julie Anderson  
Jeremy Woodrow

**Absent:**

Vice Chair Allen Kimball  
Mark Palmer  
Rep. Louise Stutes  
Rep. Dan Ortiz  
Sen. Peter Micciche  
Sen. Gary Stevens  
Sen. Lyman Hoffman

**Present:**

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

**b. Approval of Agenda**

Chairman Schultheis requested a motion to approve the agenda for September 3, 2020

**Erickson motioned to approve the agenda as presented. Enlow seconded the agenda.**

**All were in favor.**

**c. Approval of minutes from August 20, 2020**

Chairman Schultheis requested a motion to approve the minutes from August 20, 2020.

**Enlow moved to approve minutes for August 20, 2020 as presented. Skaflestaad seconded the motion. All were in favor.**

**d. Chairman's Remarks**

Chairman remarked on main goal of today's meeting as a review of Program Director summaries of how to spend additional funds. Noted final decisions may wait until absent members of board have opportunity to also review.

**e. Executive Director Update**

Chair Schultheis invited Executive Director Woodrow to present.

Woodrow gave reminder of committee application period still open. Read the antitrust statement.

**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**

Chair Schultheis announced board round table. Provided brief report on slow season out of Emmonak, AK.

Chair Schultheis invites Tom Enlow to present.

Enlow noted slow returns. Noted continued management of COVID-19. Noted increased in demand in foodservice sector. Noted ongoing concerns with pressure from China to affirm product is free of COVID and reviewed additional steps taken to meet new demands.

Chairman Schultheis invited questions for Enlow. Discussion of steps taken to meet increasing safety demands from China.

Chairman Schultheis next invited Mike Erickson to present.

Mike Erickson reported concern of extremely low returns. Noted added workload and measures taken to manage COVID-19 precautions.

Chairman Schultheis invited questions for Erickson. No questions.

Chairman Schultheis invited Tomi Marsh to present.

Marsh reported on Ketchikan area fishery. Noted upcoming geoduck season. Remarked on continuation of COVID protocols for the year round processors, as the season processors begin to wrap up.

Chairman Schultheis invited questions for Marsh. No questions.

Chairman Schultheis invited Gus Skaflestaad to present.

Skaflestaad declined comments, echoing prior remarks from other members.

**b. Global Food Aid Program Update – Bruce Schactler**

Chairman Schultheis invited Schactler to present.

Schactler noted currently at \$60 million in sales to USDA, with majority going towards food bank programs; majority pollock products. Noted additional \$80 million purchase request with Secretary of Agriculture for January. Noted 36,00 cases purchased for shipment to Sri Lanka, for school children program there. Noted currently seeking assets such as video to fulfill requests from Sri Lankan government. Schactler requests his carryover funds to carry over into 2022. Noted current volatility and desire to delay use of carryover into 2021.

**c. ASMI Operational Program Carryforward Proposals**

**i. International Program – Hannah Lindoff**

Chairman Schultheis invited Lindoff to present her program proposal.

Lindoff began with review of funding programs within the International Program. Noted this year is the only year ASMI has option to use unspent Market Access Program (MAP) money into the next fiscal year. Full amount of carryover funding \$781,588. Agricultural Trade Promotion (ATP) money can be spent beyond end of the year. Recommendation of carryforward of \$110,000 and hold remaining ATP money for future budgets. Lindoff reviews STPR Match funds of MAP and ATP, recommended also rolling full amount of match into future budgets.

Lindoff reviewed reallocation of funds by each geographic area of the international program, (China, Japan, South American, South East Asia; Northern, Central, Western, Southern & Eastern Europe), providing strategic review of each reallocation, identifying how it would impact each regional program, and major activities planned for each region.

Chairman Schultheis invited questions from the Board. Board question and answer session held with Lindoff.

**ii. Domestic Program – Megan Rider**

Chairman Schultheis invited Rider to present her program proposal.

Rider reviewed reach of Domestic Foodservice program as well as the negative impacts of COVID-19 pandemic on the foodservice market. Reviewed a revised budget breakdown with reallocations noted in Program Operations, Marketing Operations, Trade Shows and Conferences, Trade Support Reallocation of funds under travel and tradeshow recommended. Carryover funds of \$271,615 recommended to rainy day fund to be reassessed later this year.

Next Rider reviewed reallocations within retail portion of budget. Noted reallocations within Program Operations, Marketing Opportunities, Special Projects, Trade Shows and Conferences, Retail Trade Support. Proposed carryover of 70% of budget (\$208,649) into 2021 and 30% of budget (\$89,420) into 2022. Rider next reviewed pending partnerships and upcoming projects in digital retail space.

Chairman Schultheis invited questions from the Board. Board question and answer session held with Rider.

**iii. Communications Program – Ashley Heimbigner**

Chairman Schultheis invited Heimbigner to present her program proposal.

Heimbigner reviewed make-up of the Communications budget. Noted identified total of \$179,000 available for FY21 reallocation and carryforward from the FY20 budget. Heimbigner presented distribution of reallocation across proposed projects for both Communications and Consumer PR.

Chairman Schultheis invited questions from the Board. No questions.

**iv. Technical Program – Michael Kohan**

Chairman Schultheis invited Kohan to present her program proposal.

Kohan reviewed carryover of \$20,000 from FY20 for research project with Oregon State University. Asked that the board allow the Seafood Technical Program to request additional funds for unforeseen expenses to respond to evolving situations. Kohan also reviewed pending grant applications.

Chairman Schultheis invited questions from the Board. No questions.

**d. Carryforward discussion & Marketing Recommendations by ASMI Board of Directors**

Chair Schultheis introduced the Carryforward discussion and marketing recommendations. Suggested deferring the again item until the following meeting when

absent board members could attend. Opened his suggestion to discussion.

Board members agreed to postpone discussion until the following meeting.

### **III. Public Comment & Good of the Order**

Chairman Schultheis inquired about status of additional COVID Funding.

Woodrow provided update on fund requests within the state. Notes still awaiting States decision.

Chairman Schultheis inquired when Juneau physical office will reopen to public.

Woodrow provided guidance from State of Alaska DCCED extended telework for all employees through January 3, 2021. Noted extensive guidelines for in person operation to adhere to social distancing.

Chairman Schultheis invited further comments and discussion points from the board.

Enlow commended staff for well executed presentations.

Chairman Schultheis invited members of the public to provide public comment.

No public comment presented.

### **IV. Adjourn**

Chair Schultheis requestd a motion to adjourn.

**Enlow motions to adjourn. Erickson seconds the motion.**

**Meeting adjourned at 11:35am**