



Alaska Seafood Marketing Institute

**Board of Directors Meeting**

**Via Zoom**

**August 20, 2020**

**Beginning at 9am AKST**

**I. Call to Order**

**a. Roll call**

Present:

Chairman Jack Schultheis

Vice Chairman Allen Kimball

Mark Palmer

Tomi Marsh

Tom Enlow

Representative Louise Stutes

Commissioner Julie Anderson

John Moller

Executive Director Jeremy

Woodrow

**Absent:**

Gus Skaflestad

Mike Erickson

Senator Peter Micciche

Senator Gary Stevens

Senator Lyman Hoffman

Representative Dan Ortiz

**Others Present:**

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

**b. Approval of Agenda**

Chairman requested a motion to approve the agenda.

**Palmer moved to approve the agenda. Kimball seconded the agenda. The motion passed unanimously.**

**c. Approval of minutes from August 6, 2020**

Chairman Schultheis requested a motion to approve the minutes from August 6<sup>th</sup>.

**Palmer moved to approve the minutes as presented. Enlow seconded the motion. The motion passed unanimously.**

**d. Chairman's Remarks**

Chairman Jack Schultheis provided remarks noting recent salmon catch levels. Ended remarks.

**e. Executive Director Update**

**i. Antitrust Statement**

Executive Director Jeremy Woodrow read Anti-trust statement. Woodrow provides brief update on planning for All Hands. Invited Senior Director of Global Marketing and Strategy, Hannah Lindoff, to give an update on the South American market.

Lindoff reported on pilot program launched by Peruvian government for importation/entrance of Alaska seafood into Peruvian market.

Woodrow noted no further remarks.

**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**

Kimball – noted continuation of significant costs to industry to ensure work safety during COVID-19 Pandemic. Noted concern in low catch numbers and concern with lower fish sizes. Noted concerns with low salmon returns statewide. Noted importance of industry to continue to watch progress in Russian fisheries. Noted slow return of foodservice market. Recommended focus on shelf stable product promotions. Noted increases in markets in Europe. Noted concerns in China related to press that has been attempting to connect COVID to food products. Noted competition with farmed fish in South American markets and importance of “wild” messaging.

Enlow – Reviewed high cost to Alaska based shore side sector. Enlow echoed concerns related to low returns and small fish size. Noted concerns around getting workforce back into Unalaska for A season.

Palmer – Echoed Kimball's remarks on influx of Russian product both in the salmon and crab markets. Encouraged a focus on supporting retailers who have shown a desire to promote Alaska seafood amid lower priced farmed product. Reviewed lower workforce this summer. Recommended ASMI programs focus on refresh market. Noted aggressive pricing on farmed fish in retail, both refreshed and frozen.

Chairman Schultheis invited questions for the Board.

Board members responded to questions presented by ASMI Staff related to promotions.

Chair Schultheis invited any Ex Officio members with announcements to present.

Commissioner Julie Anderson provided a brief updated on CARES Act Funding.

**b. State of Alaska Health Mandate 10: Chris Barrows, President Pacific Seafood Processors Association**

Chairman Schultheis invited PSPA President Chris Barrows to present.

Barrows provided an update on State of Alaska Health Mandate 10. Reviewed its origins related to travel into Alaska and how it originated as guidance related to out of state workers entering the state for work in the seafood industry. Reviewed risk reduction associated with implementation of Health Mandate 10. Current alterations of Health Mandate 10 focused on maintaining checks on existing health risk factors related to seafood industry workforce, as well as seeking opportunities for risk reductions.

**c. COVID-19 Economic Impact Study: Garrett Evridge, McDowell Group**

Chairman Schultheis invited Garrett Evridge with McDowell to present.

Evridge introduced his project team, research methodology, and also noted follow up data that is anticipated into 2021. Noted longevity of impacts expected to be discussed into 2021. Reviewed pandemic impact on operating costs, as well as impact on harvest volume and harvest value. Reviewed restaurant and grocery store sales over course of the pandemic. Reviewed federal Paycheck Protection Program numbers of recipients in the state. Noted additional research and interviews would be conducted.

Chair Schultheis invited questions for Evridge. No questions.

**d. ASMI Budget & Carryover Funding Review/Discussion**

Chairman Schultheis invited Executive Director Jeremy Woodrow to begin the discussion of ASMI Budget & Carryover Funding.

Woodrow reviewed spreadsheet of FY20 actuals, and projected spend plan into FY27. Reviewed FY20 estimated budget from 2019 compared to FY20 actuals. Explained budgetary mechanism that lead to additional funding in addition to technical cost savings as a result of cancelled major events.

Lindoff noted MAP carryforward money must be spent within the fiscal year. Noted the IMC will have recommendation for the Board at the next Board Meeting. Noted ATP funding has three years to be spent.

Vice Chairman Kimball requested recommendation from staff for pushing promotions where needed with the additional funding. Kimball expressed interest in using funding towards promotions as opposed to saving the additional funds.

Chairman Schultheis noted interest in promotion into overseas markets, echoed Kimball's comment requesting staff recommendations.

Board responded to questions and comments from ASMI Staff regarding spending.

Woodrow closed agenda item with note that follow up will be presented at September 3<sup>rd</sup> meeting.

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

Chairman Schultheis opened the meeting to public comment. No public comment provided.

Chairman Schultheis requested further business for the good of the order. No further business was presented.

**IV. Adjourn**

Chairman Schultheis requested a motion to adjourn the meeting.

**Vice Chairman Kimball motioned to adjourn. Palmer seconded the motion. All were in favor, motion passed.**

Meeting adjourned at 10:45am

Meeting minutes approved and passed by motion of the board on September 3, 2020



---

Executive Director  
Alaska Seafood Marketing Institute