Communications Committee Meeting

Friday, January 15, 2020

1:00 PM – 2:30 PM Alaska Time

Meeting Link: https://us02web.zoom.us/j/83649234985

Meeting ID: 836 4923 4985

Call in: +1 (669) 900-9128

I. 1:00 PM: Call to Order
II. Roll Call
III. ASMI Antitrust Statement
IV. Approval of Agenda
V. Approval of Previous Minutes
VI. ASMI Staffing Update - Ashley
VII. 1:10 PM: Review Strategic Plan + Highlights and Action Items from All Hands
VIII. 1:50 PM: Crisis Manual Project Update (Edelman)
   A. DGA Media Strategy
   B. Budget Update
IX. 2:00 PM: Other Project Updates:
   A. Website Redesign Update - Ashley (Discovery process)
   B. Branding Guide - Tanna
   C. Media Library - Tanna
X. 2:10 PM: Subcommittee Discussion
   A. Crisis Communications
   B. Consumer PR
   C. Content
      1. Provide direction on industry content needs, connect ASMI with fishermen and industry members for content features, etc.
XI. 2:20 PM: Approve tentative meeting schedule for the upcoming year
   A. February Topic: Crisis Manual/Playbook
   B. March Topic: Budget
XII. Old Business and Good of the Order
XIII. Public Comment
XIV. Adjourn