



Alaska Seafood Marketing Institute

RFM Committee Meeting

November 20, 2014 (8 am – 4 pm)

Washington Athletic Club - 1325 6th Ave, Seattle, WA 98101

Draft Agenda

- 8:00-10:15 I. Opening items
- a. Call to order
 - b. Roll call
 - c. Approval of agenda
 - d. Opening remarks
 - e. ASMI Board direction for RFM Committee - Quote from Draft Motions (October 1, 2014) All Hands on Deck ASMI Board of Directors Meeting:

“The aforementioned RFM Committee shall work with ASMI marketing directors, operational committees, and ASMI’s Public Relations firm to develop a marketing campaign budget and spend plan for follow on Board approval.”
- II. Old Business
- a. RFM Committee Terms of Reference
 - b. Fishery Clients and Applications
 - i. Cod (AFDF)
 - ii. Salmon (AFDF)
 - iii. Halibut & Sablefish
 - iv. Pollock
 - v. Flatfish
 - vi. Crab
 - c. Alaska RFM Policy and Procedures Manual
 - d. Conformance Criteria Committee
- III. Public Comment
- 10:15-10:30 IV. Break
- 10:30-2:00pm V. Executive Session & Working Lunch
(estimated)
- a. RFM Sub-Committee Reports
 - b. RFM Program discussion and budget
- VI. Reconvene in Open Session
- VII. New Business
- VIII. Adjourn