



Wild, Natural & Sustainable®

ASMI DOMESTIC MARKETING COMMITTEE
MEETING Monday, January 30, 2017

beginning at 8:30 AM PT
at Pacific Seafood Processors Assoc. in
Seattle WA

Dial-In Information

Toll-Free Number: 800-315-6338
Alternate Number: 913-904-9376
Access Code: 37153

DRAFT AGENDA:

- I. Call to Order
- II. Roll Call and Introductions
- III. Approval of Agenda
- IV. Approval of Minutes from the 10.26.16 Committee Meeting
- V. Public Comment
- VI. Executive Director Update – Alexa Tonkovich
- VII. Priority Message and Targeting – Victoria Parr
 - a. Media Activation
 - i. Ibotta Coupon
 - b. Retail Activation
 - c. Foodservice Activation
- VIII. FY17 Budget Update
- IX. Communications/Consumer PR Update
- X. Industry Update
- XI. Old Business and Good of the Order
- XII. Confirm Next Meeting: Week of April 17, 2017 in Anchorage
- XIII. Adjourn

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