

**DRAFT AGENDA**



*Wild, Natural & Sustainable*

ASMI Domestic Marketing Committee Meeting  
Friday, October 13, 2017  
11:00 AM – 12:30 PM PDT  
Teleconference

**Dial-In Information**

Toll-Free Number: 800-315-6338  
Alternate Number: 913-904-9376  
Access Code: 37152

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes from the 4/18/17 Committee Meeting
- V. Public Comment
- VI. Executive Director Update – Alexa Tonkovich
  - a. State Budget, Staffing, and Office Update
- VII. Communications/Consumer PR Update – Jeremy Woodrow
  - a. Communication Program Plan
- VIII. Domestic Marketing Program Update – Victoria Parr
- IX. Old Business and Good of the Order
- X. Next Meeting: All Hands, November 28-30, 2017, Captain Cook Hotel, Anchorage, AK
- XI. Adjourn