



Wild, Natural & Sustainable

Alaska Seafood Marketing Institute (ASMI)
Domestic Marketing Committee Meeting
Tuesday, January 29, 2019
9:30 AM – 12:30 PM Alaska Time
ASMI Office
311 North Franklin Street Suite 200
Juneau, AK 99801

Dial-In Information

1-800-315-6338

Alternate Dial-In Number

+1-913-904-9376

Access Code: 37152

- I. Call to Order
- II. Roll Call
 - a. Brief introductions from each committee member and staff
- III. Approval of Agenda
- IV. Approval of Minutes from All Hands Meeting held Tuesday, October 30th, 2018
- V. Public Comment
- VI. Domestic Program Strategic Overview (review revised strategy)
- VII. Review of ASMI Species and Operational Committee Answers to ASMI Board of Directors (BOD)
 - a. Review tactics as a result of ASMI BOD All Hands directives
- I. Budget Update
- II. Break (15 minutes)
- III. Executive Session
- IV. Communications Update
- V. Industry Update
- VI. Housekeeping
 - a. Promotional Calendar
 - b. Roles for each Staff member
- VII. Old Business and Good of the Order
- VIII. Adjourn