



Alaska Seafood Marketing Institute

Board of Directors Meeting

Feb 24, 2021

Beginning at 9am AKST

Zoom Webinar

Zoom Link For Meeting:

<https://us02web.zoom.us/j/83931521172?pwd=b2Y0UnExMVIQQUdsanBzVU9RbVlldz09>

Passcode: 549470

Draft Agenda

I. Call to Order

- a. Roll call
- b. Approval of Agenda
- c. Approval of minutes from Jan 7, 2021
- d. Chairman's Remarks
- e. Executive Director Update
 - i. Antitrust Statement
- f. Public Comment

II. New Business

- a. ASMI BOD Roundtable: 5-minute update from each ASMI Board Director on market concerns, impacts, or areas ASMI staff should give attention in marketing initiatives
- b. ASMI Program Project Highlights
 - a. Domestic Program – Megan Rider
 - b. International Program – Hannah Lindoff
 - c. Communications/Consumer PR – Ashley Heimbigner
 - d. Seafood Technical – John Burrows
 - e. Global Food Aid – Bruce Schactler
- c. Executive Session
 - a. ASMI Customer Advisory Panel

III. Good of the Order

IV. Adjourn