



Alaska Seafood Marketing Institute (ASMI)
Domestic Marketing Committee Virtual Meeting
Wednesday, May 3, 2023
8:00 AM – 10:00 AM Alaska Time
<https://us02web.zoom.us/j/86221370775>
Meeting ID: 862 2137 0775

Approved Minutes (on 9/13/23)

- I. 8:05 AM Call to Order by Madame Chairwoman, Lilani Estacio-Dunn
- II. Roll Call
 - a. Present: Madame Chair Dunn, Mister Vice Chair Salle, Thea Thomas, Larry Christensen, Mike Cusack, John Daly, Scott Sandvig, Michael De Caro, Branson Spiers
 - b. Absent: Kendall Whitney
 - c. Others Present: ASMI Program Directors & Staff, ASMI Board & Committee Members, ASMI Program Contractors
 - d. Quorum was met.
- III. Approval of Agenda
 - a. Christensen moved to approve, Thomas seconded, none opposed. Motion passed.
 - b. Christensen made a motion to separate the minutes from all hands into two separate meeting documents. One for the Joint meeting with communications and one for the DMC. The Domestic Marketing team will adjust. Christensen also asked we add the request for the additional funding to the minutes.
 - c. Christensen moved to approve all minutes for All Hands on Deck, Thomas Seconded, none opposed. Motion Passed
- IV. Public Comment
 - a. None.
- V. Budget presentation provided by Megan Rider
 - a. In summary, Rider presented a budget with a \$60,000 increase spread out over various budget lines.
 - b. Rider reviewed highlights of the projects and relationships the Foodservice team has been fostering. Recent partnerships include promotions with Popeyes, Taco John's and chefs Chris Shepherd, Chris Cosentino, and Mason Hereford.
 - c. Rider reviewed highlights of projects and promotions on the retail side including the attention to sockeye salmon and e-commerce partners.
 - d. Salle asked Rider if the 1.1 million supplemental funds granted by the board was spent. Rider confirmed it was.
- VI. Discussion and approval of FY24 budget
 - a. Christensen moved to approve, De Caro seconded, none opposed. Motion passed.
 - b. All present members voted to approve the FY24 budget.

- c. Christensen inquired about the recent pricing of Sockeye at Costco. Jones responded that ASMI does not have input with pricing but repeated that our goal was to increase awareness and volume of sales.
 - d. Thomas commented that she sees the success of the \$1.1 million supplemental funds getting devoted to Sockeye Salmon, sales have increased and harvesters are set up for success in the upcoming season.
- VII. Old Business and Good of the Order
 - a. Our next Domestic Marketing meeting will be in person in September, Location TBD.
- VIII. 9:08am Adjourn
 - a. Christensen moved to adjourn, De Caro seconded, none opposed. Motion passed.