

Final
VIRGINIA MARINE PRODUCTS BOARD (VMPB)
VIRGINIA INSTITUTE OF MARINE SCIENCE (VIMS) WATERMEN'S HALL, DIRECTOR'S
CONFERENCE ROOM GLOUCESTER POINT., VA
12/4/18



Call to Order: Mike Hutt called the meeting to order at 2:07 PM. 6 board members were present which represents a quorum. The meeting is being held at VIMS in the Director's Conference Room in Waterman's Hall.

INTRODUCTIONS:

BOARD MEMBERS PRESENT:

Wayne France
Ann Gallivan
Kim Huskey
Mike Oesterling
Michael Schwarz
Pete Nixon

BOARD MEMBERS ABSENT:

Kevin Wade
Meade Amory
Brian Terry
John Anthony Hall
Hannah Kellum

STAFF PRESENT:

Mike Hutt, VMPB
Dylan Mills, VMPB

GUESTS PRESENT:

J.C. Hudgins- Watermen's Association
Melissa Ball- VDACS

Approval of Last Meeting's Minutes

Mike O. moves to approve the minutes from February 13, 2018 and May 15, 2018 and was seconded by Mike S. The motion went to a vote and passed unanimously.

UNFINISHED BUSINESS

Yorktown Farmer's Market
June 2nd, 2018

I went to the farmer's market and sampled a cold crab salad to help generate traffic towards Virginia Seafood at the market. Overall it went really well and I handed out a lot of educational materials.

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Canada Inbound Seafood Buyers Mission/SUSTA
June 5-8, 2018

5 buyers' originally registered to come however 2 had to back out last minute due to personal reasons. The 3 buyers that came were very interested in Virginia products. One buyer is interested in fresh Blue Catfish to British Columbia; however, they are having problems working out the logistics of it.

Oyster Education Event
Math Science Innovation Center
June 18th, 2018

Mike Hutt: We have done this for the past few years. They pay Deborah Pratt to come and give a shucking demonstration to the students and I pass out literature and educate them on Virginia Oysters. The students always enjoy it and are very engaged.

China Inbound Seafood Buyers Mission/VDACS
July 23, 2018

Mike Hutt: VDACS sponsored this event and had their consultants in China recruit some companies to come tour some Virginia companies, we took them to several different companies with a wide range of products and a few companies are currently working on finalizing deals, however the new trade tariffs are definitely an obstacle.

Seafood Expo Asia/Southeast Asia Trade Mission
Hong Kong/Vietnam
September 4-11, 2018

Mike Hutt: I was scheduled to go this, but I was unable to because of my back surgery. My co-activity manager Paul Balthrop from Florida went to this event as well as Stephanie Agee (Director of Marketing at VDACS). All reports I have heard say that the event went very well.

Yorktown Farmer's Market
October 20, 2018

****Cancelled****

Website Update-Stratum

Dylan: Our current website is very dated so we are working with stratum to get it updated. This will give the site a more modern look and be more mobile and user-friendly. We will be switching the website platform to wordpress which will allow for easier maneuverability on editing on my end as well.

Sensible Seafood Card

We are making the final edits on the card, everything has been completed except for finding a good cover photo. We are very excited for the release of the card and think it will

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turn out looking fantastic.

NEW BUSINESS

Fancy Food Show
New York, New York
June 30, July 1-2, 2018

Mike Hutt: VDACS gave me a 20 foot booth space for this show and was very impressed with the attendance and trade leads received from this show. We are currently looking into attending next year as well as the winter fancy food show in San Francisco.

Chef Gross/Governor Tour Eastern Shore
July 20th, 2018

Mike Hutt: I picked up Chef Gross at the governor's mansion and took him to the Eastern Shore to tour some Clam and Oyster operations. This was an educational trip for the chef and hopefully we will get to do another tour soon for all other Virginia seafood products.

Canada Oyster Promotion
August 2-6, 2018
Toronto Ocean Fresh Foods & Nation's Experience

Mike Hutt: They worked with one of the Virginia companies they met with here last June and got some Oysters sent up for an Oyster weekend. They mailed out brochures of their products with Virginia Oysters featured on the front page. The store I was in sold 1500 Oysters in three days. They are currently working out a deal to have these Virginia Oysters in stores at all times.

VDACS Consultants Tour
November 7th & 9th, 2018

Mike Hutt: This was a tour for VDACS consultants from Southeast Asia, Mexico, and China. These 3 had not visited any Virginia companies yet so I took them on a tour of various companies in order to educate them on the Virginia seafood industry.

Oyster Trail Summit Meeting
November 16, 2018

Mike Hutt: This was help at City Center in Newport News to get the members back to together and discuss new things the trail in working on such as a trip planner on their website. They have recruited new members and started to get some sponsors for the trail and will continue their recruiting efforts to increase funding and grow the trail.

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SUSTA Conference
Annapolis, Maryland
November 27-30, 2018

Dylan: Mike came down with the flu and unfortunately was unable to attend the meeting so I rode up to the meeting with Stephanie Agee and Keith Long. It was a very informative meeting where they had SUSTA consultants from Canada, China, India, and Europe give presentations on their respective markets as well as talked about SUSTA's plans for the coming year.

VA Agribusiness Council Legislative Reception
Richmond, VA
January 10, 2018

Mike Hutt: We have done this for 5-6 years and we provide 900 Oysters for this and have Deborah and Clem come in to shuck. The legislative representatives always love our Oysters and this is a great way to speak with them and keep Virginia seafood on their minds. VDACS pays for the Oysters and we pay for Deborah and Clem to shuck.

Legislative Seafood Luncheon
January 16th, 2019

Mike Hutt: I have had some requests from industry members that we serve something with crab meat this year. We have done Catfish, Scallops, fried Oysters, and Clam chowder but we have never done anything with Crabs. I talked to Lee Arnest about doing something with crab this year and he said there is no fresh Crab meat that time of year and for his method of Crab cakes he needs fresh crab meat, but I know Johnny Graham can do something with frozen crab cakes like he sells on QVC so I have asked Johnny what he thought about doing this event this year and he said he could do it if we decided we wanted to go that direction. Crab meat will be about \$2,000 dollars more expensive than past years but we have the funds to do it if the board decides this is a direction we should go in. If approved, the menu would include crab cakes fried Oysters, clam chowder or gumbo, and some greens.

****Mike O. moved to approve Johnny Graham catering the Seafood Luncheon****

****Motion seconded by Kim Huskey****

Mike O.: You can't buy better PR than food, especially seafood and I feel that the extra couple thousand dollars would be worth it in the end.

Motion was taken to a vote and passed unanimously.

Mike Hutt: This is no reflection on Lee's past performance, he has done a wonderful job in the past it just worked out this way this year.

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VA Seafood Council & Sea Grant Legislative Reception
January 23, 2019

Mike Hutt: Dylan & I have received invitations to this and will be attending. It is another great way to meet delegates and senators and educate them about Virginia Seafood.

Kim Huskey: We discussed serving all 8 regions of Oysters but ultimately decided that with 2 shuckers it would be best to serve 3 (high salinity, medium salinity, low salinity). It will be at the Delta hotel this year and we were blown away by the tasting we did there and are looking forward to this year.

Seafood Expo North America
Boston, MA
March 17-19, 2019

Mike Hutt: We will have a 20ft booth space as usual there and also a big thank you to VDACS for agreeing to split the booth cost with us again this year. We plan on having Deborah Pratt come help out as usual.

Seafood Expo Global
Brussels, Belgium
May 7-9, 2019

Mike Hutt: This is a SUSTA event that I am a co-activity manager at. As of now we have 1 Virginia company committed and paid and another Virginia company saying they will sign up next week. As of now we will have 10 SUSTA companies in our pavilion which is double what it has been in the past and I attribute that to SUSTA's new cost share program.

Fancy Food Show/Winter Fancy Food Show
New York, NY/ San Francisco, CA
June 22-24, 2019/January 2020

Mike Hutt: VDACS has offered us 20ft of booth space at this like last year and will also pay for the display box. Dylan & I will be attending this year.

Ann: Does this organization run any other shows that you think may be worth it as well? It seems that this show went well this year and it is worth looking into.

Mike Hutt: Yes, they also have a Winter Fancy Food Show in San Francisco every January that Keith Long from VDACS will be attending this year to walk and let us know if it is a show that would be beneficial for us to attend.

Seafood Expo Asia
Hong Kong
September 3-5, 2019

Mike Hutt: I am still a co-activity manager on this and will be our 10th or 11th year at this show. It is a very productive show and we get trade leads from all over the world there.

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Social Media

Dylan: The last 2 months were seafood month and Oyster month so we posted a few things about that which received about 5000 views each. We will also start looking into paying for ads on Facebook in order to increase our following and also work to increase our Twitter presence.

Interested Party Reports

VA Institute of Marine Science

No Report

Virginia Tech

Mike S.: We are making steady progress on the new building and moving forward as if we have the funding, I am assuming we will officially receive this officially soon. As of now the plan is to have the building done and move in ready by July 2020. We have hired our Seafood micro-biologist PHD position and he is currently in the process of upgrading our current lab. We are also starting to move into aquaponics because we have seen a strong push from that by the industry. We are also looking into a way to create a market for Blue Catfish caviar.

VMRC

No report.

VA Seafood Council

Kim Huskey: Our membership has started to grow, we are now at over 20 members. If you are interested in joining please contact me.

Shellfish Growers of VA

Mike O.: Things seem to be going well in the industry overall. Most of our work has been focused on lobbying.

Cooperative Programs

VDACS

Mike Hutt: As we spoke about before they are helping us with several projects and we are continuing to get support from them.

Reports

Finance

Mike Hutt: Carryover balance of \$578,799.48 for FY 2017-2018. Balance as of October 31, 2018 is \$527,981.97. We will start to look into pricing for billboards throughout Virginia.

Motion to approve all things discussed thus far in the meeting

Wayne France has made the motion and Mike O. seconded. Motion passed unanimously.

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Public Comments

No Comments

Expenses for travel to Board Meeting

If you are interested in getting reimbursed for your travel to this meeting Dylan will email the forms for you to fill out and return to him.

ADJOURNMENT

Mike S. moved to close it was seconded by Kim Huskey Meeting was adjourned at 4:07 PM.

Respectfully Submitted,

Mike Hutt
Executive Director

Mike Oesterling
Chair