

FINAL
VIRGINIA MARINE PRODUCTS BOARD (VMPB)
VIRGINIA INSTITUTE OF MARINE SCIENCE (VIMS) WATERMEN'S HALL, DIRECTOR'S
CONFERENCE ROOM GLOUCESTER POINT., VA
2/12/19



Call to Order: Mike Hutt called the meeting to order at 2:00 PM. 8 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:

Rick Barlow
Ann Gallivan
Brian Terry
Hannah Kellum
Mike Oesterling
Mike Schwarz
J.C. Hudgins
Dan Knott

BOARD MEMBERS ABSENT:

Wayne France
Kim Huskey
John Anthony Hall

STAFF PRESENT:

Mike Hutt, VMPB
Dylan Mills, VMPB

GUESTS PRESENT:

None

VMPB Presentation

Mike Hutt gave a presentation on the Virginia Marine Products Board.

Election of Officers

Mike S. nominated Mike O. for Chairman and it seconded by Ann Gallivan. Mike O. was elected Chairman of the board with a vote of 7 yes's and one abstention by Mike O. Ann nominated J.C. for Vice-Chair and was seconded by Hannah. J.C. was elected Vice-Chair unanimously.

Approval of Last Meeting's Minutes

Mike S. moves to approve the minutes from December 4th, 2018 and was seconded by J.C. The motion went to a vote and passed unanimously.

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UNFINISHED BUSINESS

**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. This year was a huge hit just like in years past, we served all 900 Oysters in under 2 hours. 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 paid for the Oysters and we pay for Deborah and Clem to shuck.

**Legislative Seafood Luncheon
January 16th, 2019**

Mike Hutt: This year was a big hit, we served 500 lunches which included a crabcake, fried oysters, collard greens, mac and cheese, and seafood gumbo. Johnny did a great job with the catering setup and we have received a lot of compliments on the lunch this year.

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

Mike Hutt: Dylan & I attended this like we have in the past. Attendance from legislators was a bit lower this year because there were multiple other receptions the same night, however I think was still a success and the food was phenomenal.

**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: I will be unable to attend this show this year so Dylan will be going in my place to be a co-activity manager with Paul from Florida. All of his travel expenses will be paid for by SUSTA. One Virginia company, Chesapeake Bay Packing, will be exhibiting.

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**Fancy Food Show
New York, NY
June 22-24, 2019**

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, I was very surprised by the trade leads we received last year and hope we will have the same type of interest this year. We will most likely be driving this year in order to ensure that our product will get there.

**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. We will begin recruiting companies to attend and exhibit in a few weeks. All travel expenses are paid for by SUSTA.

**Winter Fancy Food Show
San Francisco, CA
January 13-15, 2020**

Mike Hutt: We had looked into this show because of the great trade leads at the New York Show however it conflicts with and Seafood luncheon next year so we will be unable to attend.

Ann: Would it be possible to “divide & conquer” and send Dylan to exhibit while you are here for the luncheon?

Mike Hutt: That would be possible if we could get somebody to go help him to set up the booth and exhibit since it is at least a two-person job. We will look into that.

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

The Sensible Seafood Card has been completed and is in the process of being printed now. Once we have these we will begin to distribute to restaurants, visitor's centers, and at various events. It has also been added to the front page of our Virginia Oysters website.

Billboards

Mike O: I see that you have included some quotes for various billboards in the Hampton area and Northern Virginia. Thank you providing these quotes, I also think we should look

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into the Richmond area instead of Hampton.

Dan Knott: I think Charlottesville would be worth looking into as well with the influx of people the area is starting to see.

Mike Hutt: These estimates are very broad and we will be able to determine cost better once we decide on time of year, location, and design. We will also look into different sections of Richmond and Charlottesville.

NEW BUSINESS

Interview- Made in Virginia TV December 17, 2018

Mike Hutt: I did an interview with Made in Virginia TV for a 30-minute segment on the Virginia Oyster Industry. I thought it turned out very well and they are currently working to find sponsors in order to air it. They also worked with a couple Virginia Oyster companies in filming.

Seafood Source Webinar- "The Evolving U.S. View of the Asian Seafood Market" February 27, 2019

Mike Hutt: Seafood Source contacted me to be on the panel for this webinar, this will be a free webinar for whoever would like to participate you just need to sign up ahead of time. Just let me know if you're interested and I can send you the information.

VIMS Chef Symposium March 12, 2019

Mike Hutt: We will be unable to attend this because we will be busy getting product ready to be shipped to Boston. However, we have sent Lisa a box full of literature to pass out at the event.

China Inbound Seafood Buyer's Mission May 2019

Mike Hutt: Last year we had a mission however one company could not attend because there was a typhoon where they were located. This company is still interested and requested to still come, so they will be coming in May and sending 3 reps to take a tour of the Virginia Seafood industry. This is a VDACS sponsored mission.

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**American Food Fair @ the National Restaurant Show
Chicago, IL
May 18-21, 2019**

Mike Hutt: Last meeting Ann mentioned possibly sending Dylan to walk the show to determine whether it would be worth exhibiting at next year or not. After speaking with VDACS we have gotten approval and Dylan will be attending to walk the show for a day and a half.

**Legislative Seafood Luncheon
January 20, 2020**

Mike Hutt: Mark your calendars for January 15th, 2020 for our next seafood luncheon and start thinking about what we would like to serve next year.

Mike O.: Steamed Clams may be something to consider, it is very easy to prepare.

Trade Show Funding Projections

Ann moved to approve predicted trade show expenses for the next year as listed on the handout. Brian Terry seconded. The motion passes unanimously.

Landing Figures 2017

We completed our 2017 Facts about the Virginia Seafood Industry and Landing figures last month, we use data from VMRC and NOAA to complete these.

Interested Party Reports

**VA Institute of Marine Science
No Report**

Virginia Tech

Mike S.: We are currently in the design phase of our new building and are hoping to break ground by June and move in December 2020. We also have a preliminary \$3 million EDA proposal in D.C. that we got a very favorable review on so we are currently working on finalizing that proposal. Our micro-lab is also moving forward and receiving new equipment.

**VMRC
No report.**

VA Seafood Council

Hannah Kellum: As Mike spoke about earlier we just had our Legislative Reception which we considered to be a success. We are currently working on various H2B issues and also just sent out dues for the year. If you know anybody that may be interested in joining please let us know.

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Virginia Waterman's Association

J.C. Hudgins: I would just like to give a quick summary on how our Oyster harvest season went. The James River did really well and Mobjack Bay was good for about 2 weeks as expected. Up in the Rappahannock River area 8 was excellent and areas 5 and 3 were "so-so". Overall it has been a pretty good year.

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.

Aquaculture Oysters Update

Mike Hutt: From I am hearing from the growers the market is good and strong.

Mike O.: J.C. eluded to this earlier, one of our largest problems was we had a lot of fresh water this spring. I know some of the growers that typically have a lower salinity Oyster were impacted because the normal low wa s a lot lower. However, if you have a 2.5-2.75 inch Oyster it is sold.

Reports

Finance

Mike Hutt: Carryover balance of \$578,799.48 for FY 2017-2018. Balance as of December 31, 2018 is \$504,777.91.

Public Comments

Mike Hutt: I think everybody already knows that we lost an ambassador to the community and the industry with the passing of Kevin Wade. My thoughts and prayers go out to the family and members of J&W Seafood.

Mike Hutt: A past board member contacted me earlier this week about a post on Facebook questioning where our funding comes from, making comments about the Seafood Luncheon, and posting false statements about the board. In the future to avoid this we need to work to educate the people in the industry about how we get our funding and why we do the things that we do.

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.

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ADJOURNMENT

Mike S. moved to close it was seconded by J.C. Meeting was adjourned at 3:52 PM.

Respectfully Submitted,

Dylan Mills
Seafood Marketing Specialist

Mike Oesterling
Chair