

FINAL  
VIRGINIA MARINE PRODUCTS BOARD (VMPB)  
VIRGINIA INSTITUTE OF MARINE SCIENCE (VIMS) WATERMEN'S HALL, DIRECTOR'S  
CONFERENCE ROOM GLOUCESTER POINT., VA  
INFORMATIONAL MEETING ONLY  
11/18/19



**Call to Order:** Mike Oesterling called the meeting to order at 1:00 PM. 7 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:**

Ann Gallivan  
J.C. Hudgins  
Dan Knott  
Kim Huskey  
Mike Oesterling  
Andy Hall  
Brian Terry

**BOARD MEMBERS ABSENT:**

Wayne France  
Mike Schwarz  
Rick Barlow  
Hannah Kellum

**STAFF PRESENT:**

Dylan Mills, VMPB  
Mike Hutt, VMPB

**GUESTS PRESENT:**

Melissa Ball- VDACS  
Bob Fisher-VIMS

**Approval of Last Meeting's Minutes**

Kim Huskey moved to approve the minutes from August 13<sup>th</sup>, 2019 and J.C. Hudgins seconded, the motion passed unanimously.

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**UNFINISHED BUSINESS**

**Billboards**

Dylan provided quotes from both Lamar and Adams for billboards for the board to consider in the months of March, October, and November of 2020. It should be noted that Lamar has boards available in both Richmond and the Hampton Roads area however Adams only has boards available in the Hampton Roads area. After discussing these quotes in depth Kim Huskey made a motion to go forward with the Lamar quotes for the Richmond locations only. Dan Knott seconded and the motion passed unanimously. After further discussion Anne Gallivan moved to move forward with Adams for the Hampton Roads locations around Rip Rap road giving Dylan permission to negotiate and select whichever of the two boards can give us the best cost. Kim Huskey seconded and the motion passed unanimously.

**Seafood Expo Asia  
Hong Kong  
September 3-5, 2019**

This show was cancelled due to the political unrest in Hong Kong. We are moving forward as if we will be attending in 2020.

**American Food & Beverage Show  
Miami, Florida  
September 3-5, 2019**

Dylan attended this show in Miami and worked a 10foot booth space. Overall it was a very productive show with many valuable trade leads acquired with one Virginia company already doing steady business from a lead received at this show. The booth space was paid for by VDACS.

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

We will not be attending this show due to contractual issues, however we are working to solve these problems so we can attend in future years.

**Legislative Seafood Luncheon  
January 20, 2020**

Mark your calendars for January 15<sup>th</sup>, 2020 for our next seafood luncheon. We have bids from 2 caterers to work this luncheon. Arnest Seafood and Hampton Seafood Market. After discussing this in depth Dan Knott moved to select Hampton Seafood Market due to the higher diversity on the menu. Andy Hall seconded and the motion passed unanimously.

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**Cochran Inbound Thailand Buyers Mission  
August 19-20, 2019**

This is through FAS. Cochran funds support foreign trade and this is a mission hosted through Alaska Seafood Marketing and they contacted Mike Hutt about wanting to bring 5 buyers from Thailand to the East Coast that are interested in various Virginia Seafood products. The only cost to the board for this trip was a rental van and Dylan's travel. Dylan lead the buyers on a 2-day mission visiting 7 different Virginia companies.

**Virginia Aquaculture Conference  
Newport News, VA  
November 15-16, 2019**

This is an event that takes place every other year that the board has had a booth at in years past. Mike and Dylan attended this event to hand out literature and talk to people about the Virginia seafood industry. Attendance at this event seemed to be the highest ever and we also met 3 new Oyster companies to add to our directory.

**SUSTA Fall Conference  
November, 20-22, 2019  
Baton Rouge, LA**

Dylan will be attending this conference. This is the meeting that SUSTA has all of their consultants attend and give presentations.

**Website Update-Stratum**

This was put on hold due to Mike Hutt's absence, however we will need to set up a photoshoot to get some new photos for the website. We have a meeting set up with Keith Lanpher to discuss this. Kim Huskey moved to allow the board to spend up to \$10,000 on a photographer for new photos to be used for general marketing purposes, Dan Knott seconded and the motion passed unanimously.

**NEW BUSINESS**

**Annual Report**

This is a report done every year that lays out the activities and budget of the board for the past year. We would like the board to vote to approve this report. Anne Gallivan moved to approve the report and Kim Huskey seconded. The motion passed unanimously.

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**Alliance for the Chesapeake Bay Meeting  
Crab Cake Week 2020  
September 4<sup>th</sup>, 2019**

Dylan had a meeting with the Alliance for the Chesapeake Bay in September and they are looking for partners for the Crab Cake week next year. Last year the board donated \$500.00 and we like the board to decide whether or not we would like to be a partner next year. After some discussion the board decided that they need more information regarding the other participants as well as what being a partner entails. Mike will follow up with the Alliance later this week and will also set up a meeting between the Alliance and the Waterman's Association.

**On the Square Event  
Richmond, VA  
October 1<sup>st</sup>, 2019**

This is an event that the commonwealth puts on every month for the general public with a different theme every time, October's theme was Oysters. The board hired Deborah Pratt to attend with Dylan and shuck/sample Virginia Oysters from 2 different regions. The first lady attended and was very enthusiastic about this. This was a good event to increase awareness about Virginia Oysters to the general public.

**Seafood Expo North America 2020/Advertising Banner  
Boston, MA  
March 15-17, 2020**

We are registered to exhibit at the show with a 20ft booth space like we have in year's past. We are currently working to fill the last 10ft of space in our aisle with a Virginia company. Being that we have some available funds this year we would like to purchase a 2-sided advertising banner that will be placed near the registration banner in order to drive traffic to our booth and increase awareness about Virginia Seafood products. The board discussed this opportunity in depth considering, effectiveness, visibility, cost, and overall practicality. Anne Gallivan moved to approve the banner and Kim Huskey seconded. The motion passed unanimously.

**Seafood Expo Global  
Brussels, Belgium  
April 21-23, 2020**

We have not started recruitment for this event however we plan to attend as usual and work the SUSTA pavilion. Diversified released that they will be moving this show to Barcelona in 2021.

**Seafood Expo Asia  
September 1-3, 2020  
Hong Kong**

Even with the current political unrest in Hong Kong the show managers are still moving

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forward as if the show will be happening. More details on this to come in the future.

**Laurel Hill Trout Farm  
Adam Pitts Letter**

While at the Aquaculture Conference Mike and Dylan were approached by Adam Pitts, owner of Laurel Hill Trout Farm, regarding an issue he had with the wording on our Virginia Seafood Guide. He feels that the guide is misleading in the fact that it does not specify the products listed are from only tidal waters which in turn hurts his Trout business by misleading the consumer. An email was sent to all partners involved in developing the guide and it was also presented to the board. Bob Fisher works for VIMS and works on the Sustainability guide that we referenced in our handout as well as worked on the board that reviewed the grant that was used to fund the guide. After discussing this topic it was decided that the best course of action was to tell Mr. Pitts that we understand his concern and that when it becomes time to release the second edition of the guide all parties involved will work to find the best way to solve this issue and consider adding the word "tidal waters" into the guide.

**Interested Party Reports**

**VA Institute of Marine Science**

Bob Fisher gave an update on the situation regarding electrofishing in Virginia waters to reduce the biomass of Blue Catfish.

**Virginia Tech**  
No Report

**VMRC**  
No report.

**VA Seafood Council**  
No report.

**Virginia Waterman's Association**

J.C. Hudgins gave a report for the Waterman's Association. Crab potting season ends next Friday, it was a great fall for Crabs we had a lot of female crab, so much that the crab meat market couldn't handle it. All of these are pregnant females which is a good sign for the season next year. We are in the middle of 3 Oyster seasons right now, some areas are doing okay and other areas are doing amazingly. Oyster prices have been unbelievable.

**Shellfish Growers of Virginia**

The market is currently very strong, the shortage of Oysters in the rest of the United States is driving the value of Virginia Oysters up.

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**Cooperative Programs**

**VDACS**  
No Report

**Aquaculture Oysters Update**  
The market continues to be strong.

**Omega Protein**

Andy Hall gave an update in the quota issues going on with the Menhaden catch. He felt he should clarify that they did exceed the ASMFC catch limit however they did not exceed the limit that is codified in Virginia law.

**Reports**

**Finance**

We had a carryover balance of \$665,875.45 for FY 2018-2019 and a balance of \$627,171.15 as of September 30<sup>th</sup>, 2019.

**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**

Meeting adjourned at 3:56 pm.

Respectfully Submitted,

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Mike Hutt  
Executive Director

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Mike Oesterling  
Chair