

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
8/13/19



Call to Order: Mike Oesterling called the meeting to order at 2:00 PM. 7 board members were present which represents a quorum. The meeting is being held at VIMS in room 101 of Davis Hall.

INTRODUCTIONS:

BOARD MEMBERS PRESENT:

Ann Gallivan
Hannah Kellum
J.C. Hudgins
Dan Knott
Kim Huskey
Mike Oesterling
Mike Schwarz

BOARD MEMBERS ABSENT:

Wayne France
John Anthony Hall
Mike Schwarz
Brian Terry
Rick Barlow

STAFF PRESENT:

Dylan Mills, VMPB

GUESTS PRESENT:

Melissa Ball- VDACS
Will Healy- Lamar

Approval of Last Meeting's Minutes

Mike Schwarz moved to approve the minutes from February 12th, 2019 as well as April 30th, 2019 and Ann Gallivan seconded, the motion passed unanimously.

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UNFINISHED BUSINESS

Billboards

Will Healy from Lamar advertising gave a presentation on different billboard options and general pricing. The board found this very informative and decided to have a conference call at a later date to decide more details such as location, target demographics etc. Dylan will also reach out to Adams to get a quote.

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

Dylan Mills attended this show and was co-activity manager with Paul Balthrop. We received about 50 trade leads and one Virginia company, Chesapeake Bay Packing, exhibited in the SUSTA pavilion.

**VDACS China Inbound Seafood Buyer's Mission
May 21-24, 2019**

Last year VDACS 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 came in May and sent 3 reps to take a tour of the Virginia Seafood industry. This was a VDACS sponsored mission.

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

Dylan attended this show to walk it and evaluate if it is worth exhibiting at next year. Overall he found it to be a very impressive show and will be discussing cost details with Mike Hutt when he returns to determine whether to exhibit or not.

**Alliance for the Chesapeake Bay Crab Cake Week
Richmond, VA
June 1-9, 2019**

The Alliance for the Chesapeake Bay hosted their first annual Crab Cake week in June and found it to be a huge success. 49 total restaurants participated and 4,000 Crab cakes were sold.

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**VDACS/Canada Inbound Trade Mission
June 10-12, 2019**

Dylan led 3 Canadian buyers on a 3-day mission to several different Virginia seafood companies. The buyers were primarily interested in Soft-Shells and Oysters and one sale has already been confirmed from this mission.

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

This show was cancelled due to contract issues between VDACS and the show management. We will still consider this show in the future.

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

Dylan Mills will be attending this show and is currently working on finalizing all the booth details and product logistics along with Paul Balthrop from Florida. One Virginia company will be exhibiting in the SUSTA pavilion (Chesapeake Bay Packing).

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

Dylan will be attending this show in Miami and will have a 10ft booth provided by VDACS. We will be bringing a variety of Virginia seafood products to display and will return with trade leads for the industry. Mike may also be attending depending on his medical status.

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

The board is currently exploring the possibility of attending this show. Either Mike Hutt or Dylan Mills would attend this show with the other staying in Richmond to work the Legislative Seafood Luncheon.

**Legislative Seafood Luncheon
January 20, 2020**

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

Website Update-Stratum

This has been put on hold for the moment with Mike Hutt's absence, however we will need to set up a photoshoot to get some new photos for the website.

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NEW BUSINESS

**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 will both be attending this event to hand out literature and talk to people about the Virginia seafood industry.

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

It is unclear whether Dylan, Mike, or both will be attending this conference. This is the meeting that SUSTA has all of their consultants attend and give presentations.

Vote on Projected Costs of Upcoming Events

2020 Seafood Expo North America: \$12,900.00. Ann moved to approve the projected budget and Kim seconded. The motion passed unanimously.

2019 Seafood Expo Asia: \$1,000.00. Ann moved to approve the projected budget and Kim seconded. The motion passed unanimously.

2020 Seafood Expo Global: \$1,000.00. Ann moved to approve the projected budget and Kim seconded. The motion passed unanimously.

2020 Agribusiness Reception: \$800.00. Ann moved to approve the projected budget and Kim seconded. The motion passed unanimously.

2019 American Food & Beverage Show: \$3,170.00. Ann moved to approve the projected budget and Kim seconded. The motion passed unanimously.

2020 Summer Fancy Food Show: \$6,000.00. Ann moved to approve the projected budget and Kim seconded. The motion passed unanimously.

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2020 Legislative Seafood Luncheon: The board decided to increase this budget from **\$5,000.00** to **\$7,500.00**. Ann moved to approve the projected budget and Kim seconded. The motion passed unanimously.

Interested Party Reports

VA Institute of Marine Science

No Report

Virginia Tech

Mike Schwarz says things are progressing very well with the new building and they are hoping to break ground by the end of the year.

VMRC

No report.

VA Seafood Council

Hannah Kellum says that they are currently working on some H2B legislation and also expressed her condolences regarding the loss of two very important and loved members of the industry, Jimmy Kelly and Charles Amory. Kim Huskey also announced that they have decided not to hold the Legislative reception next year.

Virginia Waterman's Association

We have wrapped up our Virginia Seafood card program and begun distribution. Also, we are happy to see that VMRC approved J&W's top-water aquaculture program. If anybody has any interest in our meetings they are all listed on "go to meeting."

Shellfish Growers of Virginia

Our annual membership meeting will be held in conjunction with the aquaculture conference in November. It is open to anybody that would like to attend and it will be at 4 p.m. on Friday.

Cooperative Programs

VDACS

No Report

Aquaculture Oysters Update

The market continues to be strong.

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Reports

Finance

We had a carryover balance of \$578,799.48 for FY 2017-2018 and a carryover balance of \$665,875.45 for FY 2018-2019. We will start to look at other programs and advertising opportunities.

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 4:10 pm.

Respectfully Submitted,

Mike Hutt
Executive Director

Mike Oesterling
Chair