

DRAFT
VIRGINIA MARINE PRODUCTS BOARD (VMPB)
Board Meeting
Thursday February 23, 2023/ 1:00 P.M.
VIMS Director's Conference Room
Waterman's Hall
Gloucester Point, VA



CALL TO ORDER: Mike Oesterling called the meeting to order at 1:00 PM. ten board members were present which represents a quorum.

BOARD MEMBERS PRESENT:

Ann Gallivan
J.C. Hudgins
Daniel Knott
Trey Sowers
Mike Congrove
Monica Schenemann
Nathan Bussels
Mike Oesterling
Jonathan van Senten
Taylor Deihl

BOARD MEMBERS ABSENT:

Beverly Ludford

STAFF PRESENT:

Mike Hutt, VMPB
Owen Hynson, VMPB

GUESTS PRESENT:

Melissa Ball, VDACS
Sarah Borsetti, VIMS
Alexi McCarthy, VIMS

INTRODUCTIONS AND WELCOME:

Introduction of attendance at meeting.

MINUTES:

Ann Gallivan made a motion to approve the minutes from December 6, 2022, Dan Knott seconded the motion, and the motion passed unanimously.

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UNFINISHED BUSINESS

Undercurrentnews Ads Activity Report December 2022/January 2023: As of the end of December 2022, the total number of advertisement impressions on Undercurrentnews is 454,595, the total number of clicks is 131347, and 0.4% is the click through rate. As of the end of January 2023, the total number of advertisement impressions on Undercurrentnews is 533,750, the total number of clicks is 1749, and 0.07% is the click through rate.

Seafood Source News Ads Activity Report November 2022: As of the end of November 2022, the total number of advertisement impressions on Undercurrentnews is 600,475, the total number of clicks is 1,017, and 0.17% is the click through rate.

2022 Billboard Ads:

- **Adams:** The impressions from November 2023 had 35,599 total play counts delivered and the total number of impressions delivered was 934,612.

NBC 12 Activity Report December 2022: As of the end of this campaign, which ran from 10/14/2022 - 12/30/2022 the numbers are 2,479,549 total ad views, 343,938 people reached on social media, 49,742 likes, shares, comments, and video views on social media, and 3,935 website leads.

ABC 13 Activity Report November/December 2022 & December/January 2023: As of the end of December 2022 from the dates of 11/22/2022 – 12/30/2022 this campaign delivered 83,335 total impressions, 29 total clicks, and a .03% click through rate on targeted display ads and 33,273 total impressions, 19 total clicks, and a .06% click through rate on messaging through reach on other websites. We ran six different display ads during these run dates. Our display ads averaged 22,000 impressions, between 10 and 15 clicks, and a click through rate between .04% and .10%. Our OTT campaign during this period delivered a total of 79,887 impressions with the messaging reaching over 43,228 unique users. As of the end of January 2023 from the dates of 12/22/2022 – 1/21/2023 this campaign delivered 83,337 total impressions, 26 total clicks, and a .03% click through rate on targeted display ads and 33,276 total impressions, 33 total clicks, and a .10% click through rate on messaging through reach on other websites. We ran six different display ads during these run dates. Our display ads averaged 22,000 impressions, between 15 and 20 clicks, and a click through rate between .06% and .09%. Our OTT campaign during this period delivered 79,868 impressions with the messaging reaching over 31,077 unique users.

Oyster FIP: The progress rating on the Oyster FIP remains an A. It is in compliance with Environmental reporting requirements and in compliance with Social reporting requirements.

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VA Agribusiness Legislative Reception January 12, 2023: Mike Hutt and Owen Hynson attended the event at the Main Street Station in Richmond, Virginia on behalf of the Virginia Marine Products Board. This event allows the VMPB to engage with and make an impression on members of the legislative, academic, and business world. Board members JC Hudgins, Dan Knott, and Virginia Waterman's Association member Jimmy Hudgins shucked oysters for the event. Mike and Owen brought 900 oysters for the event, with 400 being Seaside Oysters and the other 500 being Middle Bay Oysters. All 900 oysters were served in under two hours. The Oysters that the VMPB provides for this event are continuously mentioned as the highlight of the event and is a great promotional tool for the Commercial Seafood Industry in Virginia.

Legislative Seafood Luncheon January 18, 2023: Mike Hutt, Owen Hynson, Mike Oesterling, JC Hudgins, Dan Knott, Monica Schenemann, Ann Gallivan, Jonathan van Senten of the VMPB, members of the Virginia Waterman's Association, Kim Husky and AJ Erskine of the Virginia Commercial Seafood Industry, and Melissa Ball of VDACS were across from the legislative building serving lunch to legislators, members of their staff, the Governor, and his team. The VMPB served Virginia Wild Blue Catfish, Blue Crab crab cakes, and clam chowder. 500 people were served in two hours. This event is very well received and looked forward to by the Virginia Legislature. Delegate Margaret Ransone took a few of the volunteers helping with this event inside the assembly building and introduced them in front of the assembly.

Delegate Keith Hodges catfish processing: Delegate Hodges is working to bring in more grants and funding for Catfish processing. A bill that he introduced has passed the House and Senate and is working its way through Appropriations that will set aside 2 million dollars in no match funding for processing equipment. At the moment it looks like funds will not be available until 2024 and the most one individual can apply for is \$250,000. Delegate Hodges bill will have funds through grants in Aquaculture with the AFID program.

Seafood Expo North America Boston, Massachusetts March 12-14, 2023: Mike Hutt, Owen Hynson, and Mike Oesterling will be attending SENA 2023 under board funding. The VMPB will be sampling Virginia Wild Blue Catfish and will bring three hundred pounds to have fried and served at their booth. VDACS Director of International Marketing Rob Davenport will be attending the event to assist the VMPB and gain firsthand experience on exhibiting at an **international show.**

Seafood Expo Global Barcelona, Spain April 25-27, 2023: Mike Hutt will be traveling under SUSTA funds as co-activity manger with his counterpart from Florida. Owen Hynson will be traveling under VMPB funds to gain more experience on international shows. Mike and Owen will also be sampling Virginia Wild Blue Catfish at SEG 2023 with chef Justin Timineri of Florida scheduled to do the cooking in the SUSTA pavilion.

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NEW BUSINESS

Sea Grant Legislative Seafood Reception February 1, 2023: Mike Hutt and Owen Hynson attended this event on behalf of the VMPB to engage with members of the Virginia legislature, commercial seafood industry, and academics in the marine science fields. Mike Hutt and Owen Hynson also provided them with the VMPB insulated display boats to serve the shucked oysters in.

VA Waterman's Association Annual Membership Dinner February 8, 2023: Mike Hutt and Owen Hynson attended the event to engage with members of the commercial seafood industry. JC Hudgins, Dan Knott, and Monica Schenemann are members of the Waterman's Association and had invited Fernando Goncalves to present the finding of the commercial seafood impact study. Mike Hutt and Owen Hynson helped Fernando pass out material related to the study. Mike Hutt spoke about the importance of the commercial seafood impact study and gave the members in attendance information on what the VMPB does. JC Hudgins mentioned to the board that this was the largest attendance he could recall at the annual dinner. He also mentioned that the Secretary of Natural Resources and the VMRC commissioner were in attendance.

Economic Impact Study Stage 2: Jonathan told the board that Fernando is working on the best way to accurately record restaurant expenditures during stage 2, when he identifies the best path to move forward on this Jonathan and Fernando will come up with a proposal to introduce to the VMPB.

NBC 12 Cooking Show Live March 28, 2023: NBC 12 invited the VMPB to return on March 28, 2023, to film a live cooking segment involving Virginia Wild Blue Catfish. Chef Goodier is contracted and will be frying catfish live on the program. Mike Hutt is working to get the 1st segment on the 12:00 noon news program.

Seafood Expo Asia September 11-13, 2023: SUSTA will have its pavilion at SEA 2023 this year. Once we get passed SENA/SEG 2023 Mike Hutt will provide the board with more updates.

ABC 13 News Advertising Proposal 2023: The proposal by ABC 13 is for an ad campaign spanning from 10/01/2023 to 12/31/2023 at a total cost of \$16,300.00. Dan Knott made a motion approving the proposal but to request that the campaign be pushed back to 11/01/2023 to 1/31/2024, and if this change cannot be made to approve the ad campaign as is. Taylor Deihl seconded the motion, and a roll call vote was held.

- Ann Gallivan-Aye
- J.C. Hudgins-Aye
- Dan Knott-Aye
- Trey Sowers-Aye
- Mike Congrove-Aye
- Monica Schenemann-Aye
- Taylor Deihl-Aye
- Mike Oesterling-Aye
- Jonathan van Senten-Aye
- Nathan Bussels-Aye

Ten Ayes and the motion passed unanimously.

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NBC 12 News Advertising Proposal 2023: The proposal by NBC 12 is for an ad campaign spanning from 10/01/2023 to 12/31/2023 at a total cost of \$16,890.00. Ann Gallivan made a motion approving the proposal. This motion was reconsidered the updated motion requests that the campaign be pushed back to 11/01/2023 to 1/31/2024, and if this change cannot be made to approve the ad campaign as is. JC Hudgins seconded the motion, and a roll call vote was held.

- Ann Gallivan-Aye
- J.C. Hudgins-Aye
- Dan Knott-Aye
- Trey Sowers-Aye
- Mike Congrove-Aye
- Monica Schenemann-Aye
- Taylor Deihl-Aye
- Mike Oesterling-Aye
- Jonathan van Senten-Aye
- Nathan Bussels-Aye

Ten Ayes and the motion passed unanimously.

Legislative Seafood Luncheon 2024: Mike Hutt will know more about the exact date of next years luncheon as it gets closer. It will mostly likely be on a Wednesday during either the first or second full week of session. Mike Hutt has been informed there will be an area in the new General Assembly building to accommodate the luncheon next year. We will probably do more highlighting Oysters and Clams during next years luncheon due to Virginia leading the East Coast in Oyster production and the nation in Hard Clam production.

INTERESTED PARTY REPORTS

VIMS – Alexi McCarthy informed the board that the Virginia Aquaculture Conference will be November 10-11, 2023, at the Newport News Marriott City Center. Also, that MAP is leading an international workshop on the state of science on scallop enhancement. It will likely be held in the New England area in the spring of next year. Sarah Borsetti informed the board that the Young Fisherman's Workshop will be held in Virginia Beach on 2/25/2023 from 9:00 A.M. to 6:30 P.M. Also, the 30th annual Chef's Seafood Symposium will be 3/1/14/2023 from 9:00 A.M. to 3:30 P.M. and that the deadline to register is 3/6/2023.

Virginia Tech – Jonathan informed the board that Virginia Tech is moving along further with the Eat More Fish Program and is interested in getting into contact with commercial waterman to get drone footage of work on the water. Using a drone allows for them to capture a unique and exciting perspective and it will keep views interests by allowing them a glimpse at the totality of a commercial seafood operation.

VMRC – No report.

Virginia Seafood Council – No report.

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Virginia Waterman's Association – JC Hudgins informed the board that it was one of the best Oyster seasons they've had in years and that prices were good throughout. There were a few ten-day extensions on the patent tongue and dredging side. He also reminded the board Crab season starts March 17th.

Shellfish Growers of Virginia – Mike Oesterling reported the legislative session went well. One bill that passed eliminates public comment on the transfer of an existing lease. Another bill that passed changed the cost of Riparian transfer fees from \$5 dollars to \$300 dollars. Mike Oesterling will be retiring at the end of June; Ben Stagg will be replacing him.

Omega Protein – Taylor Deihl informed the board that the Virginia Senate is asking VIMS what resources it would need to do a study on the Menhaden population.

Cooperative Programs

VDACS – No report.

Financial Report

Mike Hutt reported a carry over for FY 2022-2023 of \$631,282.27 and a balance of \$433,846.39 as of January 31, 2023.

PUBLIC COMMENT - None

TRAVEL – The Board may request travel reimbursement.

ADJOURNMENT

Meeting adjourned at 3:09 PM.

Respectfully Submitted,

Mike Hutt
Executive Director

Mike Oesterling
Chair