

DRAFT
VIRGINIA MARINE PRODUCTS BOARD (VMPB)
Board Meeting Minutes
Thursday January 29, 2026/ 1:00 P.M.
HYBRID MEETING

CALL TO ORDER: VMPB Board Co-Chair Dan Knott called the meeting to order at 1:12 P.M. Seven board members were present, this was a hybrid meeting and only two board members were present in person, so a quorum was not met. Dan then turned the meeting over to Owen Hynson.

BOARD MEMBERS PRESENT:

Monica Schenemann

(Virtual)

Chris Sopko

(Virtual)

Michael Congrove

(Virtual)

Daniel Knott

(In Person)

William Sexauer

(Virtual)

Beverly Ludford

(In Person)

Johnathan van Senten

(Virtual)

BOARD MEMBERS ABSENT:

Trey Sowers

Taylor Deihl

Terri Graham Wallace

Nathan Bussels

STAFF PRESENT:

Owen Hynson, VMPB

GUESTS PRESENT:

Kim Husky, Cherrystone Aquafarms

Stephanie Heintz, Consociate Media

Mike Kimball, Consociate Media

Karen Hudson, VIMS

Shelby White, VIMS

Zachaery Widgeon, VMRC

INTRODUCTIONS AND WELCOME:

Introduction of attendance at meeting.

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DISCUSSION: CONSOCIATE MEDIA MARKETING: Stephanie Heinatz and Mike Kimball informed the board members that they are still finalizing the results on the VMPB's social media audit and a formal proposal for the VMPB, but they presented an overview of the VMPB's current marketing efforts and presented an idea for how they can help the VMPB reach a wider audience. They suggested to the board that based on what they had been seeing so far from the audit of the VMPB's marketing efforts that the VMPB currently has a disjointed market effort. They asked for feedback from the board and other attendees on what Virginia Seafood is to them and what they think of and see when they think about Virginia's commercial watermen. This exercise was to show that there are many different contrasts between members of the Virginia Seafood industry, but they all want to be better understood and bring more positive exposure to the Virginia Seafood industry. Consociate media's suggestion to the board was to develop a media campaign focusing on the stories that can be told by the members of the Virginia Seafood industry. Owen Hynson and members of the board attested that the longest lasting engagement is from people attending a trade show, education or catering event that the VMPB was involved in. Stephanie and Mike suggested to the board to have the VMPB's social media presence go in this direction highlighting the sights, sounds and stories of Virginia Seafood and possibly engage with musical artist from the state of Virginia to incorporate some of these sounds along with their iconic music.

OTHER BUSINESS:

SEA Grant Seafood & Wine Legislative Reception: Owen Hynson informed the board that he will attend the Sea Grant Seafood & Wine Legislative Reception on behalf of the VMPB. This event will be held on February 11, 2026 from 6:00 pm to 8:00 pm at the Library of Virginia, 800 East Broad Street in Richmond.

Virginia Waterman's Association Membership Dinner: Owen Hynson informed the board that he will attend the Virginia Waterman's Association Membership Dinner on behalf of the VMPB. This event will be held on February 13, 2026, at the Fairfields Volunteer Fire Department, 119 Main Street in Reedville.

TRAVEL – The Board may request travel reimbursement.

ADJOURNMENT

Meeting adjourned at 2:57 PM.

Respectfully Submitted,

Taylor Deihl

Dan Knott

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Chair/ Acting Executive Director

Co-Chair