



FINAL MINUTES

Virginia Marine Products Board
Virginia Institute of Marine Science
Watermen's Hall, Director's Conference Room
Gloucester Point, Va
February 28, 2017

Call to Order: Vice-Chairman Peter Nixon called the meeting to order at 2:05 PM. Seven board members were present which represents a quorum.

BOARD MEMBERS PRESENT:

Ann Gallivan	Peter D. Nixon
Kim Huskey	Dan Kauffman
Hannah Kellum	Heather T. Lusk
William Purcell	

BOARD MEMBERS ABSENT:

Meade Amory	Kelly Lewis Minor
Kevin G. Wade	Wayne France

STAFF PRESENT:

Mike Hutt, VMPB
Dylan Mills, VMPB

GUESTS PRESENT:

J.C. Hudgins- Watermen's Association

Approval of Last Meeting's Minutes

Bill moved to approve the minutes from last meeting, this was seconded by Hannah and the motion passed after a vote.

UNFINISHED BUSINESS

Virginia Tech Grant
Marketing Live Soft Shells in Europe
May 2016

Mike: The money for the grant did not come through. Some Virginia companies are still interested in getting into the European market. VDACS consultants will look into other options in the future.

Dan: There was too small of a narrative, they wanted more cooperation with other states before that would approve the grant money. We can retry next year if we want.

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Yorktown Farmer's Market
September 24, 2016

Sampled crab cakes and also handed out educational material and recipes, overall it was a successful event.

VA Restaurant and Lodging Expo
October 24, 2016

Cancelled due to lack of participation.

VA Seafood Legislative Week 2017
January 16-20, 2017

Mike: Dylan and I were there Monday-Thursday working a booth in the General Assembly handing out brochures, recipes, and other educational materials. We also got to talk with many legislators throughout the week. J.C. and some other watermen came to help set up and hand out tickets for the luncheon on Monday. On Wednesday we hosted the Seafood Luncheon for the legislator's offices. We served steamed scallops, green beans, and clam chowder. The catering and steamer trailer was provided by Arnest Seafood. Overall it was very successful serving about 500 lunches including the Governor and First Lady.

J.C.: It was a great opportunity for the watermen to get to meet the legislators and let them see what we do. Lee Arnest did a great job with the catering and steaming the meals was a lot more efficient than frying.

VA Seafood Outbound Mission to Shanghai/ Beijing, China
VDACS/SMH
June 2-10, 2017

We will be taking 3-5 companies; we have said that if you're not certified to export to China or in the process of getting certified this would not be a good mission for you. Each company will be paying their own expenses. VDACS consultants will arrange one on one meetings on each day.

Approval of Minutes from Last Board Meeting

Motioned by Dan Kauffman and seconded by Hannah Kellum. Minutes were approved by unanimous vote.

NEW BUSINESS

SUSTA Fall Conference

November 29-30, 2016

Mike: I attended this conference, we went over things for Seafood Expo Global and and for Hong Kong. We will be doing both of those shows again this year.

Sensible Seafood Card

October 6, 2017

J.C. Hudgins and Meade Amory applied for the Fisheries Resource Grant in conjunction with the Sensible seafood program, VMPB, and the VA Aquarium, and VMRC. The grant was not approved however it also was not denied, they had some unanswered questions so we will be making additions and edits to the original proposal and then resubmitting.

VA Agribusiness Legislative Reception

January 12, 2017

Mike: Dylan, Deborah Pratt, and I served half shell oysters at this event. We went through 900 oysters in about 2 hours. It was a great opportunity to see all the legislators and get some exposure for the industry.

Florida Oyster Shucking Training

January 24-26, 2017

Mike: A distributor down on the Florida panhandle has been buy some Virginia Oysters and having trouble with the restaurants having breakage when they are trying to shuck them. So, Deborah Pratt and I went down to teach owners in Destin and Panama City how to properly shuck Virginia Oysters. We visited 14 different restaurants, the trip was definitely a success, the distributor has already started buying more oysters.

VDACS/China-Japan Buyers Mission

March 8, 2017

Mike will be meeting with a potential buyer from Japan that would like to start buying some Virginia products (Oysters, fish, Squid, Scallops). While meeting with the buyer he will provide the buyer with Directories and educational materials. Mike will also meet with the buyer and introduce him to various Virginia companies at the Boston show.

VIMS/Chefs Seafood Symposium (Gloucester Point)

March 14, 2017

Mike: Dylan and I will be attending this symposium that VIMS hosts every year, we will be taking promotional materials and point of sale materials. We will be interacting with a lot of the chefs and help introduce them to new products they can introduce to their cooking. This will be a one-day event from 8-3.

Seafood Expo North America (Boston, MA)

March 19-21, 2017

Mike: Dylan and I have all the materials for this show ready to go, we will be picking up the seafood samples and getting it to Little River to ship out to Boston in 2 weeks. There will be various Virginia companies exhibiting at the show and we are all looking forward to a busy and productive week at the show.

SUSTA Spring Conference (New Orleans)

March 28-31, 2017

Mike: I will be attending this and we will be going over and starting to prepare for all of our projects in 2018, listening to new ideas, and talking with consultants to possibly going to shows we have not gone to in the past.

Congressional Staff Tour

April 18-20, 2017

Mike: This was done three years ago, not something we do every year but we feel it is time to do it again. Virginia and Maryland will be working on this in conjunction just like we did 3 years ago with Virginia taking the lead on it. There will be 10-15 staffers attending.

General Discussion: After discussion the board decided we should make it 3 days and 2 nights instead of 2 days and 1 night. We will be working on coming up with an itinerary with locations the staffers will visit and when.

Heather Lusk moved to have VMPB financially back this tour and Bill Purcell seconded. The motion passed unanimously.

Seafood Expo Global (Brussels, Belgium)

April 25-27, 2017

Mike: I will be a co-activity manager for this show. I will be flying out Friday and arrive Saturday. This is the world's largest seafood show. There will be a chef attending and sampling Virginia Products. SUSTA will be paying all of my expenses for this show, VMPB will not be used.

**Yorktown Farmer's Market
May 18, 2017**

Mike: Not sure on which products we will be sampling but I will know soon.

**American Culinary Federation (Orlando, FL.)
July 8-12, 2017**

Mike: We did this about 5 years ago and they have invited us again to come down and exhibit for 2 days and sample Virginia products as well as a training seminar. Deborah Pratt will be coming down with us as well to do onstage Oyster shucking training. It will not be the full 8-12 they have not narrowed down which 2 days we will be working it yet.

**Canada Inbound Seafood Mission (VA Companies)
July 24-27, 2017**

Mike: VDACS will be financially backing this and bringing in 3-5 Canadian companies. Once I get a confirmation on which companies are coming and what products they are interested in I will arrange a tour for them.

**Seafood Expo Asia (Hong Kong)
September 5-7, 2017**

Mike: This is a SUSTA event so all of my expenses are paid through them. We are currently in the process of recruiting companies for this show. We will be able to take 6 companies.

Social Media

Dylan: I am currently working to try and get us more involved in social media. Posting for things like holidays and various seafood products that are popular at certain times of the year. Started doing a recipe of the week however I am running low on recipes if anybody has any they would like to share with me that would be great. Also I am in need of some good pictures of seafood.

Interested Party Reports

No reports were provided by **VA Institute of Marine Science, Virginia Tech, VMRC, or VA Seafood Council.**

Cooperative Programs

VDACS

Mike: 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: We are seeing that a lot of places are having trouble shucking our oysters, however this can be solved with educating these places.

Reports

Finance

Mike: Carryover balance of \$382,255.20 for FY 2015-2016. Our current balance at the end of December is \$378,507.02. We should have the January figures next week.

Public Comments

No Comments

Expenses for travel to Board Meeting

Pete: If you are interested in getting reimbursed for your travel to this meeting I will email the forms for you to fill out to Dylan and he will send them all out to you.

ADJOURNMENT

Dan moved to close it was seconded by Bill Purcell. Meeting was adjourned at 3:37 PM.

Respectfully Submitted,

Mike Hutt
Executive Director

Peter D. Nixon
Chair