



**Rhode Island Seafood Marketing
Collaborative & Advisory Council
January 16, 2014
Meeting Minutes**

In attendance:

Collaborative

Janet Coit
Ken Ayars
Bob Ballou
Lori Pivarnik

Advisory Council

Ann Cook
Derek Wagner
Hirotosugu Uchida
Perry Raso

Others:

Rayna Maguire
Dan Costa
Sheri Griffin
Hannah Mellion
David Monti
Linda George
Nancy Sullivan
Mike Ryan
Representative Peter Martin
Rhonda Herriott
Steve Katz

Introductions & Updates

The meeting was called to order by Director Coit at approximately 2:00 p.m. Director Coit briefly reviewed how the Collaborative & Advisory Council and the agreement by both bodies

that they would meet together rather than separately. Everyone in attendance at the meeting then introduced themselves.

Minutes of the December 16, 2013 Meeting: Director Coit asked for a motion to approve the minutes of the December 16, 2013. Perry Raso motioned the approval and ____ second. Vote – unanimous – minutes approved. Do not know who seconded the motion

Announcements

Local Agriculture & Seafood Act (LASA): Ayars briefly reviewed the statute authorizes DEM to administer a grant program for new farmers and organizations that support growth, development & marketing of Rhode Island's agriculture and commercial fishing. LASA is ready to send an RFP for an initial grant under the program to promote and market the RISMC logo in the amount of \$20,000.

Governor Chafee's State of State Budget Address: Coit announced that Governor Chafee proposed another \$100,000 for local seafood sustainability, as well as a large environmental bond including water quality and fishing piers that would support local fishing

Shellfish Management Plan (SMP): SMP's next large stakeholders meeting is scheduled for January 21 at 5:00 p.m. at URI's Coastal Campus. This meeting will feature Dale Evans presenting an Assessment of Quahog Larval Supply in the Upper Narragansett Bay.

Tour of Galilee: Dan Costa will be hosting the RISMC on February 6 at 2 pm and Dan will show us different facilities and provide a summary of the Port operations.

Chowder Festival: Pivarnik announced that URI is hosting its annual Chowder Festival this spring, and will provide further information on the event to be posted on both DEM and RISMC websites.

New England Seafood News: Ballou has been keeping up with Rhode Island's neighboring states in regards to their local seafood sustainability efforts. Massachusetts and Rhode Island are working parallel to each other. Ballou will provide copies to those interested in reading further.

Chef's Collaborative: Wagner announced that Chefs Collaborative, a leading nonprofit network of chefs working with the food community to celebrate local foods and foster a more sustainable food supply, will be hosting an event in Boston next month. Coit asked Wagner to speak with Ballou before the event to provide RISMC's message to the Collaborative.

Presentation will focus on the basis of

Farm Fresh RI: Griffin and Mellion provided a presentation on Farm Fresh RI's market mobile and its potential role with seafood, following on other farm to table successes in terms of building local seafood into the local food dynamics in Rhode Island.

Branding Planning Approach: Dave Monti provided a research-based planning process suggested for RISMCM to insure that campaign messaging is on strategy and resonates with target markets and audiences. Research findings would serve as the basis for campaign messaging and then possible campaign directions would be consumer tested to identify directions that resonate best with audiences. A plan would then be developed and implemented incorporating research based messages in all communication strategies and tactics.

Calamari “State Appetizer”: Senator V. Susan Sosnowski sent a letter to the RISMCM (attached) for its opinion on a proposed legislation identifying Calamari as the State Appetizer. All thought it was a positive step and Ballou will prepare a response to Senator Sosnowski indicating RISMCM’s support.

Final Summary

Director Coit concluded the meeting by announcing:

- Details on the Port of Galilee tour
- Subcommittee formulation
- Save the Date of March 25 for another RISMCM meeting

The meeting adjourned at approximately 4:00 p.m.