

FINAL MINUTES
VIRGINIA MARINE PRODUCTS BOARD (VMPB)
VIRGINIA INSTITUTE OF MARINE SCIENCE (VIMS)
WATERMEN'S HALL, DIRECTOR'S CONFERENCE ROOM
GLOUCESTER POINT., VA
September 20th, 2016



Call to Order: Vice-Chairman Peter Nixon called the meeting to order at 2:02 PM. 6 board members were present which represents a quorum.

INTRODUCTIONS:

BOARD MEMBERS PRESENT:

Wayne France
Ann Gallivan
Kim Huskey
Hannah Kellum
William Purcell
Peter D. Nixon

BOARD MEMBERS ABSENT:

Meade Amory
Dan Kauffman
Kevin G. Wade
Kelly Lewis Minor

STAFF PRESENT:

Mike Hutt, VMPB
Dylan Mills, VMPB

GUESTS PRESENT:

J.C. Hudgins- Watermen's Association

Approval of Last Meeting's Minutes

Kim moved to approve the minutes from last meeting, Bill seconded and the motion passed after a vote.

UNFINISHED BUSINESS

Election of Officers

Mike Hutt: Last meeting we elected two new officers, these officers are Pete Nixon as Chairman and Meade Amory as Vice- Chairman.

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**Virginia Tech Grant
Marketing Live Soft Shells in Europe
May 2016**

Mike: Dan Kauffman wrote a grant to promote live soft shells in Europe, we know there is a high end market demand there. The product would be air freighted overnight and if the grant is received it will provide money for testing of different packaging. Dan is still waiting to hear back on the status of the grant.

NEW BUSINESS

**Buyers Tour China Group/VDACS
July 6-8, 2016**

Mike: 6 qualified buyers came and toured various places in the Virginia seafood industry in July and they seemed very interested and we are currently in negotiations with them about closing deals. If you would like to ship product to China you must be on the approved shippers list which is around a 3-4 month process.

**Region 8-Tangier
July 21st, 2016**

Mike: This new region was announced on July 21st in Tangier. We now have new tasting brochures that include all the information about the 8th region, the Virginia Tourism Corporation printed these and we have about 5,000 copies, so if anybody needs some brochures just let us know.

**VA Oyster Trail- Kellum Seafood
July 28, 2016**

Mike: VA Oyster Trail board toured Kellum Seafood after their meeting on July 28th. There were about 7 of us and Hannah did a great job giving the tour of the facility.

**Yorktown Farmers Market
Yorktown, VA
August 6th, 2016**

Mike: Don Willis who runs the Market asked us to come and do a recipe showing and tasting involving crab meat. I chose to do a cold crab salad. Carino's provided 2 pounds of crab meat for this. This is a great way to educate the public about Virginia Seafood.

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Seafood Expo Asia
Hong Kong
September 2-9, 2016

Mike: Flew out on the second and arrived on the night of the third, the fourth and fifth were two days of set up with contactors and refrigeration people. To make sure everything arrives and is stored properly. We didn't run into any problems and they all did a great job. Paul from the Florida department of agriculture had his power go out due to a hurricane going through his area so he arrived a few days late, however he did come and help the last 2 days and it was very much appreciated. We got 30 trade leads from the show and the show is exhibiting consistent growth every year. All 5 SUSTA companies reported that they had generated new sales by the end of the show. The trade leads will be emailed out to the industry like usual.

Yorktown Farmers Market
September 24, 2016

Mike: Still have not heard from Don about what recipe/product we will be featuring however I hope to hear from him tomorrow.

Virginia Restaurant and Lodging Expo
October 24th, 2016

Mike: Cancelled due to lack of participation.

Publix Supermarkets
VA Stores 2017

Mike: Publix is coming to Richmond in 2017 and will also be taking over 6-8 of the Martin's stores. They have been talking with us to figure out which of our logos they can use and looking at all of our point of sale materials. I have offered to give them a tour of the industry and help them to get to know all the buyers; hopefully I can get that scheduled soon.

VA Seafood Legislative Week 2017
January 16-20 2017

Mike: We will set up display in the hall like we have done in the past and also cater a seafood luncheon on that Wednesday, I am waiting to hear back from them about the grounds but right now tentatively we will be doing the luncheon on the Wednesday. We are not sure if we will be able to get the trailer in and out this year, however the caterer offered his steamer truck which is smaller.

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Kim: Kim moves to change the menu to steamed products in order to have a smaller trailer at Legislative week.

Wayne seconds.

Motion passes.

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

Mike: VDACS approached me the week before I went to Hong Kong. SMH is a marketing company the VDACS works with in China to help them market all VA products, they are also consultants for SUSTA. They have suggested an outbound mission to Shanghai and Beijing. They would schedule round robin one-on-one meetings in a hotel with all the buyers in each city, as well as chef demos and a luncheon with VA products. VDACS is very interested but have not made any commitments yet. In order to attend you must be on the approved shippers list for China as well as to pay a copay to show that you are serious about the matter. I should know more on the matter next week.

VA Seafood Council Annual Meeting

Kim: VA seafood council had their annual meeting at the aquarium last week, during the meeting we had a presentation from the director of research at the aquarium who spoke with us about their relationship with Monterey Bay and the capability to declare products sustainable.

Discussion: Discussing whether or not it would be more beneficial to stop working with Monterey Bay and make it solely a Virginia Aquarium responsibility. The research is available through VIMS and VMRC. In conclusion, try to find out why the aquarium is still working with Monterey Bay and then try to separate ourselves from them if possible. Pete suggested to let them know about the Fisheries Resource Grant through VIMS as a source of revenue.

Interested Party Reports

VA Institute of Marine Science

No Report

Virginia Tech

No Report

VMRC

No Report

VA Seafood Council

The council had their annual meeting last week and had two speakers, one of which from NOAA who spoke about the assistance and various thing they could provide to us.

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Cooperative Programs

VDACS

No Report

Aquaculture Oysters Update

Mike: We have completed updating the Oyster Growers directory and the market is looking strong.

Reports

Finance

Mike: Carryover balance of \$382,255.20 for FY 2015-16. Our current balance at the end of August is \$360,263.49.

Public Comments

J.C.: Eco tours have been going well, a group from Tennessee that is trying to grow sponge crab came down and went crabbing with me and took some crab with larvae back to Knoxville with them and they finally have attained their first successful hatch.

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

William Purcell moved to close it was seconded by Kim Huskey. Meeting was adjourned at 3:12PM.

Respectfully Submitted,

Mike Hutt
Executive Director

Peter D. Nixon
Chair