



UNITED FISHERMEN OF ALASKA

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UFA Resolution 2017 – 01

A RESOLUTION OF THE UNITED FISHERMEN OF ALASKA REQUESTING THE REASSIGNMENT OF THE POSITIONS AT ALASKA SEAFOOD MARKETING INSTITUTE’S SEATTLE OFFICE TO ANCHORAGE, ALASKA.

WHEREAS, the Alaska Seafood Marketing Institute was created by the Alaska Legislature as a public/private partnership between the State of Alaska and the Alaska seafood industry; and

WHEREAS, the Alaska Seafood Marketing Institute was placed in the Alaska Department of Commerce, Community and Economic Development with the mission of increasing the economic value of the Alaska seafood resource and to promote quality assurance; and

WHEREAS, the Alaska Seafood Marketing Institute established offices in Juneau and Seattle to work with the seafood industry, marketing entities and partners in promoting their mission; and

WHEREAS, about one-third of Alaska Seafood Marketing Institute’s domestic marketing positions have been located in Seattle; and

WHEREAS, Alaska Seafood Marketing Institute positions located in Seattle, while performing critical roles in support of the Alaska seafood industry, including the development of important relationships with seafood retailers and other partners, are geographically disconnected from the Alaska based seafood industry and the Alaska political and cultural environment; and

WHEREAS, the State of Alaska has asked the Alaska Seafood Marketing Institute to identify cost-saving measures and other actions to alleviate the state’s budget crisis; and

WHEREAS, Anchorage, Alaska and the surrounding area is home to highly qualified marketing and seafood industry professionals including domestic and international marketing specialists; and

WHEREAS, Anchorage, Alaska and the surrounding area are experiencing an economic decline with job loss, reduced commercial rental rates and increased rental availability; and

WHEREAS, Anchorage, Alaska and surrounding area has the largest number of commercial fishing permit holders, crewmembers, Alaska-based processors and seafood marketers of all types and sizes; and

WHEREAS, most of Alaska's fishermen and seafood partners pass through and regularly meet in Anchorage, Alaska and the surrounding area thereby creating a direct opportunity for the Alaska Seafood Marketing Institute to effectively interact with their constituency and support base; and

WHEREAS, locating an Alaska Seafood Marketing Institute office in Anchorage, Alaska would enable the Alaska Seafood Marketing Institute to have direct access to working with the Alaska Travel Industry Association to work together to influence the over two million tourists that travel through Anchorage each year, thus significantly increasing the visibility of the Alaska Seafood brand; and

WHEREAS, locating an office in Anchorage will facilitate the best access and working relationship to the State of Alaska's Office of International Trade, World Trade Center Alaska, Port of Anchorage and the international trade traffic through the Ted Stevens International Airport; and

WHEREAS, establishing an office in Anchorage to work in conjunction with the existing office in Juneau will maximize exposure to the Alaska Legislature when out of session, state and public officials, commercial fishermen, processors, industry professionals, and sport and subsistence fishermen who utilize services provided by the Alaska Seafood Marketing Institute.

THEREFORE BE IT RESOLVED, that the Alaska Seafood Marketing Institute develop a plan to establish an office in Anchorage, Alaska.

BE IT FURTHER RESOLVED, that the Alaska Seafood Marketing Institute close the office currently located in Seattle, Washington and move the positions to Anchorage, Alaska

BE IT FURTHER RESOLVED, that Alaska Seafood Marketing Institute identify and develop a plan to address potential challenges to promoting their mission following the closure of the Seattle office.

By the UFA Board of Directors, February 21, 2017.



Jerry McCune, President



Attest: Mark Vinsel
Executive Administrator