Seafood Marketing Advisory Commission
Tawes State Office Building
April 1, 2013

Commissioners Present: Chairman Bill Woodfield, Vice-Chairman Joe Brooks, Ricky Fitzhugh, Theresa Brophy, Scott Fritze, Spike Gjerde
Commissioners Absent: Harold Graul, Ed Rhodes, Jody Wright, Ben Parks, Rocky Rice
Staff: Steve Vilnit, Fisheries Marketing Director MD DNR, Kelly Barnes MD DNR Fisheries Service
Public: Bill Sieling, Stephan Abel, Steve McHenry

Summary: Fisheries Marketing Director, Steve Vilnit provided the committee with a comprehensive look of the newly redesigned website, marylandseafood.org. The commission was provided with a summary of events seafood marketing staff had attended and participating in over the months following the last commission meeting. Some of those events were the Kojo Nnamdi show, seafood demos at the Maryland Watermen's Association Trade Expo and the Ocean City Hotel Motel Restaurant Association Trade Show, Bounty of the Bay dinner, Interviews and filming with Oceana on seafood fraud, fresh thoughts dinners at the National Aquarium and the Snakehead dinner. All of these events are educational, promote Maryland Seafood and provide significant promotional impacts to the program.

The commission was briefed on the Boston Seafood Show which was a huge success for the Maryland delegation. All six participating companies indicated they would return for the 2014 show. Theresa Brophy indicated that there may be money from SUSTA to pay for one staff person to attend the show, something to look into for 2014.

Upcoming events and projects were discussed such as an oyster industry day in Washington DC to promote the aquaculture industry and the wild fishery, hiring of an additional staff person to develop the Community Supported Fishery and promotion of underutilized species such as Dogfish.

Motions and Actions:

Motion: Joe Brooks motioned to allocate $2,000 towards purchasing samples of Dogfish, when the season starts, to distribute to interested chefs with the intent of getting the product into the restaurant market and on menus. 2nd by Ricky Fitzhugh with all in favor.