

**City of Portsmouth Fishing Industry Committee
Meeting Minutes – June 3, 2009**

Present – Doug Bates, Damon Frampton, Eric Spear, Duncan Boyd, Karen Marzloff, Ben Anderson, Sara Zoe Patterson, Carolyn Eastman, Pat Anderson, Rich Pettigrew, Esther Kennedy, Erik Anderson

The meeting began at 6:00 pm with discussion on progress to date of the initiative / project. Individuals expressed their perspective of that progress and the group concluded that the work accomplished is grounded well enough to take the next step of more exposure.

Everyone had the opportunity to view the Branding / Logo document that was brought together by Barrie Hanlon (many thanks). This document would act as an informational source for interested business's or individuals as the project receives more exposure. It was agreed that this document was ready to be incorporated on the nhseafood.com web page along with the "Availability Chart" created by Sara. While the web information can grow what currently had been accomplished is very adequate and will be forwarded to Ken LaValley to be put on the website. It was felt that this should take place as soon as possible so that any further steps (media / publicity) could describe the web site as a information point.

The next discussion focused on a chronology of exposure to the committee's work. It was decided that some media / publicity was appropriate and a time frame was set to try and accomplish this in one week's time. This type of media / publicity exposure was discussed as either a news release or appropriate story with detail to the facts, reasons, and rational to our work. Professional publicists were discussed and Doug Bates offered to solicit sources he had to see what interest he could get for a professional publicity individual to write our story and release that information. Being there was a hoped time line to this task he would check the possibilities and if no one was interested it was thought that there was possible talent within the group to do it on our own.

It was also thought and discussed that a business / professional meeting would be appropriate. This meeting would be intended to gather interested businesses and professionals interested in signing on to the initiative for the purpose of explanation or questions. Doug Bates and Karen Marzloff would try and coordinate the meeting being that they had the best network of possible participants. Since the meeting Doug Bates has suggested a tentative date of July 1, 2009 for the meeting.

With the three tasks of website, publicity, and business meeting discussed with action goals established the group moved to a brief discussion on the possibility of other printing material that might be needed. That printing material ranged from T-shirts, stickers, lobster bands, industry fact sheets, etc. The group will investigate those needs and possibilities.

Barrie Hanlon was unable to participate in the conversations of the meeting but stopped in to drop off the printed display posters that would be associated with participating members / business's that sign into the project. The posters were again reviewed by those present and agreed to be very professional and a tremendous asset to the project. Those present took posters BUT were advised that the primary purpose was for display for establishments prescribing to the "Principles and Standards Agreement" because it was clearly stated on the poster with the words "SOLD HERE".

Other discussions of the meeting were:

- 1) That the NH Commercial Fishermen's Association would be the depository of anyone signing on to the project with the Memorandum of Agreement.**
- 2) That the current participating "distribution agents" as established in our concept are Seaport Fish, Portsmouth Lobster Co., Yankee Fishermen's Co-op, and Eastman's Fish.**
- 3) There would be a meeting scheduled with John Bohenko, Portsmouth City Manager, and Ben Anderson, Erik Anderson, and a Friends of South End rep. for the purpose of describing the "Fish & Lobster Fest". Since the meeting Karen Marzloff has expressed interest in also attending.**
- 4) Duncan Boyd, Ben Anderson, and Karen Marzloff discussed progress in coordinating the Fish & Lobster Fest scheduled for Sept. 19, 2009. Duncan passed forward a letter for review that would be sent out to selected restaurants that would hopefully participate. He stated that 12 food stations would be the goal of participants.**
Ben Anderson described that he has received a lot of inquiries regarding the event and was coordinating the other logistic and entertainment aspects. He also requested that the funding that has been dedicated would hopefully start to arrive.
Karen Marzloff described other components that were materializing and some of the educational aspects of the function that Michelle Moon has discussed at separate meetings of the festival coordination. She also stated that the next meeting of the festival coordination would be on June 11, 2009. Anyone interested was encouraged to attend.

The meeting adjourned at 8:50 pm

**Submitted,
Erik Anderson**