

City of Portsmouth Fishing Industry Committee  
Meeting Minutes  
July 1, 2009

Present: Karen Marzloff, Sara Zoe Patterson,  
Rich Pettigrew, Damon Frampton, Ken LaValley, Michelle Moon, Eric Spear, Carolyn  
Eastman, Erik Anderson

The meeting began at 6:00pm with opening discussion on the meeting that had been held at Jumpin Jay's restaurant early in the day. The meeting was well attended with 47 participants and good media coverage. While many of the committee's members were present at the Jumpin Jay's event their comments at the committee meeting was positive to all aspects of what the committee has done and what it hopes to do. Thanks to all that co-ordinated the event was recognized as it was concluded to be very successful.

Next was discussion brought forward from Ken LaValley who has overseen the web site development and stated that there were needs for continuing to build further information and a way to respond to inquiries registered through the site. Two categories were recognized for response, first being consumer questions and second business inquiries. Sara Zoe Patterson volunteered to field consumer questions and follow-up, and Erik Anderson volunteered to field business inquiries and direct response needs to the current distribution agents in the project.

Once that was concluded it was recognized that a protocol was needed to respond to businesses that would like to sign into the program. The protocol seemed to recognize that a one on one visit to each business that wanted to sign the "agreement" was a necessary step in the process so there was no misunderstanding to the terms and conditions of enrollment and confidence of program compliance. The group spoke of compliance needs since the program appears to be having response and although there were no final and exact compliance monitoring strategy at this moment it was a topic that needed further discussion as businesses signed in. A "secret shopper" approach or spot visit was discussed and the committee decided at this time to develop more thought and process to this need.

Ken LaValley also stated that there was a need for web site info on the current distribution vendors and businesses signed in so the website inquiries would contain what each provided for services and product availability. Erik Anderson volunteered to construct that list and have it reviewed by each vendor for accuracy. The committee then discussed the "Fishtival" and its development progress. Beginning July 16 and continuing every two weeks the subcommittee will meet to iron out details to the Sept. 19, 2009 event. Anyone interested in participating should mark their calendar appropriately for attending these meetings to be held at Ben Anderson's office at Prescott Park. The committee discussed the many planned activities that were in development and decided that focus on the activities and ideas be discussed at the planning meetings. Although Barrie Hanlon was not present she asked through Karen Marzloff that the committee discuss the possibility of T-shirts, hats, etc. that might be created for the "Fishtival" or logo related. Without detail Barrie thought there were possibilities for this creation and had ideas as to how this could be done. This subject required more follow-up that will take place.

Duncan Boyd stated that at this time response from food vendors that would participate in the “food tastes” was not completely solidified but expressed that he saw no problems with participants coming forward in the near future.

Fishing vessels that would participate in the “Fishtival” for display and tours was discussed and the need to finalize the boats was expressed by Ken LaValley. Those details would be worked on for vessel selection.

In conclusion to the meeting all thought that continued diligence to the accomplishments of the committee’s work framed future meetings and discussion as the initiative matures.

The meeting ended at approximately 8:00 pm

Submitted,  
Erik Anderson