



BRISTOL BAY

Regional Seafood Development Association

DRAFT BBRSDA Marketing Committee Meeting

January 30, 2024

10:00am-11:30am AKT

Link: <https://us02web.zoom.us/j/83094915154>

Dial-In (one tap): +12532050468,,83094915154# US

1. Call to Order/Roll Call/Establishment of Quorum - chair
2. Approval of Agenda - chair
3. Approval of minutes from meeting held November 28, 2023
4. Marketing Program updates
 - a. Retail: Whole Foods, Sprouts, Giant, Haggen, Costco, Raw Finds (Lilani & Aubrey)
 - b. Social: Taste Wild Sockeye – Modern Proper (Lilani), Bristol Bay Families to Yours (Lilani)
 - i. Monthly results (Aubrey)
 - c. Global: collaboration with ASMI's international efforts (Lilani)
 - d. Program overlap: Quality Retail (Lilani/Frances) + Organization's Social Media Engagement (Lilani/Frances)
5. Industry
 - a. Global Seafood Market Conference (Lilani)
 - b. CLIA (Lilani/Aubrey)
 - c. AFDF Symphony of Seafoods (Lilani)
 - d. SENA Prep & Strategy (Lilani/Aubrey)
6. Good of the order
 - a. BOD meeting, Symphony of Seafood
7. Next Meeting: February 27, 2024 - chair
8. Adjourn

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