



BRISTOL BAY

Regional Seafood Development Association

BBRSDA Marketing Committee Meeting

February 27, 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 January 30, 2024
4. Marketing Program updates
 - a. Retail: Sprouts, QFC, SaveMart, Kroger, Harris Teeter (Lilani & Aubrey)
 - b. Social: Taste Wild Sockeye – Well Plated collaboration (Lilani)
 - i. Monthly social media results (Aubrey)
5. Industry
 - a. NWFA Meeting on Russian Sockeye (Lilani)
 - b. AFDF Juneau Symphony of Seafoods (Lilani)
 - c. SENA plans and Alaska Wild Caught Seafood DM product (Lilani/Aubrey)
 - d. Quarterly Marketing Newsletter (Lilani/Aubrey)
6. Good of the order
7. Next Meeting: March 26, 2024 - chair
8. Adjourn

TEL (907) 677-2374 • INFO@BBRSDA.COM
BRISTOL BAY REGIONAL SEAFOOD DEVELOPMENT ASSOCIATION, INC.
3705 ARCTIC BLVD #1188, ANCHORAGE, AK 99503

bbrsda.com • bristolbaysockeye.org • facebook.com/bbrsda