



BRISTOL BAY

Regional Seafood Development Association

BBRSDA Marketing Committee Meeting AGENDA

February 28, 2023

10:00am-11:30am AKT

Link: <https://us02web.zoom.us/j/88694677918>

Dial-In: +12532158782,,88694677918# (US West)

1. Call to Order/Roll Call/Establishment of Quorum
2. Approval of Agenda
3. Approval of minutes from meeting held January 17, 2023
4. Welcome – Aubrey McNeil, BBRSDA Program Specialist
5. Monthly Marketing Update
 - a. Retail Promotion for FY23 to date
 - b. Consumer PR Campaigns: Taste Wild Sockeye + Modern Proper
 - c. Surplus Situation: National Campaign Proposal + discussions
 - d. New channels: Bulk Buying + Sports Fishing outlets/stores
6. Good of the order
 - a. SENA, GSE, Presentation to Japanese Key Buyers at Trident HQ
 - i. SENA: Chef + Restaurant Outreach volunteers?
7. Next Meeting: March 21, 2023
8. Adjourn



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BRISTOL BAY REGIONAL SEAFOOD DEVELOPMENT ASSOCIATION, INC.

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