



BRISTOL BAY

Regional Seafood Development Association

BBRSDA Marketing Committee Meeting AGENDA

March 21, 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 February 28, 2023
4. Monthly Marketing Update
 - a. Current Retail Promotions
 - b. Summer of Sockeye Pivot Discussion
 - c. Surplus Situation: National Campaign Proposal + discussions
 - d. SENA Debrief: Board experience, staff experience, goals, Symphony of Seafood Bristol Bay Choice, Restaurant Outreach
5. Good of the order
 - a. Lilani (3/27-3/30) and Andy on (4/1-4/10) PTO
6. Next Meeting: April 18, 2023 (moving one week earlier due to Global Seafood Expo)
7. Adjourn

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