



BRISTOL BAY

Regional Seafood Development Association

DRAFT BBRSDA Marketing Committee Meeting

March 26, 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 February 27, 2024
4. Marketing Program updates
 - a. Retail: Heinen's, Hy-Vee, QFC, SaveMart, Harris Teeter, Giant (Lilani & Aubrey)
 - b. Bristol Bay + Copper River Collaboration – retail trainings
 - c. Social: Well Plated (March) & TMP (May) collaborations (Lilani)
 - i. Monthly social media results (Aubrey)
5. Industry
 - a. Skin Packs project (Lilani)
 - b. Bristol Bay Wild Market at Climate Pledge Arena
 - c. SEG Barcelona (Lilani)
 - d. Power of Seafood (Lilani)
 - e. SENA Report
 - i. Farmed Salmon Conversations report (Aubrey)
 - f. Processor relations/conversations (Lilani)
6. Good of the order
7. Next Meeting: April 30, 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

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