



# BRISTOL BAY

Regional Seafood Development Association

## **BBRSDA Marketing Committee Meeting AGENDA**

May 30, 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
  - a. Marketing Chair
2. Approval of Agenda
3. Approval of minutes from meeting held April 18. 2023
4. Monthly Marketing Update
  - a. Retail Update
  - b. Seafood Expo Global (Barcelona) review
  - c. Summer of Sockeye campaign/PR efforts
  - d. Q3/Q4 and 2024 Outlook
    - i. Promotions, salmon weeks, contracts
5. Marketing Program Proposals
  - i. Sponsorship opportunity: Fall Fishermen's Festival (Keith Singleton)
6. Good of the order
  - a. BOD meetings, Industry updates & upcoming events
7. Next Meeting: August 29. 2023
8. Adjourn

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BRISTOL BAY REGIONAL SEAFOOD DEVELOPMENT ASSOCIATION, INC.

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