



BRISTOL BAY

Regional Seafood Development Association

BBRSDA Marketing Committee Meeting AGENDA

August 15, 2023

10:00am-11:30am AKT

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

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1. Call to Order/Roll Call/Establishment of Quorum
2. Approval of Agenda
3. Approval of minutes from meeting held May 30, 2023
4. Monthly Marketing Update
 - a. Where we were before the season began, What happened during the season, Where we are going
 - i. Review of national SOS campaign and standard operation campaigns.*
 - ii. Global (Japan seafood show + mission trip), consumer market opportunities (Royal Caribbean) from ASMI. Direct Marketer program.
 - iii. Target audience, prioritization, and preparation for budget and strategy session.*
 - b. Edelman's report YTD, campaign results, and review of contract
 - c. Website traffic and SEO strategy (Aubrey)
5. Good of the order
 - a. BOD meetings, Industry updates & upcoming events
6. Next Meeting: September 26, 2023
7. Adjourn

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BRISTOL BAY REGIONAL SEAFOOD DEVELOPMENT ASSOCIATION, INC.

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