



BRISTOL BAY

Regional Seafood Development Association

BBRSDA Marketing Committee Meeting AGENDA

September 26, 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 August 15, 2023
4. Monthly Marketing Update
 - a. Japan Trip Report Discussion
 - b. Update DC Salmon Week + Celebration
 - c. Update on Edelman PR Contract
 - d. Review of Draft Budget
 - e. Direct Marketer Support + October Seafood Month
 - f. Website traffic and SEO strategy (Aubrey)
5. Good of the order
 - a. BOD meetings, Industry updates & upcoming events
6. Next Meeting: October 31, 2023
7. Adjourn

DRAFT

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BRISTOL BAY REGIONAL SEAFOOD DEVELOPMENT ASSOCIATION, INC.

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