



BRISTOL BAY

Regional Seafood Development Association

BBRSDA Marketing Committee Meeting AGENDA + Action Items

October 25, 2023

10:00am-11:30am AKT

Link: <https://us02web.zoom.us/j/83094915154>

Dial-In (one tap): +12532050468,,83094915154# US

1. (10:00am-10:01am) Call to Order/Roll Call/Establishment of Quorum - chair
2. (10:01am-10:03am) Approval of Agenda - chair
3. (10:03am-10:05am) Approval of minutes from meeting held September 26, 2023 - chair
4. (10:05am-10:30am) Presentation for Committee Consideration - Lilani
 - a. KiteRocket – Rebecca Holmes
5. (10:30am-10:55am) FY24 Budget Approval – Lilani/Becky
6. (10:55am-11:05am) Marketing Program Monthly Update - Lilani
 - a. Direct Marketer Campaign – mid-November digital campaign
 - b. Retail Partnerships – SaveOn, Wegmans, Harris Teeter, Sprouts (FY24), Costco*
 - c. Seattle Salmon Week
 - d. International Opportunities - Japan Trade Interview
 - e. Bristol Bay Wild Market (Climate Pledge Arena)
 - f. New Marketing Page on bbrsda.com – Aubrey
7. (11:05am-11:20am) Presentation for Committee Consideration – Rich Wolverton
8. (11:20am-11:28am) Good of the order – chair/Andy/Lilani
 - a. BOD meetings, Symphony of Seafood, PME, ASMI All Hands
9. (11:28am-11:29am) Next Meeting: November 28, 2023 - chair
10. (11:30am) Adjourn

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BRISTOL BAY REGIONAL SEAFOOD DEVELOPMENT ASSOCIATION, INC.

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