



# BRISTOL BAY

Regional Seafood Development Association

## **BBRSDA Marketing Committee Meeting AGENDA + Action Items**

November 28, 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 October 25, 2023 - chair
4. (10:30am-10:55am) FY24 Budget Update + a glimpse into FY24 - Lilani
5. (10:55am-11:05am) Marketing Program Monthly Update - Lilani
  - a. Direct Marketer Campaign – mid-November to mid-December digital campaign
  - b. Retail Partnerships – Wegmans, Sprouts, Haggen
  - c. Seattle Salmon Week Overview – Lilani/Aubrey
  - d. New Marketing Page on bbrsda.com – Aubrey
6. (11:20am-11:28am) Good of the order – chair/Andy/Lilani
  - a. BOD meeting, Symphony of Seafood, PME, ASMI All Hands
7. (11:28am-11:29am) Next Meeting: December 19 or December 26
8. (11:30am) Adjourn

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BRISTOL BAY REGIONAL SEAFOOD DEVELOPMENT ASSOCIATION, INC.

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