



BRISTOL BAY

Regional Seafood Development Association

BBRSDA Marketing Committee Meeting AGENDA

August 19, 2020

9:00-11:00 am AKT

Ring Central Link: <https://meetings.ringcentral.com/j/1495804488>

Teleconference: 1(623)4049000 (149 580 4488#)

1. Call to Order/Roll Call/Establishment of Quorum
2. Election of Committee Chair
3. Approval of Agenda
4. Approval of minutes from meeting held November 5th, 2019
5. Update of Marketing Program Goals for 2020
6. Review Marketing Strategic Goals & Objectives
7. Review Marketing Budget YTD
8. Plan Marketing Strategic Goals & Objectives for 2021
 - a. Retail
 - b. Direct Marketing
 - c. Consumer Education
 - d. Content Development/POS
 - e. Overlap/Synergy with other Programs
 - f. Foodservice
9. Miscellaneous Topics
10. Future Meetings Dates & Agenda Items
11. Adjourn

TEL (907) 677-2374 • INFO@BBRSDA.COM
BRISTOL BAY REGIONAL SEAFOOD DEVELOPMENT ASSOCIATION, INC.
3705 ARCTIC BLVD #1188, ANCHORAGE, AK 99503

bbrsda.com • bristolbaysockeye.org • facebook.com/bbrsda