



# BRISTOL BAY

Regional Seafood Development Association

## **BBRSDA Marketing Committee Meeting AGENDA**

September 29, 2020

10:00am-11:30 am AKT/11:00am-12:30pm PT

1. Call to Order/Roll Call/Establishment of Quorum
2. Approval of agenda & minutes from meeting held August 19, 2020
3. Review Marketing Budget YTD
  - a. Preview DRAFT 2021 Recommended Budget
4. 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
    - i. Sustainability
    - ii. PR/O
  - f. Foodservice
5. Miscellaneous Topics
6. Next meeting: October 20th
7. Adjourn

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