



BRISTOL BAY

Regional Seafood Development Association

BBRSDA Marketing Committee Meeting AGENDA

October 27, 2020

10:00-11:30am AKT

email lilani@bbrsda.com for meeting Login information

1. Call to Order/Roll Call/Establishment of Quorum
2. Approval of Agenda
3. Approval of minutes from meeting held September 29, 2020
4. Review/Finalize Marketing Budget for 2021
5. LCA presentation: Ray Hilborn
6. 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
7. Miscellaneous Topics
 - a. PME: virtual "booth"
 - b. COVID19
8. Next meeting: November - **ACTION**
9. Adjourn

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