



# BRISTOL BAY

Regional Seafood Development Association

## BBRSDA Marketing Committee Meeting AGENDA

November 24, 2020

10:00-11:30am AKT

**Call-in information available upon request from [lilani@bbrsda.com](mailto:lilani@bbrsda.com)**

1. Call to Order/Roll Call/Establishment of Quorum
2. Approval of Agenda
3. Approval of minutes from meeting held October 27, 2020
4. Updates Marketing Strategic Goals & Objectives in 2021 - **DISCUSSION**
  - a. Retail
  - b. Direct Marketing
  - c. Consumer Education
  - d. Content Development/POS
  - e. Overlap/Synergy with other Programs
    - i. Sustainability
    - ii. PR/O
    - iii. Quality
  - f. Foodservice
5. Miscellaneous Topics - **DISCUSSION**
6. Next meeting: December 29, 2020
7. Adjourn

TEL (907) 677-2374 • [INFO@BBRSDA.COM](mailto:INFO@BBRSDA.COM)

**BRISTOL BAY REGIONAL SEAFOOD DEVELOPMENT ASSOCIATION, INC.**

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