



BBRSDA Marketing Committee Meeting AGENDA

December 29, 2020

10:00-11:30am AKT

1. Call to Order/Roll Call/Establishment of Quorum
2. Approval of Agenda
3. Approval of minutes from meeting held November 24, 2020
4. Responsible Fisheries Management (RFM) - **PRESENTATION**
 - a. Jeff Regnart & Susan Marks
5. Updates Marketing Strategic Goals & Objectives in 2021 - **DISCUSSION**
 - a. Retail
 - b. Direct Marketing
 - c. Consumer Education
 - i. Microsite: soft launched December 21st, hard launch January 2021
 - d. Content Development/POS
 - i. Buyers Guide
 - e. Overlap/Synergy with other Programs
 - i. Sustainability
 - ii. PR/O
 - iii. Quality
6. Miscellaneous Topics
7. Next meeting: January 26, 2021
8. Adjourn