



# BRISTOL BAY

Regional Seafood Development Association

## **DRAFT Marketing Committee Meeting Agenda**

Thursday September 26<sup>th</sup>, 2019 – 11 a.m. AKST/12 p.m. PST

Teleconference

*(Members can participate by contacting [info@bbrsda.com](mailto:info@bbrsda.com))*

1. Call to Order/Establishment of Quorum
2. Election of Marketing Committee Chair
3. Approval of Agenda
4. Approval of Previous Meeting Minutes
5. Review Marketing Strategic Goals and Objectives
  - a. Brand Positioning: Cause based marketing
  - b. Multi-year Contracts
6. General 2019 Marketing Program Updates
7. General 2020 Marketing Program Strategy & Budget
8. 2020 Marketing Program Proposals
9. New 2020 Program Ideas/Proposals
10. Miscellaneous Business
11. Adjourn