



# BRISTOL BAY

Regional Seafood Development Association

## **DRAFT BBRSDA Marketing Committee Agenda**

Tuesday, August 21, 2018 – 10 a.m. ADT/11:00 a.m. PDT

1. Call to Order/Establishment of Quorum
2. Approval of Agenda
3. Approval of Minutes
  - A. January 11, 2018 Minutes
4. Elect Committee Chair
5. Roles & Responsibilities for Staff and Committee Members
6. Recommendation Request: Use excess printing budget money to purchase 3rd party photo distribution rights
7. Seafood 101 - Andy
8. Direct Marketer Materials Update – Cameo
9. Retail Update – Mark
10. RTC Update – Kate
11. Discussion of Potential Strategic Goals for 2019
  - A. Current: Continue to Promote Fresh and Refreshed Fillets as a Premium Brand at Upscale Small to Mid-size Retail Chains
  - B. Expand Promotions to Large Retail Chains (e.g., Publix/Kroger) – 100% Sourcing Req.?
  - C. Promote Frozen Fillets
  - D. Promote BB Sockeye via Food Service
12. Miscellaneous Business
13. Adjourn