



The Commonwealth of Massachusetts

Division of Marine Fisheries

(617) 626-1520 | www.mass.gov/marinefisheries



MAURA T. HEALEY
Governor

KIMBERLEY DRISCOLL
Lt. Governor

REBECCA L. TEPPER
Secretary

THOMAS K. O'SHEA
Commissioner

DANIEL J. MCKIERNAN
Director

SEAFOOD MARKETING PROGRAM

STEERING COMMITTEE MEETING AGENDA

3:00-4:00 pm

Wednesday, August 20, 2025

Held Virtually Via Zoom

<https://us02web.zoom.us/j/84779095450?pwd=eNLO6I5t3WGRhGaglcWalyiDN7p0s2.1>

Meeting ID: 847 7909 5450

Passcode: 382969

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1. Attendance and introductory remarks (3:00-3:10): Director Dan McKiernan
 - a. Biodiversity Goals
2. Seafood Marketing Program update (3:10-3:30): Seafood Marketing Coordinator Wendy Wills
 - a. Cooking videos, seafood sampling, DESE partnership, food security, etc.
3. Group discussion (3:30-4:00): Director Dan McKiernan