



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

9:30-11:00 AM

Wednesday, October 30, 2024

Held Virtually Via Zoom

Zoom link:

<https://us02web.zoom.us/j/85136775120>

Meeting ID: 851 3677 5120

+13017158592

1. Attendance and introductory remarks (9:30-9:40): Director Dan McKiernan
2. Seafood Marketing Program update (9:40-10:00): Seafood Marketing Coordinator Wendy Wills
 - a. PETA, FSIG, videos, MA250, trade shows, etc.
3. Scup proposal presentation (10:00-10:10): Seth Rolbein
4. Share the Catch update (10:10-10:20): Assistant Director Story Reed
5. Seafood Species Survey (10:20-10:30): Seafood Marketing Coordinator Wendy Wills
 - a. Results of a survey conducted at the Topsfield Fair, October 2024
6. Group discussion (10:30-11:00): Director Dan McKiernan