



Maura T. Healey
Governor

Kimberly Driscoll
Lt. Governor

Rebecca L. Tepper
Secretary

Thomas K. O'Shea
Commissioner

Daniel J. McKiernan
Director

**SEAFOOD MARKETING PROGRAM
STEERING COMMITTEE MEETING AGENDA**

2:00-4:00 pm
Tuesday, May 12, 2026
Held Virtually Via Zoom

Link to virtual meeting:

Join Zoom Meeting

<https://us02web.zoom.us/j/85676784365?pwd=rG7gMknpPbMGKCHaxzRkaQExEUIBQE.1>

Meeting ID: 856 7678 4365

Passcode: 004333

One tap mobile

+13052241968,,85676784365#,,,,*004333# US

+13092053325,,85676784365#,,,,*004333# US

Meeting agenda:

1. Attendance and introductory remarks (2:00-2:15): Director Dan McKiernan
2. Update from Deputy Director (2:15-2:25): Story Reed
 - a. Port Profile Project, Related Commercial Fisheries Commission Focus Groups
3. Seafood Marketing Program update (2:25-2:55): Seafood Marketing Coordinator Wendy Wills
 - a. Tradeshow outcomes, paid social media advertising, new regional collaborative, flatfish public relations scope of work, etc.
4. Group discussion (2:55-4:00): Director Dan McKiernan
 - a. SENA 2027 survey, Home Delivery Options webpage, Seafood Trail, summer seafood sampling, etc.