



# The Commonwealth of Massachusetts Division of Marine Fisheries

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## SEAFOOD MARKETING PROGRAM STEERING COMMITTEE MEETING AGENDA

10:00 AM – 11:30 AM

April 16, 2021

Held Virtually Via Zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/81189250858?pwd=UGcveHdiTzYvcXo5b0lEdDQyTGFKUT09>

Meeting ID: 811 8925 0858

Passcode: 842802

One tap mobile

+16465588656,,81189250858#,,,,\*842802# US (New York)

1. Introduction by Chair, DMF Director Dan McKiernan (10:00 - 10:10)
  - CARES Act relief update
2. Seafood Marketing Program update (10:10-10:30) by Wendy Mainardi
  - Virtual Buyers Event “Pathways to Massachusetts Seafood,” summer social media plan, radio and billboard advertising, retail survey
  - Port Profile author presentation by Kristin Uiterwyk
3. Industry expectations roundtable and wrap-up (10:30 – 11:30)
  - Moderated by Chair, DMF Director Dan McKiernan