



The Commonwealth of Massachusetts Division of Marine Fisheries

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Lt. Governor

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Secretary

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Commissioner

DANIEL J. MCKIERNAN
Director

SEAFOOD MARKETING PROGRAM

STEERING COMMITTEE MEETING AGENDA

2:30-4:00 PM

Thursday, November 9, 2023

Held Virtually Via Zoom

Zoom link:

<https://us02web.zoom.us/j/81221532049?pwd=b1U1QmIxRlRTOEJ5U1dGU1lwaWloUT09>

Meeting ID: 812 2153 2049

Passcode: 541015

One tap mobile: +16469313860,,81221532049#,,,,*541015# US

1. Attendance and introductory remarks (2:30-2:40): Director Dan McKiernan
2. Seafood Marketing Program update (2:40-2:55): Seafood Marketing Coordinator Wendy Mainardi
 - a. In-person events, new media content, educational RFR, plans for leave coverage
3. Flatfish Strategic Plan for Summer 2024 (2:55-3:00): Facilitated by Director Dan McKiernan
 - a. Regional conversation, research, video and PR plan
4. Guest Speakers: New England Feeding New England Report
 - a. Research Overview (3:00-3:15): Ellen Kahler, Executive Director, Vermont Sustainable Jobs Fund
 - b. Fisheries Findings (3:15-3:45): Joshua Stoll Associate Professor of Marine Policy, School of Marine Sciences, University of Maine
 - c. Q&A (3:45-4:00): Director Dan McKiernan