



The Commonwealth of Massachusetts Division of Marine Fisheries

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



MAURA T. HEALEY
Governor

KIMBERLEY DRISCOLL
Lt. Governor

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Secretary

THOMAS K. O'SHEA
Commissioner

DANIEL J. MCKIERNAN
Director

SEAFOOD MARKETING PROGRAM

STEERING COMMITTEE MEETING AGENDA

3:00-4:30 PM

Monday, June 12, 2023

Held Virtually Via Zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/84248757166?pwd=ZUJMK2xiYWlhNkFoWlZZKzR0M2FPdz09>

Meeting ID: 842 4875 7166

Passcode: 353958

One tap mobile

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1. Director Dan McKiernan
 - a. Attendance and introductory remarks (3:00-3:10)
 - b. Flatfish investigation (3:10-3:20)
2. Guest Speaker Roger Berkowitz
 - a. National and Local Seafood Trends (3:20-3:40)
 - b. Q&A facilitated by Director Dan McKiernan (3:40-3:50)
3. Seafood Marketing Coordinator Wendy Mainardi
 - a. Seafood Marketing Program update (3:50-4:10)
 - i. Educational events, public relations firm, summer internship
 - ii. Select Seafood Marketing Grant Program projects showcase
4. Group discussion facilitated by Director Dan McKiernan (4:10-4:30)