

Agenda

Rhode Island Commerce
Narragansett Conference Room
315 Iron Horse Way Suite 101
Providence, RI 02908

Seafood Marketing Collaborative
Tuesday, November 15
2:00 PM – 4:00 PM

Posted:

For members of the public that would like to view remotely, Zoom capabilities are noted below. The Governor's Executive Order 21-71 which provided for virtual and hybrid meetings of public bodies for reasons related to the state of emergency resulting from COVID-19 are expired. All members of the public body must attend meetings in-person. See the Office of Attorney General's [guidance](#) for more details.

Agenda

- 1. Roll Call**
- 2. Approval of the Minutes from the meeting held on Wednesday August 17, 2022**
- 3. Updates from the Chair**
- 4. Items for Discussion**

ITEM A. Bob Ballou to provide update on Seafood Marketing Initiatives from March 2022 until November 2022, including a final report on Duffy and Shanley's marketing efforts, organic media metrics, and event coverage.

ITEM B. Molly Ogren to propose 2023 through 2028 Seafood Marking Strategy including a 2023 work plan for the Collaborative. This includes addressing initial plans for Quahog Week 2023.

- 5. Other Business and Public Comment**
- 6. Next Meeting**
- 7. Adjourn**

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