

## BBRSDA Board Meeting Minutes

August 19, 2016 – 12 p.m. PT  
Teleconference

### 1. Call to Order/Establishment of Quorum

President Friccero called the meeting to order at 11:04 a.m. PT. Present were President Friccero and board members Abe Williams, Tony Wood and Fritz Johnson. Board member Buck Gibbons joined at 11:19 a.m. PT. Board member Lange Solberg joined at 11:43 a.m. PT.

Also present were Executive Director, Becky Martello, Kate Consenstein and Christine Fanning of Rising Tide Communications and Phil Gibson of Resiliensea.

### 2. Approval of Agenda

Johnson moved and Williams seconded to approve the agenda as presented. **MOTION CARRIED UNANIMOUSLY.**

### 3. Marketing Update

Gibson gave a program update on Boulder progress with retailers. We have three chains committed to participating with a total of 9 stores in the Boulder area as of now. Retail training begins next week. Distributors for these stores have agreed to supply Bristol Bay sockeye specifically. Gibson went into detail about the sales analysis he will compile throughout the project looking at year over year comparisons of sales price and tonnage. This data will also be compared against those retailers not participating in the project to add breadth to the metrics.

Consenstein gave a program update on Boulder progress. She stated that because each chain is employing the program in slightly different ways, it will provide us with some great data on how successful the program is with the varying degrees of participation. The project is trending under budget right now, however, it has not been in our favor to do small runs on point of sale materials. Rising Tide will be handling retail training the week of September 18; they will also be there for the Chefs Collaborative workshop thereby saving some money on travel.

Kate Consenstein, Christine Fanning and Phil Gibson signed off at 11:32 a.m.

Board discussion continued about the merits and challenges of the program. There was some interest voiced in having board members visit Boulder during the promotion period. Friccero requested that this item be added to the September 15-16 Board Meeting Agenda.

Gibbons requested that a discussion on the RSW program be placed on the September 15-16 Board Meeting Agenda.

4. Miscellaneous

5. Adjourn

Johnson moved and Wood seconded to adjourn.

Meeting adjourned at 12:02pm PT.