

Louisiana Seafood Promotion and Marketing Board

Special Meeting Agenda

July 16, 2013

8:30 a.m.

Capitol Park Welcome Center

702 N. River Road, Baton Rouge, La. 70802

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| 8:30 a.m. | Call to order and introduction of guests |
| 8:45 a.m. | Strategic Plan adopted August 12, 2011 |
| 9:15 a.m. | Seafood Marketing Campaign Performance Evaluation (Marketing Committee Report) |
| 9:30 a.m. | GCR Consulting |
| 10:00 a.m. | Newsroom Ink |
| 10:30 a.m. | Break |
| 10:45 a.m. | The Food Group |
| 11:15 a.m. | Graham Group |
| 11:45 p.m. | Lunch |
| 12:30 p.m. | Strategic Plan Development |
| 3:00 p.m. | Break |
| 3:15 p.m. | Policies & Procedures |
| 4:45 p.m. | Public Comments |
| 5:00 p.m. | Adjourn |