

LOUISIANA SEAFOOD PROMOTION AND MARKETING BOARD  
MARKETING COMMITTEE MEETING AGENDA  
March 11, 2016 - Noon  
GW Fins - 808 Bienville St - New Orleans

- I. Call to order and introduction of guests
- II. Completed events review **Quick review of how each went and results**
  - a. Fisheries Summit 3/1 - \$5,000
  - b. Chef Jeff Challenge 3/5 - \$2,500 + seafood
  - c. Seafood Expo North America
- III. Upcoming events review and actions
  - a. Legislative event 3/29 - \$8,000 **Review of event plan**
  - b. Associated Grocers 4/26-27 **Booth**
  - c. National Restaurant Association 5/21-24 **Update on who will be in booth**
  - d. LASCO 5/28 **Update (webcast)**
  - e. Woodlands 6/6-12 **Update on plan**
  - f. GASCO 8/5-8 **Consideration of proposal to give to production company**
- IV. Sponsorships for consideration
  - a. NOLA's Backyard \$10,000
  - b. Atlanta Food & Wine \$40,000
- V. On-gong program review **Quick updates**
  - a. Grocery co-marketing
  - b. Restaurant co-marketing
  - c. Grass Roots Grocery & Corporate Demos
  - d. Truck Wrap
- VI. Programs for consideration
  - a. Festival Approval Process
  - b. Restaurant Take Overs
  - c. Congressional Staff Visit
- VII. Public comment
- VIII. Scheduling of next meeting
- IX. Adjourn