Agenda

Festival name

What is essential to the festival?

Prioritize activities

Start crafting mission statement

Next meeting: Thursday, April 1 @ 6pm in the SEDA Conference Room
ENTERTAINMENT

Art
- Fun, hands on activities for Kids
- Local native artists Tommy Joseph and Cass Pook show
- Displays that celebrate and/or educate re: Seafood

Music
- Local Bands
- Out of town musical acts (one big name to draw crowds e.g. Taj Mahal)
- Maritime themed music
- Dance
- Open Mic night to include music, education and spoken word

Contests
- Prize drawings
- Fishing related contests
- Logo
- Mascot

Parade
- Land (Lincoln Street)
- Sea (Blessing of the Fleet)

Tours
- Tour fishing vessels
- Allen Marine cruise to hatchery

Vendors/Shopping
- Compile recipes, create fundraising cookbook, sell & “meet the authors”
- Sitka Seafood Festival Merchandise
EATING

Tasting

- Tasting/samplers to try new seafood e.g. sea urchin
- Lots of variety
- Entrance/flat fee for tasting
- Informal booth atmosphere
- Native foods e.g. wild berries and seaweed
- Must have salmon

Beer Garden

- Live music
- Affordable food/informal atmosphere

Banquet

- 7 course dinner with 7 different chefs
- 1 course per chef paired with wine/beer
- Fundraiser prices/formal atmosphere

Guest Chef

- Restaurants sponsor a guest chef for the week
- Celebrity chefs paired with local chefs

Contest

- Oyster shucking/eating
- Seafood recipes that will be featured in fundraising cookbook
- Seafood cook-off
EDUCATION

Booths

- Display of the lifecycle of seafood (ocean to plate) and the environmental impacts
- Awareness of Alaskan environment and how the ocean nourishes our bodies and minds
- Nutrition
- How seafood is harvested
- Value of seafood for Alaska’s native people
- Wild vs. Farmed fish
- Climate change e.g. ocean acidification
- Historic images of fishing and native traditions
- Awareness of good management of ocean resources
- Sell local products

Classes

- Culinary Contests e.g. chowder
- Cooking demos
- Preserving, canning & smoking fish

Tours

- Tour fishing vessels
- Allen Marine cruise to hatchery

Labeling

- Tlingit translation of food labels, fish, local place names
MISSION STATEMENTS

Key phrases to include:

- Experience
- Sustainable
- Celebrate wild Alaskan seafood
- Global food resource
- Culinary delight in honor of Alaska wild seafood

Samples by the group:

Celebrate wild Alaskan seafood through educating, eating and entertaining.

Celebrate, educate and bring awareness to Alaskan wild seafood and the role it plays as a global food resource.

Celebration of entertainment, education, and culinary delights in honor of Alaskas wild seafood.

Celebrate Alaskas wild and sustainable seafood through awareness of environment, exploration of culture and culinary excitement.

Celebrate our culture of Alaska seafood through learning, eating and having fun.

See Alaska through our eyes, our culture and enjoyment.

Celebrate the magnificent experience of wild seafood through entertainment, education and eating.

Celebrate and promote our local, wild, and sustainable resource.