

CALIFORNIA RAISIN MARKETING BOARD

SOCIAL MEDIA

WORK GROUP MEETING NOTICE

March 7, 2018

TO: Members of the Social Media Work Group

SUBJECT: **Notice of Meeting**

CRMB Chairperson J. Milinovich has scheduled a Social Media Work Group meeting for Tuesday, March 20, 2018 at 2:30 pm in the Small Conference Room, 2445 Capitol Street, Suite 200, Fresno, California.

The Work Group will discuss social media strategy for California Raisins.

For further information regarding this meeting, please contact: Debbie Powell, President/General Manager, California Raisin Marketing Board, 2445 Capitol Street, Suite 200, Fresno, California 93721, (559) 248-0287. Copies of this notice and agenda are posted at the following Internet addresses: <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices> and/or <http://www.calraisins.org/about/meeting-notice/>

CALIFORNIA RAISIN MARKETING BOARD



Debbie Powell
President/General Manager

Meeting: Social Media Work Group
Date: Tuesday, March 20, 2018
Time: 2:30 pm
Place: CRMB/RAC Small Conference Room
2445 Capitol Street, Suite 200, Fresno, California
cc: Members and Alternates of CRMB
Mr. Justin Ellerby and Mr. Robert Maxie, CDFA

Special accommodations will be made for the physically handicapped, vision or hearing-impaired persons upon request, by contacting CRMB prior to the meeting.

AGENDA - Over

CALIFORNIA RAISIN MARKETING BOARD

SOCIAL MEDIA WORK GROUP AGENDA

Tuesday, March 20, 2018

2:30 pm

1. Call to Order.
2. Roll Call.

Asmar, Jane
Grazier, Jackie
Milinovich, Jeff
Sarabian, Courtney
Schutz, Kim

3. Review CRMB's Proposed Social Media Calendar for April.
4. Review raisin recipes for the development of two recipe videos.
5. Review CRMB's plans for National Raisin Day, April 30th and discuss how to share on Social Media.
6. Review future meeting dates:
 - a. April 18, 2018 (time to be determined)
 - b. June 6, 2018 (time to be determined)
7. Other Business.
8. Adjournment.

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