CALIFORNIA RAISIN MARKETING BOARD

MARKETING SUBCOMMITTEE

VIDEO CONFERENCE NOTICE

April 9, 2020

TO: Marketing Subcommittee

SUBJECT: Notice of Meeting

Chairperson J. Asmar has scheduled a video conference of the Marketing Subcommittee for Monday, May 4, 2020 at 3:00 p.m.

The Subcommittee will review a presentation of consumer research findings and recommended communication strategy.

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-notices/

CALIFORNIA RAISIN MARKETING BOARD

Debbie Powell
President/General Manager

Meeting: Marketing Subcommittee
Date: Monday, May 4, 2020
Time: 3:00 p.m.
Login: Please join from your computer, tablet or smartphone. https://global.gotomeeting.com/join/637484701

You can also dial in using your phone (669) 224-3412
(For supported devices, tap a one-touch number below to join instantly.)
- One-touch: 16692243412,,637484701#

Access Code: 637-484-701

cc: Members and Alternates of the CRMB
Messrs. Justin Ellerby and Joe Monson, CDFA

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

VIDEO CONFERENCE AGENDA

Monday, May 4, 2020
3:00 p.m.

1. Call to Order the Marketing Subcommittee.
2. Roll Call. Establish a Quorum.
   Asmar, Jane
   Cardoza, Dwayne
   Grazier, Jackie
   Repar, Rosemary
   Kazarian, Ron
   Overly, Harry
   Sahatjian, Richard
   Milinovich, Jeff - Ex-Officio

3. Review a presentation of consumer research findings and recommended communication strategy.
4. Other Business
5. Adjournment of the Marketing Subcommittee

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