June 10, 2020

TO: Marketing Subcommittee

SUBJECT: Notice of Meeting

Chairperson J. Asmar has scheduled a teleconference/video meeting of the Marketing Subcommittee for Tuesday, June 23, 2020 at 2:00 p.m.

The Subcommittee will review final campaign creative concept recommendations, tactical plans and supporting budget levels for FY2020-2021.

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: Tuesday, June 23, 2020
Time: 2:00 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
Tuesday, June 23, 2020
2:00 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. Approve prior Marketing Subcommittee Meeting Minutes as previously distributed:
   a) January 27, 2020
   b) February 5, 2020
   c) March 2 & 3, 2020
   d) May 4, 2020
   e) May 12, 2020
   f) June 2, 2020

4. Review final campaign creative concept recommendations, tactical plans and supporting budget levels.

5. Other Business.

6. Adjournment of the Marketing Subcommittee.

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