



CALIFORNIA
TABLE GRAPE
COMMISSION

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Memorandum

Date: January 13, 2020

To: California Table Grape Commissioners and Shippers Advisory Committee Members

James Benson	Melissa Heinrich	Ryan Logoluso	Vladimer G. Tudor
Domenick Bianco	Marc Isaak	George Matoian	Keith Wilson
Robert Bianco	Rick Johnston	Harold McClarty	John D. Zaninovich
Nick Bozick	Wayde Kirschenman	Louis Pandol	Jon Paul Zaninovich
Sue Foerster	Fred Lagomarsino	Justin Parnagian	Marko Zaninovich
Gary Gipson			

From: Jim Beagle

Re: January 2020 Commission Meeting

We have an important meeting coming up; one that previews the campaigns planned for the upcoming season. The meeting is scheduled as follows.

Date: Thursday, January 23, 2020

Time: 10:00 a.m. to 2:30 p.m.

Place: Visalia Convention Center
Sequoia Room
303 E. Acequia Avenue
Visalia, CA 93291

Please RSVP for this meeting to Tiffany@grapesfromcalifornia.com or 559-447-8350.

enclosure

The California Table Grape Commission prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, familial status, parental status, or religion. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the commission at 559-447-8350. The commission is an equal opportunity provider and employer.

California Table Grape Commission meetings comply with the Bagley-Keene Open Meeting Act. For information on this meeting, contact the California Table Grape Commission, 392 W. Fallbrook Suite 101, Fresno, CA 93711 at 559-447-8350. A copy of this meeting notice can be found at www.grapesfromcalifornia.com.

Agenda

California Table Grape Commission Meeting

Thursday, January 23, 2020
10:00 a.m. to 2:30 p.m.
Visalia Convention Center – Visalia
Sequoia Room

AGENDA TOPICS

- 10:00 a.m. **1. Call to Order** Jim Beagle
- A. Welcome
 - B. Introduction of guests
 - C. Approval of agenda
- 10:05 a.m. **2. Approval of Minutes – July 25, 2019**
- 10:10 a.m. **3. Commissioner Nomination**
- A. Nomination process Kathleen Nave
 - B. Nomination Domenick Bianco
- 10:20 a.m. **4. Domestic Campaign**
- A. Campaign overview Jeff Cardinale
 - B. Advertising, digital media Alyson Dias
 - C. Consumer communications Jeff Cardinale
 - D. Trade management
 - 1. Retail Karen Hearn
 - 2. Foodservice Courtney Romano
 - E. Social media, website Alyson Dias
 - F. Committee meetings – October 8, December 12, 2019 Nick Bozick
- 11:20 a.m. **5. Mechanization and Advanced Automation**
- A. MAAC update Ross Jones
 - B. Committee meeting – October 31, 2019 Marko Zaninovich
- 11:40 a.m. **6. Viticulture Research**
- A. Viticulture research update Ross Jones
 - B. Committee meetings – September 12, October 15, November 14, and December 5, 2019 Vladimer G. Tudor

12:00 noon **Lunch**

1:00 p.m. **7. Intellectual Property**

 A. Intellectual property update

Ross Jones

 B. Committee meeting – August 22, 2019

Fred Lagomarsino

1:20 p.m. **8. International Campaign**

Susan Day

 A. Marketing review

1:30 p.m. **9. Retail Report, 2019**

Kathleen Nave

 A. U.S. and Canada

Karen Hearn

 B. Export

Fabian Garcia

1:45 p.m. **10. Executive Committee Report**

 A. Committee meetings – September 19, October 29, 2019

Jon Paul Zaninovich

2:00 p.m. **11. Financial Report**

Louis Pandol

 A. Current financial status

 B. Approval of financial statements

2:10 p.m. **12. Administrative Report**

Kathleen Nave

 A. Certification of Annual Producers List

 B. Administrative, policy matters

 C. Fair Political Practices Commission

 D. Upcoming meetings

2:30 p.m. **13. Adjourn**