



CALIFORNIA
TABLE GRAPE
COMMISSION

392 W. Fallbrook Avenue
Suite 101
Fresno, California
93711-6150
Phone: 559-447-8350
Fax: 559-447-9184
grapesfromcalifornia.com

Memorandum

Date: November 30, 2020

To: Marketing Communications and Shippers Advisory Committee Members

James Benson	Melissa Heinrich	Louis Pandol
Nick Bozick	Wayde Kirschenman	Sean Stockton
Jack Campbell	George Matoian	Keith Wilson
Sue Foerster	Harold McClarty	

From: Justin Parnagian

Re: Marketing Communications Committee Meeting

A marketing communications committee meeting held via Zoom is scheduled for the date and time noted below. A calendar invite will follow with Zoom participation information and an opportunity to RSVP.

Date: Thursday, December 10, 2020

Time: 10:00 a.m. to 12:00 noon

Meeting materials will be provided next week via the calendar invite function. If you would like materials sent by email please contact Tiffany Niles.

enclosure

cc: Jon Zaninovich

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. (Not all bases apply to all programs.) Persons with disabilities who require reasonable accommodations or alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the commission at 559-447-8350 at least seven days prior to the meeting. Additionally, program information may be made available in languages other than English.

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. In compliance with the Bagley-Keene Open Meeting Act, the portion of the teleconferenced meeting that is open to the public shall be audible to the public at the California Table Grape Commission, 392 W. Fallbrook, Suite 101, Fresno, CA 93711.



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California Table Grape Commission Marketing Communications Committee

Agenda

Thursday, December 10, 2020
10:00 a.m. to 12:00 noon
via Zoom

10:00 a.m.	1. Call to Order A. Welcome B. Introduction of guests C. Approval of agenda	Justin Parnagian
10:05 a.m.	2. Purpose of Meeting	Kathleen Nave
10:15 a.m.	3. Domestic Marketing Campaign 2021 A. Campaign overview B. Consumer education C. Advertising, digital media D. Trade management 1. Retail 2. Foodservice	Alyson Dias Courtney Romano Alyson Dias Karen Hearn Courtney Romano
11:40 a.m.	4. Budget	Kathleen Nave
12:00 noon	5. Adjourn	