



CALIFORNIA
TABLE GRAPE
COMMISSION

392 W. Fallbrook Avenue
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Fresno, California
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July 12, 2021

Meeting Notice – Board of Commissioners

The California Table Grape Commission Board will meet at the date, time, and location noted below. An agenda for the meeting is provided with this notice.

Date: Thursday, July 22, 2021

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

Location: Visalia Convention Center
303 E. Acequia Avenue
Visalia, CA 93291
559-713-4000

For questions about the meeting please contact Ms. Tiffany Niles at 559-447-8350 or at Tiffany@grapesfromCalifornia.com.

To confirm attendance please contact Ms. Niles.

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. (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 Meeting

Agenda

Thursday, July 22, 2021
10:00 a.m. to 2:00 p.m.
Visalia Convention Center

10:00 a.m.	1. Call to Order A. Welcome B. Introduction of guests and staff C. Approval of agenda	Jon Zaninovich
10:10 a.m.	2. Approval of Minutes – April 29, 2021	
10:15 a.m.	3. Advisory Committee Appointment	
10:20 a.m.	4. Marketing Campaign Update A. Global advertising, digital media campaign B. U.S. and Canada 1. Consumer education 2. Retail promotion 3. Foodservice promotion C. International campaign	Alyson Dias Jeff Cardinale Karen Hearn Courtney Romano Susan Day
11:25 a.m.	5. Trade Policy Update A. Market access B. Technical issues	Jodi Devaurs
11:45 a.m.	6. Mechanization and Advanced Automation Update	Ross Jones
12:00 noon	Lunch	

1:00 p.m.	7. Executive Committee Report A. Committee meeting report – June 18, 2021	Nick Bozick
1:20 p.m.	8. Finance Committee Report A. Committee meeting report – July 15, 2021 B. Annual audit report C. Financial statement review D. Current financial status report E. District crop estimates F. Budget review	Louis Pandol Bill Patterson Louis Pandol Kathleen Nave
1:50 p.m.	9. Administrative Report	Kathleen Nave
2:00 p.m.	10. Adjourn	