



CALIFORNIA
TABLE GRAPE
COMMISSION

392 W. Fallbrook Avenue
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grapesfromcalifornia.com

November 29, 2021

Meeting Notice – Marketing Communications Committee

The Marketing Communications Committee of the California Table Grape Commission will meet at the date and time noted below. Please note this meeting has changed to a Zoom meeting. An agenda for the meeting is provided with this notice.

To confirm attendance and receive meeting access information please contact Ms. Tiffany Day at 559-447-8350 or at Tiffany@grapesfromcalifornia.com. Meeting access information will be provided to all those interested in participating.

Date: Thursday, December 9, 2021

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

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 Marketing Communications Committee

Agenda

Thursday, December 9, 2021
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
10:10 a.m.	2. Purpose of Meeting	Kathleen Nave
10:15 a.m.	3. Marketing Campaign – U.S. and Canada, 2022 A. Campaign presentation ¹ 1. Consumer research and learnings, 2021 2. Messaging 3. Elements 4. Tools	
11:30 a.m.	4. Budget	Kathleen Nave
12:00 noon	5. Adjourn	

¹ Presented by U.S. and Canada Marketing Team Members: Alyson Dias, Nick Nakashian, Karen Hearn, Jeff Cardinale, Maria Montalvo