

California Date Commission

Marketing Subcommittee Meeting, February 13, 2018 Tuesday

39-205 Leopard Street, Suite E, Palm Desert, CA 92211

Date Office Telephone # 760.347.4510

Meeting Start Time: 9:00 a.m.

A G E N D A

- 1) Call to Order – Doug Resh, Marketing Subcommittee Chairman
- 2) Roll Call & Establish Quorum

Member

Albert Keck, Chairman

Greg Raumin

Gordon Chuchian, Secretary/Treasurer

George Jeffrey

Greg Kirkjan, Vice Chairman/Food Safety Subcommittee Chairman

Doug Resh, Marketing Subcommittee Chairman

Dr. Darryl Adams, Public Member

Alternate

Sean Dougherty

Howard Chuchian

Jesse Nunez

Christopher Rogers

Oscar Valderama

- 3) Introductions
- 4) Public Comments on Agenda Items

A. WEBSITE / LOGO RE-DESIGN UPDATE

- 1) Update on CV Strategies website design progress.
- 2) Revised proposed California Dates redesigned logo.

B. NEW BULLETIN LAYOUT - INDUSTRY INVENTORY ON HAND

C. IFT FOOD TECHNOLOGY NEWSLETTER, JANUARY 9, 2018

- 1) Article – Anthocyanins may inhibit the growth of colon cancer

D. NEW BUSINESS

E. OLD BUSINESS

F. OPPORTUNITY FOR PUBLIC COMMENT

G. ADJOURNMENT

All agenda items are subject to discussion and possible action. For more information, or to make a request regarding a disability-related modification or accommodation for the meeting, please contact Lorrie Cooper, Manager, California Date Commission, at (760) 347-4510. Requests for disability-related modification or accommodation for the meeting should be made at least 48 hours prior to the meeting time. For individuals with sensory disabilities, this document is available in large print, or computer disk. This notice and agenda are available on the internet at www.DatesAreGreat.com. If you have questions on the above agenda, please contact Lorrie Cooper at (760) 347-4510.