

California Date Commission

**Marketing Subcommittee Meeting, October 11, 2017 Wednesday**

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, Secretary/Treasurer  
Gordon Chuchian, Vice Chairman  
George Jeffrey  
Greg Kirkjan, Food Safety Subcommittee Chairman  
Doug Resh, Marketing Subcommittee Chairman  
Dr. Darryl Adams, Public Member

Alternate

Sean Dougherty  
Nick Nigosian  
Howard Chuchian  
Jesse Nunez  
Christopher Rogers  
Oscar Valderama

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

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**A. WEBSITE / NEW LOGO PROPOSAL**

CV Strategies proposal to redesign California Date logo and upgrade DatesAreGreat.com website, Social Media venues. Approval for inclusion into Oct 2016 – Sep 2017 budget.

**B. IHS MARKIT – PIERS REPORT**

Proposal to extrapolate raw import data on Dates, 2-year historical and 3-year Agreement.

**C. MARKETING CAMPAIGN DISCUSSION & PLANNING**

Topics to include Messaging, Campaign, Measurables, Launch Timing from current nutrition research.

**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](http://www.DatesAreGreat.com). If you have questions on the above agenda, please contact Lorrie Cooper at (760) 347-4510.