



California Date Commission

NOTICE & AGENDA MARKETING COMMITTEE MEETING

Date: October 21, 2020 – Wednesday
Time: 9:00 a.m. – 10:00 a.m.
Place: Date Commission Office
39-205 Leopard Street, Suite E
Palm Desert, California
Office (760) 347-4510, Facsimile (760) 200-9101

Join Meeting via computer on ZOOM: <https://zoom.us/j/95053298632>
Meeting ID: 950 5329 8632

Join Meeting via phone on ZOOM: 1-408-638-0968
Enter meeting ID: 950 5329 8632

Americans With Disabilities Act

All Board meetings must be accessible to the physically disabled. Any person needing a disability-related accommodation or modification to attend or participate in any Board or Committee meeting or other Board activity may request assistance by contacting Lorrie Cooper, Manager, California Date Commission at (760) 347-4510.

This Meeting Notice and Agenda is available on the California Department of Food and Agriculture's website at <https://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices> and www.DatesAreGreat.com. For further information regarding the Agenda for this meeting, please contact Lorrie Cooper at (760) 347-4510.

Action may be taken on any item on the agenda. The time and order of agenda items are subject to change at the discretion of the Committee Chair and may be taken out of order. The meeting will be adjourned upon completion of the agenda, which may be at a time earlier or later than posted in this notice. In accordance with the Bagley-Keene Open Meeting Act, all meetings of the Committees are open to the public.

Government Code Section 11125.7 provides the opportunity for the public to address each agenda item during discussion or consideration by the Committee prior to the Committee taking any action on said item. Members of the public will be provided appropriate opportunities to comment on any issue before the Committee, but the Chair may, at his or her discretion, apportion available time among those who wish to speak. Individuals may appear before the Committee to discuss items not on the agenda; however, the Committee can neither discuss nor take official action on these items at the time of the same meeting [Government Code Sections 11125 and 11125.7(a)].

AGENDA

MARKETING COMMITTEE MEETING

- 1) Call to Order – Hope Barbee, Chairperson
- 2) Roll Call & Establish Quorum

Handler Member

Albert Keck, Hadley Date Gardens
Greg Kirkjan, Desert Valley Date
Gordon Chuchian, Sun Date LLC
George Jeffrey, Pacific Date Corporation
Hope Barbee, Double Date Packing
Mark Tadros, Aziz Farms

Handler Alternate

Sean Dougherty, Hadley Date Gardens
Christopher Rogers, Desert Valley Date
Howard Chuchian, Sun Date LLC
Jesse Nunez, Pacific Date Corporation
Tony Somohano, Woodspur Farms
Rutilio Brito, Brito Ranch

- 3) Introductions
 - 4) Public Comments on Agenda Items
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A. Aspire IQ Social Media Influencers Campaigns update, Beatrice Eslamboly, CV Strategies

B. Discussion on Chef Spokesperson options to promote California Dates

C. Discussion BNP Paribas date cases available for distribution

D. NEW BUSINESS

E. OLD BUSINESS

F. ADJOURNMENT