



Public Relations Committee

Meeting Notice and Agenda

Tuesday, April 26, 2016 – 10:00 am

*California Farm Bureau Building, Harvest Room
2300 River Plaza Drive, Sacramento, California*

Committee Chairman Davit has called for a meeting of the California Cling Peach Board's Public Relations Committee to be held at the above time and place. We will review Echo's proposed work for 2016-17, and provide guidance and input for their final proposal, to be presented at the May meeting.

AGENDA

- A** Call to Order/Attendance/Establish Quorum – *Chairman Davit*
- B** Minutes of Previous Meeting – March 22, 2016
- C** Domestic Promotion – Echo Communications
 - 1** Domestic Promotion Proposed Work for 2016-17
 - 2** Discussion and Guidance for 2016-17 Proposal
- D** Other Business
- E** Public Comment Period
- F** Adjournment

Action may be taken on any of the above agenda items

PR Committee

Rajeev Davit, Chairman	Suki Bains	Frank Bavaro	Joe Dickens
Bill Hammerstrom	Rich Hudgins	Sarb Johl, Ex-Officio	Anthony Laney
Richard Lial	Scott Long	Justin Micheli	Rick Zolezzi

Processor Advisors

Chris Carter	Tami Iverson	Toni Lindeleaf	Kathy Sheldon	Jerry Widick
Del Monte	PCP	Wawona	Seneca	Dole

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