



DATE: October 6, 2018

TO: California Fig Advisory Board (CFAB) Market Development Committee Members

**Market Development Subcommittee**

Jane Asmar, Chairwoman	Diane Herman
Linda Cain, Vice Chairwoman	Matt Jura
Maury DeBenedetto	Mike Jura
Marc Marchini	

FROM: Karla J. Stockli, Chief Executive Officer

SUBJECT: CFAB Market Development Subcommittee Meeting

A meeting of the California Fig Advisory Board Market Development Subcommittee has been scheduled as follows:

DATE/TIME	LOCATION
<p style="text-align: center;"><b>Tuesday, October 16, 2018</b> <b>1:30 – 3:00 PM</b></p>	<p style="text-align: center;"><b>In Person Attendance Encouraged</b></p> <p style="text-align: center;"><b><u>Zoom Web Meeting</u></b> Meeting URL: <a href="https://zoom.us/j/714580927">https://zoom.us/j/714580927</a></p> <p style="text-align: center;"><b><u>Meeting Location</u></b> <b>California Fig Advisory Board</b> <b>1925 Howard Road, Suite E</b> <b>Madera, CA 93637</b></p>

The purpose of this meeting is to hear 2018-2019 marketing activity updates, including new Specialty Crop Block Grant awards and budget realignment to support funding awards.

Please RSVP by responding to the Outlook Meeting Invitation email or call the CFAB office at 559-673-0526. ***If participating by ZOOM Web meeting, please notify the CFAB by Close of Business on Friday, October 12, 2018.***

**California Fig Advisory Board (CFAB)  
Market Development Subcommittee**

**MEETING NOTICE AND AGENDA**

(The meeting will be held at the date and time shown below)

DATE/TIME	LOCATION
<b>Tuesday, October 16, 2018 1:30 – 3:00 PM</b>	<b>In Person Attendance Encouraged</b>  <b><u>Zoom Web Meeting</u></b> <b>Meeting URL: <a href="https://zoom.us/j/714580927">https://zoom.us/j/714580927</a></b>  <b><u>Meeting Location</u></b> <b>California Fig Advisory Board 1925 Howard Road, Suite E Madera, CA 93637</b>

**1. Call to Order by Jane Asmar, Chairwoman**

**2. Roll Call**

**Market Development Subcommittee**

Jane Asmar, Chairwoman	Diane Herman
Linda Cain, Vice Chairwoman	Matt Jura
Maury DeBenedetto	Mike Jura
Marc Marchini	

**3. Public Comments on Agenda Items**

**4. Market Development Activities**

- **2018-2019 Marketing Activity Updates**
- **Specialty Crop Block Grants Awarded 10/2018**
- **Specialty Crop Block Grant New submission, potential award 10/2019**
- **2018-2019 Budget Realignment for Approval**

**5. Other Business**

**6. Adjourn**

*All agenda items are subject to discussion and possible action. All meetings of the California Fig Advisory Board-Market Development Subcommittee are open to the public and subject to the Bagley-Keene Open Meeting Act. All interested parties are invited and encouraged to attend the meeting. Time will be allowed for members of the public to make comments on each Agenda item. This time will be limited to two minutes per person for each Agenda item.*

*Persons with disabilities needing special accommodation should contact the California Fig Advisory Board at (559) 673-0526 at least five days prior to the meeting.*

*This Meeting Notice and Agenda is available on the California Department of Food and Agriculture's Website at [www.cdfa.ca.gov/mkt/mkt/index.html](http://www.cdfa.ca.gov/mkt/mkt/index.html) or <https://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>. For further information regarding the Agenda for this meeting, please contact Karla Stockli, CEO, California Fig Advisory Board at (559) 673-0526.*