



DATE: May 20, 2018

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

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

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 | TELECONFERENCE PHONE # / MEETING LOCATION |
|---------------------------------|--|
| May 31, 2018 2:30 PM | (866) 576-7975 Access Code: 518316 1925 Howard Road, Suite E Madera, CA 93637 |

The purpose of this meeting is to discuss market development activities for 2018-2019 and hear updates on current activities.

Please RSVP by responding to the Outlook Meeting Invitation email or call the CFAB office at 559-673-0526. ***If participating by Teleconference, please notify the CFAB by Close of Business on Tuesday, May 22, 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 | TELECONFERENCE PHONE # |
|-------------------------|--|
| May 31, 2018 2:30 PM | (866) 576-7975 Access Code: 518316 1925 Howard Road, Suite E Madera, CA 93637 |

If participating by Teleconference, please contact the CFAB Office at (559) 673-0526 or by email to: Karla Stockli – kstockli@californiafigs.com by **Close of Business on Tuesday, May 22, 2018.**

1. **Call to Order by Linda Cain, Chairwoman**
2. **Roll Call**

CFAB MARKET DEVELOPMENT SUBCOMMITTEE

| | |
|--------------------------------------|---------------|
| Linda Cain, Chairwoman | Mike Jura |
| Maury DeBenedetto Jr., Vice Chairman | Marc Marchini |
| Diane Herman | Jane Asmar |
| Matt Jura | |

3. **Public Comments on Agenda Items**
4. **Market Development Activities** (2017-2018 updates; 2018-2019 proposed)
5. **Other Business**
6. **Public Comment on Matters not on the Agenda** – two minutes per person will be allowed
7. **Agenda Items for Future Meetings**
8. **Next Meeting** – CFAB Annual Organizational Meeting, June 18, 2018
9. **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 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.