

NATIONAL PROCESSED RASPBERRY COUNCIL
Marketing Committee Teleconference

July 1, 2013, 8:00 a.m. PDT

Committee Members Participating:

Antonio Dominguez Brad Rader
 Eric Larson Jennifer Ryan
 Hector Lujan Mark Van Mersbergen

Others Participating:

Tom Krugman Debbie Simmons
 Tom Skilton
x = participating o = absent

GOAL: Obtain Committee approval for marketing plan and budget narratives.

MEETING DELIVERABLES:

A. Establish Quorum

Teleconference was called to order by Brad Rader at 8:00 a.m. PDT. Roll Call disclosed a quorum to be present.

B. Chairman’s Remarks/Initial Items

Brad reminded members that the purpose of the meeting was to review and recommend the Marketing Plan Narrative to the Council for its consideration. To help the Committee a PowerPoint summary of the detailed Plan had been created.

C. Overview Presentation

Tom Krugman was asked to walk Committee members through the summary prior to opening discussion to questions and comments. Antonio asked in whose name the trademark would be registered. Tom Skilton said it would be in the Council’s name as an entity overseen by the USDA. Debbie Simmons confirmed that the trademark would be in the Council’s name. Antonio also wanted to make sure that all collateral represented the Council and not any one entity or production region. There was discussion about a proposed “members only” section of the website, and it was agreed to eliminate this from the proposal. Debbie made Committee members aware of the limitations on any health statements on either collateral or the website.

D. Committee Action

There being no other questions on the narrative or budget, Antonio moved and Eric seconded to recommend to the Council adoption of the Marketing Plan Narrative. The motion carried unanimously.

E. Other Business and Adjourn

There was no other Committee business, and the call adjourned at 8:45 a.m. PDT