

California Rice Commission

Notice of Meeting & Agenda

International Marketing & Promotion Committee
9:00 a.m., Friday, February 21, 2020
Yuba-Sutter Farm Bureau
475 N. Palora Ave., Yuba City, CA

Conference Call Information
Please dial 1-800-944-8766
Then enter the code 96524

Agenda Item

I. Administration

- A. Roll Call
- B. Call to Order

II. Introductions

III. Approval of Minutes

- A. October 23, 2019 (Action Item)

IV. Election of Chairperson (Action Item)

V. FY 2019-20 Program of Work Updates

- A. # C-5 - Trade Agreements & Market Development -- Create new markets through trade agreements (such as TPP and bi-lateral agreements) and expand/support existing rice markets by working with USA Rice, our congressional delegation and administration to advance trade agreements, improve SBS terms and expand consumer access to California rice. (\$158,000)
 - i. Promotion Activities Update
 - a. Japan
 - b. Turkey
 - c. USDA/USA Rice Promotion Funding
 - ii. Update on Key Trade Markets
 - a. China
 - b. Korea
 - c. Japan
 - d. Taiwan
 - e. Other Regions/Issues
- B. # C-4 – Trademarks – Develop trademarks for new regions, support existing marks, update existing licensing documents and enforce

compliance of California Rice international trademarks used by our member organizations, (\$30,000)

- i. New Market Registrations
- ii. Trademark Registration Tracking List
 - a. Review

VI. Ongoing Committee Work (as needed, based upon Committee interest)

A. Program of Work Summaries

VII. Personnel - Closed Session (California Government Code Section 11126(a))

- A. The Committee may go into closed session to discuss and make recommendations to Board regarding appointment, employment or dismissal of an employee.
- B. Return to open session and announce action taken in closed session, if any.

VIII. Closed session regarding pending litigation pursuant to Government Code Section 11126(e)

- A. The Committee may go into closed session to discuss pending litigation.
- B. Return to open session and announce action taken in closed session, if any.

IX. Scheduling for Next Meeting

- X. The next Committee meeting will be held in mid-May ahead of the June 2020 Board of Directors Meeting.

XI. Adjourn

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)].

The meeting is accessible to the physically disabled. A person who needs a disability-related accommodation or modification in order to participate in the meeting may make a request by contacting Laura Blicke at (916) 387-2264,

*emailing lblickle@calrice.org, or sending a written request to the Commission.
Providing your request at least five business days before the meeting will help to
ensure availability of the requested accommodation.*