

Agenda

Thursday, February 24, 2022

7 - 8 AM *BREAKFAST BUFFET*

8 AM CALL TO ORDER & ROLL CALL

- Seating of Members & Alternates
- New At-Large Member & Alternate Introduction
- Anti-Trust Guidelines
- Announcements, Rules of Order, Agenda Updates

[Parker Mauck]

[Jen Varela]

8:10 - 8:30 AM 1. INVENTORY & MARKETING POLICY

- Review Q1 Cycle Report
- Develop FY'22 Marketing Policy*
- Volume Regulation Discussion

[George Rogers]

8:30 - 10 AM EXECUTIVE DIRECTOR SEARCH PROCESS

10 - 10:15 AM 15-MINUTE BREAK

10:15 - 10:20 AM 2. MINUTES

- Summer Meeting*
- 12/13/21 Conference Call*

10:20 - 10:35 AM 3. STAFF REPORT

- Update on Administrative Activities

[Michelle Hogan]

10:35 - 10:50 AM 4. FINANCIALS

- Financial Statements: September - December 2021*
- A-133 Audit*

[Michelle Hogan]

10:50 - 11:05 AM 5. DOMESTIC MARKETING

- 2021-2022 Program Update

[Karen Cahill]

11:05 AM - 12:45 PM 6. NEW/OLD BUSINESS

- Cranberry Institute/SAB/Health Research
- Scientific Activation Plan Recap
- Nominating Subcommittee
- Strategic Plan Working Group

[Bill Frantz]

[Pollock Communications]

[Jill Amundson]

12:45 - 1:30 PM LUNCH

1:30 - 2 PM 6. NEW/OLD BUSINESS Continued

- FAIR Evaluation Presentation

[Dr. Harry Kaiser]

2 - 5 PM EXECUTIVE SESSION*

**Requires a motion and vote*

Agenda

Friday, February 25, 2022

7 - 8 AM *BREAKFAST BUFFET*

8 AM CALL TO ORDER & ROLL CALL

- Seating of Members & Alternates
- Announcements, Rules of Order, Agenda Updates

[Parker Mauck]

8:10 - 8:55 AM 7. INTERNATIONAL MARKETING

- 2021-2022 Program Update
- Market Research Presentation
- Branded Program

[Bryant Christie]

8:55 - 9:40 AM 8. MRL & TRADE POLICY

- 2021-2022 Program Update
- Introduction to Vulcan Consulting

[Bryant Christie]

9:40 - 10:10 AM 9. BUDGET

- Review Adjusted FY 2021/2022 Budget*
- Review Proposed FY 2022/2023 Budget*

[Michelle Hogan]

10:10 - 10:40 AM 10: OTHER BUSINESS

- Meeting Calendar
- Subcommittees
- Any additional business to come before the Committee

10:40 - 10:55 AM *15-MINUTE BREAK*

10:55 AM - Noon EXECUTIVE SESSION*

**Requires a motion and vote*