

California Rice Commission

Notice of Meeting & Agenda

Public Education Committee
9:00 a.m., Wednesday, July 17, 2019
American Commodity Company
6133 Abel Road
Williams, CA 95987

Conference Call Information
Please dial 1-800-944-8766
Then enter the code 92553

Agenda Item

- I. Administration**
 - A. Call to Order
 - B. Roll Call
- II. Introductions**
- III. Approval of Minutes**
- IV. 2018/19 Program of Work Updates**
 - A. # M-1 Contact with Target Audiences through Public Education, (\$305,000)
 - i. Media Update
 - ii. Social Media Update
 - iii. Legislative Day Recap/Planning
 - iv. Farm to Fork Festival Update
 - v. Advertising Update
- V. Advertising Policy**
 - A. Additional Talking Points
- VI. Coordinated Sacramento Valley Communications**
- VII. Recommended 2019-20 Program of Work**
- VIII. Contract Approval – Unearth Digital Public Affairs and Marketing**
- IX. USA Rice Review**
- X. Personnel - Closed Session (California Government Code 11126(a))**
 - A. The Committee may go into closed session to discuss and make recommendations to the Board regarding appointment, employment or dismissal of an employee.

- B. Return to open session and announce action taken in closed session, if any.
- XI. 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.
- XII. Issues and Scheduling for Next Meeting**
 - A. Scheduling of Future Meetings
- XIII. 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 Blickle 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.