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NOMINATIONS MARKETING SUBCOMMITTEE MINUTES

10AM – August 19, 2024
ZOOM AND IN PERSON

Nominations for District 1&2 were held to fill all positions.

PRODUCERS

<u>Members</u>	<u>Alternates</u>	<u>Terms Ending</u>
Chad Szutz	Max Schuster	2026
Will Beckwith	Mike A. Helle	2026
	Lance Neuhaus	2025
	Shane Hunter	2026

HANDLERS

<u>Members</u>	<u>Alternates</u>	<u>Terms Ending</u>
Dennis Holbrook	Tony Martinez	2026
Mike Davis	Dan Wetegrove	2026
Steve Cargil	Nano Tafolla	2026

Members present: Will Steele, Mike Davis, Tony Martinez, Steve Cargil, Chad Szutz, Will Beckwith, Bret Erickson, Wayne Reavis, Kristen Davis, Jay Williams, and Taylor Schuster.

1. **Review the Final rule on redistricting and reapportionment of Committee membership – Effective September 3, 2024**
2. **Discuss & Vote update to justification**
 - a. Allied Public Member
 - Explained the need for a non-grower, non-handler member to bring industry expertise.
 - Proposal includes language changes to align with the committee's discussions and the need for a public member
 - Justification gets reviewed, with changes made to sections two and five to reflect the value of having an industry expert.

- The public member will be elected and nominated the same way as other members, with the specifications to be defined in the bylaws.
- **Motion to make these changes to the justification adding a public member made by Will Steele; seconded by Taylor Schuster. Unanimously approved.**
- b. Termination Language
 - Discussed the changes to the termination language, aiming to reduce the super majority requirement to greater than 50%.
 - Need to make the process less burdensome.
 - Changes made to sections one and three to reflect the new termination language.
- **Motion to make these changes to the justification of changing the termination language made by Bret Erickson; seconded by Will Steele. Unanimously approved.**
- c. Paid Advertising
 - Expected effects on small businesses are elaborated, emphasizing the benefits of a regional marketing program.
- **Motion to make these changes to the justification adding paid advertising made by Bret Erickson; seconded by Will Beckwith. Unanimously approved.**
- d. Contributions
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- **Motion to make these changes to the justification adding contributions made by Bret Erickson; seconded by Will Steele. Unanimously approved.**

3. Adjourn