



## *California Date Administrative Committee*

### **Meeting Notice & Agenda**

**Date:** February 25, 2010 – Thursday morning  
**Time:** 09:00 a.m.  
**Place:** USDA Service Center building – Kitchen/Meeting Room  
82-901 Bliss Avenue, Indio, California  
Date Office (760) 347-4510, Facsimile (760) 347-6374

1. Call to Order – Chairman Keck
  - a) Roll Call & Establish Quorum
  - b) Approval of Minutes – October 29, 2009
2. Marketing & Media Update:
  - a) Progress report on Date Committee Marketing – Pamela Bieri, Marketing & Media Consultant
3. In-formal Rulemaking Update:
  - a) Progress report on nine in-formal rule changes to the marketing order – Jeffrey Smutney, USDA
4. Administrative Matters:
  - a) Accounts Receivable update – Lorrie Cooper, Staff
  - b) Market Policy Report update on 2009 – 2010 Harvest Data – Lorrie Cooper, Staff
5. New Business
6. Old Business
7. Adjournment