

CDFA Steering Committee Agenda
October 19, 2011
3:00 – 5:00
Ag Center Conference Room

- I. Update regarding online marketing strategy
 - a. Restaurant promotion of local produce
 - b. Iron Chef Cook-Off at Harvest Festival
 - c. Holiday promotion

- II. Update from Tammy Alakszay
 - a. Farmer participation
 - b. Addition of drop points
 - c. Outreach and training efforts
 - d. Other developments

- III. Discussion points related to submission of the 6-month CDFA grant report
 - a. Review of grant performance standards
 - b. Engagement of institutional buyers, such as restaurants, casinos, hospitals, senior centers to meet performance standards
 - c. Educational campaign
 - d. Legacy event

- IV. Possible grant application