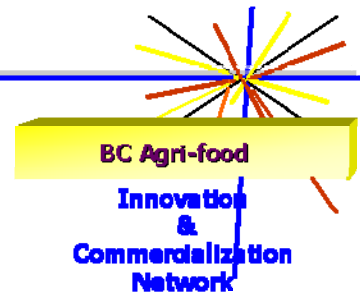


**British Columbia Agri-food Innovation
& Commercialization Network**



Minutes
Marketing Sub-Committee
Meeting #3
May 01, 2009
10:00 am - 10:30am

Present

Rebecca Robertson – Chair (RR)
Nelson Barsi (NB)
Debbie Hellbach – minutes (DH)
Ron Wasik (RW)

Apologies –Nico Human

Discussion

Name competition

The group decided that the RFP must include facilitating the naming of the centre because a significant amount of work is associated with running the name competition. In addition, it may prove useful to have some guidance regarding the Centre's name from the Marketing contractor.

RFP for Marketing and Ad Agency

The RFP was changed to reflect this change, the revised RFP will be sent to NH for final edits before sending out next week.

Next call:

Friday, May 15, 2009

10 am – 11 am

Teleconference Coordinates

1-866-596-5277

Conference ID 7293483