



## British Columbia Agri-food Innovation & Commercialization Network

Minutes  
**Marketing Sub-Committee**  
**Meeting #2**  
April 17, 2009  
10:00 am - 11:00am

### **Present**

Nico Human, BCFPA (NH)  
Rebecca Robertson, UBC Chair (RR)  
Candice Appleby, SSFPA (CA) replacing Nelson Barsi (NB)  
Debbie Hellbach, BCMAL - minutes (DH)  
Ron Wasik (RW)

Apologies – Robin Smith (RS), NH will check if RS continuing with this group

### **Discussion**

#### Name completion

NH is working on first draft of name competition; he will be meeting with RH in the near future. Type of prize to be offered was discussed; there was general agreement that we should ask member organizations for donations to put in a gift basket. NH and DH to discuss how to assemble baskets on Monday, April 20, 2009.

#### RFP for Marketing and Ad Agency

RR has sent NH draft RFP, NH will go through and return to RR this morning for circulation to the subcommittee. RR reported that she got the RFP format from Robin Smith, it is to the point and concise.

### **Next meeting**

Friday, May 1, 2009  
11 am -12 pm  
Teleconference Coordinates  
1-866-596-5277  
Conference ID 7293483