



**AMERICAN PECAN PROMOTION BOARD**

**MARKETING COMMITTEE MEETING**

**FEBRUARY 4, 2025**

**10 AM CT**

**AGENDA**

- I. CALL TO ORDER**
- II. APPROVE PREVIOUS MINUTES**
- III. NEW BUSINESS**
  - a. Committee Introductions and Welcome
  - b. Review and Discuss Committee Charter (last reviewed in February 2024)
  - c. Topline Review of FY24 Activities
  - d. Topline Review and Discussion of the FY25 Unified Pecan Promotion Plan
  - e. FY25 Activities Update
  - f. FY25 Budget Refresher
- IV. OTHER BUSINESS**
- V. ADJOURNMENT**

**PROGRAM ACTION ITEMS**

**APPROVAL OF PREVIOUS MEETING MINUTES**

- Motion: Approve previous meeting minutes

**APPROVAL OF COMMITTEE CHARTER**

- Motion: Approve to bring Marketing Committee Charter to Board in February for approval
- Background: Each APPB committee has an established charter to outline the purposes of the work as well as the expectations of the committee. Once approved, the charter will be submitted to the full board for approval with the ability to be revisited and updated throughout the year, as appropriate.