

# California Rice Commission

## Notice of Meeting & Agenda

Public Education Committee Meeting  
9:00 A.M., July 13, 2026  
American Commodity Company  
6133 Abel Road  
Williams, CA 95987

Conference Call Information  
Please dial 1-800-944-8766  
Then enter the code 92553

Agenda item

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- I. **Administration**
  - A. Roll Call
  - B. Call to Order
- II. **Approval of Minutes**
- III. **Recommended FY 2026/27 Program of Work**
- IV. **Approval of FY 2026-27 Contracts**
  - A. Steve Lerch, Story Arc Consulting - \$150,000
  - B. FeedFeed, influencers & chefs - \$150,000
  - C. Jaycob Bytel, Paragon Communications - \$60,000
- V. **FY 2025/26 Program of Work Updates**
  - A. # I-8 Public Education (\$450,500)
    - a. California Rice Identity
      - i. Targeted digital advertising (\$150,000)
      - ii. Social media influencers (\$100,000)
      - iii. Content creation (\$200,000)
    - b. Industry Communicators
      - i. Work with industry (\$0)
      - ii. Media training session (\$500)
    - c. Media & social media update
- VI. **USA Rice Evaluation**
- VII. **Personnel – Closed Session (California Government Code 11126(a))**

- A. The Committee may go into closed session to discuss and make recommendations to Board regarding appointment, employment or dismissal of an employee.
  - B. Return to open session and announce action taken in closed session, if any.
- VIII. Closed session regarding pending litigation pursuant to Government Code Section 11126(e)**
- A. The Committee may go into closed session to discuss pending litigation.
  - B. Return to open session and announce action taken in closed session, if any.
- IX. Issues and Scheduling for Next Meeting**
- X. Adjourn**

*Action may be taken on any item on the agenda. The time and order of agenda items are subject to change at the discretion of the Committee Chair and may be taken out of order. The meeting will be adjourned upon completion of the agenda, which may be at a time earlier or later than posted in this notice. In accordance with the Bagley-Keene Open Meeting Act, all meetings of the Committees are open to the public.*

*Government Code Section 11125.7 provides the opportunity for the public to address each agenda item during discussion or consideration by the Committee prior to the Committee taking any action on said item. Members of the public will be provided appropriate opportunities to comment on any issue before the Committee, but the Chair may, at his or her discretion, apportion available time among those who wish to speak. Individuals may appear before the Committee to discuss items not on the agenda; however, the Committee can neither discuss nor take official action on these items at the time of the same meeting [Government Code Sections 11125 and 11125.7(a)].*

*The meeting is accessible to the physically disabled. A person who needs a disability-related accommodation or modification to participate in the meeting may make a request by contacting Jackie Walter at (916) 387-2264, emailing [officemanager@calrice.org](mailto:officemanager@calrice.org), or sending a written request to the Commission. Providing your request at least five business days before the meeting will help to ensure availability of the requested accommodation.*