

Kombucha Brewers International
PR, Media and Communications Committee Minutes
February 18, 2014

Committee Head: Chris McCoy

Committee Secretary: Margaret Jackson

Location & Time: Conference Call 2:00- 3:00pm PST

Attending Members: , Jason Taragos, Chris McCoy, Chris Cummings, Zane Adams

Mission: The purpose of this committee meeting is to determine what achievable ideas this committee wishes to take on in 2014.

Committee Meeting:

A. Board Meeting Update From Zane Adams

Zane reviewed the highlights of KBI Board meeting

1. Top priority is to work with membership and fundraising committees to raise money
2. Membership is working on obtaining additional commercial brewers, as well as ancillary members (bottlers, suppliers)
3. Working on determining levels of membership; how to base level of membership dues (based on sales volume, production level)
4. Bylaws have been written and sent to membership for approval
5. Board is looking to PR, Media and Communication group for the definition of kombucha

B. Chris discussed top priority for this group

1. Define what kombucha is
 - a. Each member of this committee needs to submit their definition of what kombucha is to Margaret Jackson (margaret@sierrakombucha.com)
 - b. Definitions will be compiled and discussed/paired down at next meeting to submit to the Board.
2. Discussed putting together a list of people (nutritionist's, health care practitioner's, etc.) to contact about kombucha
 - a. Decided to hold on this idea until definition is complete
3. Start compiling PR, news and media from membership to submit to board (KBI website).

Next Meeting

1. March 18, 2014 2:00pm PT

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Committee Contact List:

| Name | Company | Contact |
|---------------------|-----------------------------|--|
| Margaret Jackson | The Sierra Kombucha Company | margaret@sierrakombucha.com |
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