

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

Committee Head: Chris McCoy

Committee Secretary: Margaret Jackson

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

Attending Members: , , Chris McCoy, Chris Cummings, Margaret Jackson, Hannah Crum

A. Discussion of Kombucha Definition

1. Discussed need for kombucha definition that can be used for legislative purposes as well as for retailers and consumers.
2. Decided that the best way to approach is to develop a kombucha FAQ that can be posted on KBI website and to compile to create a succinct definition.

B> Forum Options

1. There was little discussion, other than to inform members that there is a sub-group to the KBI linked in page for this committee. Please connect with Hannah Crum to be invited to the group.
 - a. <http://www.linkedin.com/groups?gid=3742084&mostPopular=&trk=tyah&trkInfo=tas%3AKombucha%20%2Cidx%3A4-2-7>

C. Member Participation

1. Discussed low participation rate of committee members and how to get more involved. Please let Margaret (margaret@sierrakombucha.com) know if the current meeting day/time is inconvenient and suggest an alternative, day/time.

D. Next Steps

1. Committee members are asked to add to the attached google document to create both questions and answers to the FAQ. This needs to be completed before the next meeting, as it will then be opened to the entire membership for input.
 - a. https://docs.google.com/document/d/1_2NGLZoH7esxz4WW-ASS5NlhNB7eTgg-upLrplcmc1w/edit

Next Meeting

1. March 18, 2014 2:00pm PT (tentative)

Dial-in Number: (712) 432-1212 Meeting ID: 614-823-797

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Committee Contact List:

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