



**CALIFORNIA OLIVE COMMITTEE  
MARKETING SUBCOMMITTEE  
MEETING MINUTES**

**Thursday, November 10, 2016  
10:30 a.m.  
Double Tree Hotel - Modesto, CA**

**I. CALL TO ORDER**

Subcommittee chairman Bill MCFARLAND called the Subcommittee meeting to order at 10:35 a.m. The following members were present:

**Members:**

Scott HAMILTON	MUSCO
Pat V. RICCHIUTI	GROWER
Ed CUIEL	GROWER
Vito DELEONARDIS	GROWER
Rick BENSON	GROWER
Tim T. CARTER	BELLCARTER
Bill MCFARLAND	MUSCO
Mike SILVEIRA	GROWER
Paul E. DANIELSON	GROWER

**Staff:**

Alexander OTT  
Todd SANDERS  
Liza RAMON  
Elizabeth CARRANZA

**Guests:**

Peter SOMMERS  
Dan BARBER  
Shelly KESSEN  
Brittney GILMORE

**Affiliation:**

USDA  
Fleishman-Hillard  
Fleishman-Hillard  
Fleishman-Hillard

**I. CALL TO ORDER**

A majority of the Subcommittee Members present, a quorum was established.

**MOVED by Pat V. RICCHIUTI, duly seconded by Scott HAMILTON, and unanimously carried THAT the minutes of the June 16, 2016 Marketing Subcommittee meeting be approved. (Motion 11.10.16 #1)**

## II. MARKETING 2017 PLAN

Each year, the Marketing Subcommittee approves a marketing plan with a contracted agency. Last year, the Committee contracted with Fleishman-Hillard (FH) to implement a marketing program and requested FH to propose a plan for 2017. FH developed a plan with a budget of \$750,000 for the 2017 fiscal year.

Additionally, the Committee needs to approve travel for staff, and growers to various marketing events, association fees, partnerships and international program research. These items total of \$73,500 making the total marketing budget \$823,500.

1) Education and Partnerships	-	\$73,500
a. Alliance for Food and Farming		
b. CA Grown		
c. Partnerships		
d. Travel		
e. Olive Day		
f. Fruit Logistica		
g. Crisis Communication		

TOTAL	-	\$823,500
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**MOVED by Pat V. RICCHIUTI, duly seconded by Scott HAMILTON, and unanimously carried THAT the Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget. (Motion 11.10.16 #2)**

**MOVED by Pat V. RICCHIUTI, duly seconded by Scott HAMILTON, and unanimously carried THAT the Subcommittee recommend \$73,500 for internal portion of the Marketing Budget. (Motion 11.10.16 #3)**

**MOVED by PAT V. RICCHIUTI, duly seconded by Rick BENSON, and unanimously carried THAT the Subcommittee recommend a \$750,000 marketing budget for 2017. (Motion 11.10.16 #4)**

**Adjournment**

Chairman Bill McFarland adjourned the Marketing Subcommittee meeting at 11:36 a.m.

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on November 10, 2016 in Modesto, California, by the Subcommittee.

*November 14, 2016*

Date: November 14, 2016

*Liza Ramon*

Liza Ramon, California Olive Committee

**SUMMARY OF MOTIONS FOR NOVEMBER 10, 2016**

**MOTION 11.10.16 #1**

**APPROVED**

**MOVED by Pat V. RICCHIUTI, duly seconded by Scott HAMILTON, and unanimously carried THAT the minutes of the June 16, 2016 Marketing Subcommittee meeting be approved.**

**MOTION 11.10.16 #2**

**APPROVED**

**MOVED by Pat V. RICCHIUTI, duly seconded by Scott HAMILTON, and unanimously carried THAT the Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget.**

**MOTION 11.10.16 #3**

**APPROVED**

**MOVED by Pat V. RICCHIUTI, duly seconded by Scott HAMILTON, and unanimously carried THAT the Subcommittee recommend \$73,500 for internal portion of the Marketing Budget.**

**MOTION 11.10.16 #4**

**APPROVED**

**MOVED by PAT V. RICCHIUTI, duly seconded by Rick BENSON, and unanimously carried THAT the Subcommittee recommend a \$750,000 marketing budget for 2017.**