



**CALIFORNIA OLIVE COMMITTEE
MARKETING SUBCOMMITTEE
MEETING MINUTES**

**Thursday, November 30, 2017
10:45 a.m.
Double Tree Hotel - Modesto, CA**

I. CALL TO ORDER

A meeting of the Marketing Subcommittee was called to order at 10:45 a.m. The following members were present:

Members:

Colleen SPARDA	Bell CARTER
Pat V. RICCHIUTI	GROWER
Joan Whelan-VANDERHORST	GROWER
Vito DELEONARDIS	GROWER
Rick BENSON	GROWER
Tim T. CARTER	BELL CARTER
Bill MCFARLAND	MUSCO
Mike SILVEIRA	GROWER
Mark HENDRIXSON	GROWER
Sergio MENDEZ	BELL CARTER
Edward GARCIA	GROWER

Staff:

Alexander OTT
Liza RAMON

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 Mark HENDRIXSON, duly seconded by Pat V. RICCHIUTI, and unanimously carried THAT Bill McFarland be nominated as Chairman, AND THAT the Committee close the nominations and cast a unanimous ballot for Bill McFarland as Chairman. (Motion 11-30-17#1)

MOVED BY Pat V. RICCHIUTI, duly seconded by Mark HENDRIXSON, and unanimously carried THAT minutes of 11-10-16 Marketing Subcommittee meeting be approved. (Motion 11-30-17 #2)

II. MARKETING 2018 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 2018. FH developed a plan with a budget of \$985,000 for the 2018 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 \$58,000 making the total marketing budget \$1,043,000.

1) Education and Partnerships	-	\$58,500
a. Alliance for Food and Farming		
b. CA Grown		
c. Partnerships		
d. Travel		
e. Olive Day		
f. Crisis Communication		

TOTAL	-	\$1,043,000
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MOVED by Pat V. RICCHIUTI, duly seconded by Tim T. CARTER, and unanimously carried THAT the Committee recommend a \$770,000 Marketing Subcommittee Budget for 2018 FY. (Motion 11.30.17 #3)

MOVED by Mark HENDRIXSON, duly seconded by Rick BENSON, and unanimously carried THAT the Subcommittee recommend \$58,500 for internal portion of the Marketing Budget. (Motion 11.30.17 #4)

MOVED by Tim T. CARTER, duly seconded by Felix MUSCO, and unanimously carried THAT the Subcommittee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget. (Motion 11.30.17 #5)

Adjournment

Chairman Mike Silveira adjourned the Marketing Subcommittee meeting at 12:04 p.m.

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on November 30, 2017 in Modesto, California, by the Subcommittee.

December 4, 2017
Date: December 4, 2017

Liza Ramon
Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR NOVEMBER 30, 2017

MOTION 11.30.17 #1

APPROVED

MOVED by Mark HENDRIXSON, duly seconded by Pat V. RICCHIUTI, and unanimously carried THAT Bill McFarland be nominated as Chairman, AND THAT the Committee close the nominations and cast a unanimous ballot for Bill McFarland as Chairman.

MOTION 11.30.17 #2

APPROVED

MOVED BY Pat V. RICCHIUTI, duly seconded by Mark HENDRIXSON, and unanimously carried THAT minutes of 11-10-16 Marketing Subcommittee meeting be approved.

MOTION 11.30.17 #3

APPROVED

MOVED by Pat V. RICCHIUTI, duly seconded by Tim T. CARTER, and unanimously carried THAT the Committee recommend a \$770,000 Marketing Subcommittee Budget for 2018 FY.

MOTION 11.30.17 #4

APPROVED

MOVED by Mark HENDRIXSON, duly seconded by Rick BENSON, and unanimously carried THAT the Subcommittee recommend \$58,500 for internal portion of the Marketing Budget.

MOTION 11.30.17 #5

APPROVED

MOVED by Tim T. CARTER, duly seconded by Felix MUSCO, and unanimously carried THAT the Subcommittee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget.