



CALIFORNIA OLIVE COMMITTEE
MARKETING SUBCOMMITTEE
MEETING MINUTES
Wednesday, June 13, 2018
11:00 a.m.
Double Tree Hotel - Modesto, CA

I. CALL TO ORDER

A meeting of the Marketing Subcommittee was called to order at 10:58 a.m. The following members were present:

Members:

Colleen SPARDA	Bell CARTER
Felix MUSCO	MUSCO
Ed CURIEL	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	COC
Liza RAMON	COC
Todd SANDERS	COC
Elizabeth CARRANZA	COC

Guests:

Peter SOMMERS
Shelly KESSEN
Adin A. HESTER

Affiliation:

USDA
FLEISHMAN-HILLARD
OLIVE GROWERS COUNCIL

I. CALL TO ORDER

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

MOVED BY Rick BENSON, duly seconded by Vito DELEONARDIS, and unanimously carried THAT minutes of 11-30-17 Marketing Subcommittee meeting be approved. (Motion 6-13-18 #1)

II. 2018 CRISIS COMMUNICATION PLAN UPDATE

In 2013, Fleishman-Hillard presented a crisis communication plan to the Marketing Subcommittee. Shelly Kessen from FH presented to the board the vulnerabilities that were identified and asked the subcommittee for their input. The 2018 crisis plan update materials were included in the meeting packet.

Adjournment

Chairman Mike Silveira adjourned the Marketing Subcommittee meeting at 11:19 a.m.

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on June 13, 2018 in Modesto, California, by the Subcommittee.

June 14, 2018
Date June 14, 2018

Liza Ramon
Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR JUNE 13, 2018

MOTION 6.13.18 #1

APPROVED

MOVED BY Rick BENSON, duly seconded by Vito DELEONARDIS, and unanimously carried THAT minutes of 11-30-17 Marketing Subcommittee meeting be approved.