



**CALIFORNIA OLIVE COMMITTEE
MARKETING SUBCOMMITTEE
MEETING MINUTES**

**Monday, June 23, 2014
9:00 a.m.
Double Tree - Modesto, CA**

I. CALL TO ORDER

Subcommittee chairman Mike SILVEIRA called the Subcommittee meeting to order at 9:04 a.m. The following members were present:

Members:

Mike SILVEIRA	GROWER
Mark Hendrixson	GROWER
Rod Burkett	GROWER
Julia Tinsley	BELL CARTER
Felix MUSCO	MUSCO
Tim T. CARTER	BELL CARTER
Cody MCCOY	BELL CARTER
David DEPAOLI	GROWER
Bill MCFARLAND	MUSCO
Pat V RICHUITTI	GROWER
James THOMAS	BELL CARTER
Scott HAMILTON	BELL CARTER
Doug REIFSTECK	BELL CARTER

Staff:

Alexander OTT
Denise JUNQUEIRO
Liza RAMON

Guests:

Jerry Simmons
Kim Bedwell
Dan BARBER
Adin Hester

Affiliation:

USDA
Fleishman-Hillard
Fleishman-Hillard
Olive Grower Council

I. CALL TO ORDER

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

MOVED by, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the minutes of the November 21, 2013 Marketing Subcommittee meeting be approved. (Motion 6-23-14 #1)

II. Marketing 2014 Plan Review

In November 2013, the Subcommittee approved 2014 marketing plan presented by Fleishman Hillard. The plan featured various activities including:

Consumer – Snacking program, Mini Campaigns, Blogger Engagement, Social Media and Asset Development

School Service Market – CIA Partnership, Asset Development and Emerging Market Opportunity

Industry Relations – Ongoing Communications and Website

Fleishman Hillard presented a full progress report on the COC 2013 activities. The presentation was distributed in the meeting packets at the meeting.

MOVED BY Mark HENDRIXSON, duly seconded by David DEPAOLI, and unanimously carried THAT the Fleishman Hillard move forward with Umami. (Motion 6-23-14 #2)

Adjournment

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on June 23, 2014 in Modesto, California, by the Committee.

June 24, 2014

Date: June 24, 2014

Liza Ramon

Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR JUNE 23, 2014

APPROVED

MOTION 6-23-14 #1

MOVED by, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the minutes of the November 21, 2013 Marketing Subcommittee meeting be approved.

MOTION 6-23-14 #2

MOVED BY Mark HENDRIXSON, duly seconded by David DEPAOLI, and unanimously carried THAT the Fleishman Hillard move forward with Umami.