



**CALIFORNIA OLIVE COMMITTEE**  
**Full Committee Meeting Minutes**  
**Monday, December 9, 2013**  
**Double Tree – Modesto, CA**

**I. CALL TO ORDER**

A meeting of the Full Committee was called to order by Chairman SILVEIRA at 10.04 a.m., and the following members were present:

**Members**

Tim T. CARTER  
Paul MCGINTY\*  
Cody MCCOY\*  
Dennis BURRESON\*  
Kristin DALEY\*  
Scott HAMILTON  
Andal ALLISON  
Janet EDWARDS\*  
Scott PATTON\*  
Gary BODINE  
David HAILS\*  
Julia TINSLEY  
Mark HENDRIXSON\*  
Mike SILVEIRA  
Pat RICCHIUTI\*  
Rod BURKETT  
Larry MCCUTCHEON  
James THOMAS\*  
Ed CURIEL\*  
Heath BURRESON\*  
Jacob SERTICH  
Art HUTCHESON  
Mark HEUER\*  
Felix MUSCO\*  
Phil QUIGLEY\*  
Doug REIFSTECK

**Others Present:**

Alexander OTT  
Denise JUNQUIERO  
Liza RAMON  
Jerry SIMMONS  
Dan FLYNN  
Adin HESTER

**Affiliation:**

BELL CARTER  
BELL CARTER  
BELL CARTER  
MUSCO  
MUSCO  
MUSCO  
BELL CARTER  
MUSCO  
GROWER  
GROWER  
GROWER  
BELL CARTER  
GROWER  
GROWER  
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MUSCO  
BELL CARTER  
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GROWER  
GROWER  
GROWER  
MUSCO  
BELL CARTER  
BELL CARTER

COC  
COC  
COC  
USDA  
UC DAVIS OLIVE CENTER  
OLIVE GROWER COUNCIL

\*Denotes voting members for the Committee

With the appropriate number of members in attendance and the seating of an alternate member, a quorum was established.

## **II. ELECTION OF OFFICERS**

Last year, the Committee had its elections certified. As a result, new officers have to be elected for the 2013-2014.

**MOVED by Mark HEUER, duly seconded by Scott PATTON, and unanimously carried THAT Mike SILVEIRA be Chairman for the 2013-2015 term. (Motion 12-9-13 #1)**

**MOVED by Rod BURKETT, duly seconded by David HAILS, and unanimously carried THAT Dennis BURRESON be Vice-Chairman for the 2013-2015 term. (Motion 12-9-13 #2)**

**MOVED by Tim T. CARTER, duly seconded by Dennis BURRESON, and unanimously carried THAT James THOMAS be Secretary/Treasure for the 2013-2015 term. (Motion 12-9-13 #3)**

**MOVED by Scott HAMILTON, duly seconded by Mark HEUER, and unanimously carried THAT the Committee must approve to empower the Chairman to appoint from its members & alternates such Subcommittees as deemed necessary. (Motion 12-9-13 #4)**

It should be noted that the Committee does not have a position named Treasure in its by-laws. However, USDA is requiring that the Committee appoint a treasure. Until changes are made to the bylaws, the Secretary will act as the Treasure.

**MOVED by Scott PATTON, duly seconded by Ed CURIEL, and unanimously carried THAT the minutes of 7-25-13 Full Committee meeting be approved. (Motion 12.-9-13 #5)**

Alex OTT, Executive Director gave a presentation on the Marketing Order 101 to the Committee.

Jerry Simmons, USDA gave a presentation on USDA's oversight 101 and also gave a Diversity training to the Committee.

## **III. MARKETING SUBCOMMITTEE**

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 2014. FH developed a plan with a budget of \$505,000.

Additionally, the Committee needs to approve travel for staff, and growers to various marketing events, consultant fees for school nutrition projects, funding for photography, and association fees. These items total \$60,600 making the total marketing budget \$565,600.

These items include:

1) School Service Market	-	\$32,000
a. ACDA Conference/Meetings		
b. SNA Show		
c. Two weeks of recipes		
d. Photography		
2) Association Dues and Partnerships	-	\$18,000
a. SNA		
b. ACDA		
c. Alliance for Food and Farming		
d. CA Grown Partnership		
e. Taste of US		
3) Travel for Marketing Events	-	\$7,000
4) Olive Day Booth and Newsletter Insert	-	\$3,600

TOTAL	-	\$60,600
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**MOVED by Pat RICCHIUTI, duly seconded by Mark HENDRIXSON, and unanimously carried THAT THE Committee adopt the Marketing Budget for the 2014 FY. (Motion 12-9-13 #6)**

**Moved by Mark HEUER, duly seconded by Scott PATTON, and unanimously carried THAT the Committee to delegate authority from the Committee to the Executive Committee with oversight by the Chairman, for Inter-Item transfer fund Authority. (Motion 12-9-13 #7)**

#### IV. RESEARCH SUBCOMMITTEE

The Sub-Committee will review all research projects and determine a budget for the 2014 FY. Once a dollar amount is completed, then the Committee will review the amount. Once the full Committee approves a dollar figure, the Sub-Committee will meet in February to decide final projects.

Staff has put together a history of previous Research Committee Budgets.

FISCAL YEAR	2014	2013	2012	2011	2010	2009	2008
RESEARCH	\$217,582	\$219,678	\$333,791	\$1,093,009	\$300,000	\$495,000	\$500,00
%Differ	-1%	.34%	-70%	364%	-39%	-1%	37%

**Moved by Pat RICCHIUTI, duly seconded by Rod BURKETT, and unanimously carried THAT the Committee adopt the Research budget for the 2014 FY and That the Committee delegate authority from the committee to the executive Director with oversight by Chairman, for Inter-Item transfer fund Authority. (Motion 12-9-13 #8)**

**Moved by Mark HEUER, duly seconded by Scott PATTON THAT the \$94,978 No-Cost Extensions be Rollover. (Motion 12-9-13 #9)**

**V. INSPECTION SUBCOMMITTEE**

In 2010, the Committee approved \$50,000 for the Inspection Sub-Committee to develop an optical sizing machine. To date, the machine has been developed and was field tested with both canners purchased an I-5 optical sizer. Last year, the Committee approved \$105,000 to develop an electronic reporting system. The system is in the test phase. It is anticipated that the industry will utilize the system for the 2014 crop.

Staff has put together a history of previous Inspection Committee Budgets.

<i>FISCAL YEAR</i>	<i>2014</i>	<i>2013</i>	<i>2012</i>	<i>2011</i>	<i>2010</i>	<i>2009</i>	<i>2008</i>	<i>2007</i>
<i>INSPECT</i>	\$0	\$105,000	\$50,000	\$75,000	\$50,000	\$0	\$50,000	\$0
<i>%Differ</i>	-	52%	-33%	50%	New	-	New	-

**MOVED BY Rod BURKETT, duly seconded by Mark HENDRIXSON THAT the Committee adopt the Inspection Budget for the 2014 FY and THAT the Committee to delegate authority from the Committee to the Executive Director with oversight by Chairman, for the Inter-Item transfer fund Authority and THAT the \$37,800 will Rollover. (Motion 12-9-13 #10)**

**VI. EXECUTIVE SUBCOMMITTEE**

The following is the General Administration Budget for the California Olive Committee. This year, it is anticipated that the Committee will be nearly the same costs compared to last year.

Staff has put together a history of previous Executive Committee Budgets.

<i>FISCAL YEAR</i>	<i>2014</i>	<i>2013</i>	<i>2012</i>	<i>2011</i>	<i>2010</i>	<i>2009</i>	<i>2008</i>	<i>2007</i>	<i>2006</i>
<i>ADMIN</i>	\$346,500	\$333,800	\$333,500	\$415,900*	\$324,923	\$359,549	\$288,552	\$252,171	\$290,421
<i>%Differ</i>	3.5%	0%	-24%	28%*	-11%	20%	13%	-15%	-16%

\* The original approved Executive Sub-Committee budget for 2011 was \$335,900. However, in order to begin electronic reporting, USDA required the Committee to approve \$80,000 not used in research for the 2011 FY and reallocate to the Executive Sub-Committee, otherwise the project would have to be placed on hold. The mid-year correction increased the Executive Sub-Committee budget by \$80,000 to total \$415,900.

**MOVED by Pat RICCHIUTI, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the committee adopt the General Administration 2014 FY Budget and THAT the Committee delegate authority from the Committee to the Executive Director with oversight by Chairman, for Inner-Item transfer fund Authority and THAT the Committee approve the use of legal counsel should one be needed with approval from the USDA. (Motion 12-9-13 #11)**

**VII. REVIEW OF FISCAL 2013 BUDGET**

The following is the total 2014 FY Budget.

**TOTAL 2014 BUDGET**

<i>BUDGETS</i>	<i>MARKETING</i>	<i>RESEARCH</i>	<i>INSPECTION</i>	<i>EXECUTIVE</i>	<i>TOTAL</i>
<i>2013 Rollover</i>	\$0	\$94,978	\$37,800		\$132,778
<i>2014</i>	\$565,600	\$217,582	\$0	\$346,500	\$1,129,682
<i>TOTAL 2014 Expenditures</i>	\$565,600	\$312,560	\$37,800	\$346,500	\$1,262,460
<i>% Budget</i>	50%	19%	0%	31%	100%

**HISTORIC BUDGET, TONNAGE, & ASSESSMENT COMPARISON**

<i>FISCAL YEAR</i>	<i>2014 (Proposed)</i>	<i>2013</i>	<i>2012</i>	<i>2011</i>	<i>2010</i>	<i>2009</i>	<i>2008</i>	<i>2007</i>
<i>Previous</i>	1,129,682	\$1,289,198	\$1,197,291	\$2,203,909	\$929,923	\$1,482,349	\$1,588,552	\$965,396
<i>% Difference</i>	-12%	7%	-46%	107%	-39.97	-6.69%	65%	-26%
<i>Tonnage</i>		90,790	26,944	167,000	22,150	49,067	108,059	16,270
<i>% Difference</i>		235%	-83%	654%	-55%	-55%	564%	-86%
<i>Assessment Rate</i>		\$21.16	\$31.32	\$16.61	\$44.72	\$28.63	\$15.60	\$47.84
<i>% Difference</i>		-52%	89%	-63%	56%	84%	-67%	334%

**FISCAL IMPACT:** \$1,129,682 for FY 2014 with \$132,778 for rollover programs from 2013.

**MOVED by Mark HEUER, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the Committee adopt the 2014 FY Budget. (Motion 12-9-13 #12)**

**MOVED BY David HAILS, duly seconded by Mark HEUER, and unanimously carried THAT the Committee adopt \$15.21 Assessment Rate for 2014 Crop Year. (Motion 12-9-13 #13)**

**IX. ADJOURNMENT**

With no further business to discuss meeting was adjourned.

**Moved by Mark HENDRIXSON, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the meeting be adjourned at 11:39 a.m. (Motion 12-9-13 #14)**

December 10, 2013

Date: December 10, 2013, 2013



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Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR December 9, 2013

Motion 12-9-13#1

APPROVED

MOVED by Mark HEUER, duly seconded by Scott PATTON, and unanimously carried THAT Mike SILVEIRA be Chairman for the 2013-2015 term.

Motion 12-9-13 #2

APPROVED

MOVED by Rod BURKETT, duly seconded by David HAILS, and unanimously carried THAT Dennis BURRESON be Vice-Chairman for the 2013-2015 term.

Motion 12-9-13 #3

APPROVED

MOVED by Tim T. CARTER, duly seconded by Dennis BURRESON, and unanimously carried THAT James THOMAS be Secretary/Treasure for the 2013-2015 term.

Motion 12-9-13 #4

APPROVED

MOVED by Scott HAMILTON, duly seconded by Mark HEUER, and unanimously carried THAT the Committee must approve to empower the Chairman to appoint from its members & alternates such Subcommittees as deemed necessary.

Motion 12-9-13 #5

APPROVED

MOVED by Scott PATTON, duly seconded by Ed CURIEL, and unanimously carried THAT the minutes of 7-25-13 Full Committee meeting be approved.

Motion 12-9-13 #6

APPROVED

MOVED by Pat RICCHIUTI, duly seconded by Mark HENDRIXSON, and unanimously carried THAT THE Committee adopt the Marketing Budget for the 2014 FY.

Motion 12-9-13 #7

APPROVED

Moved by Mark HEUER, duly seconded by Scott PATTON, and unanimously carried THAT the Committee to delegate authority from the Committee to the Executive Committee with oversight by the Chairman, for Inter-Item transfer fund Authority.

Motion 12-9-13 #8

APPROVED

Moved by Pat RICCHIUTI, duly seconded by Rod BURKETT, and unanimously carried THAT the Committee adopt the Research budget for the 2014 FY and That the Committee delegate authority from the committee to the executive Director with oversight by Chairman, for Inter-Item transfer fund Authority.

Motion 12-9-13 #9

APPROVED

Moved by Mark HEUER, duly seconded by Scott PATTON THAT the \$94,978 No-Cost Extensions be Rollover.

Motion 12-9-13 #10

APPROVED

MOVED BY Rod BURKETT, duly seconded by Mark HENDRIXSON THAT the Committee adopt the Inspection Budget for the 2014 FY and THAT the Committee to delegate authority from the Committee to the Executive Director with oversight by Chairman, for the Inter-Item transfer fund Authority and THAT the \$37,800 will Rollover.

**SUMMARY OF MOTIONS FOR December 9, 2013**

Motion 12-9-13 #11

**APPROVED**

**MOVED by Pat RICCHIUTI, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the committee adopt the General Administration 2014 FY Budget and THAT the Committee delegate authority from the Committee to the Executive Director with oversight by Chairman, for Inner-Item transfer fund Authority and THAT the Committee approve the use of legal counsel should one be needed with approval from the USDA.**

Motion 12-9-13 #12

**APPROVED**

**MOVED by Mark HEUER, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the Committee adopt the 2014 FY Budget.**

Motion 12-9-13 #13

**APPROVED**

**MOVED BY David HAILS, duly seconded by Mark HEUER, and unanimously carried THAT the Committee adopt \$15.21 Assessment Rate for 2014 Crop Year.**

Motion 12-9-13 #14

**APPROVED**

**Moved by Mark HENDRIXSON, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the meeting be adjourned at 11:39 a.m.**