



CALIFORNIA **OLIVE** COMMITTEE

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AGENDA

Ripe Olive Marketing Subcommittee Meeting

Double Tree • Sonoma Room

Thursday, November 21, 2013

9:00 a.m.

- I. Call to Order
 - a. Roll call
 - b. Approval of 6-14-13 Ripe Olive Marketing Subcommittee minutes
(action item)
- II. Marketing 2014 Plan
 - a. Presentation of Marketing Plan and Budget by Fleishman-Hillard for 2014
 - b. COC Marketing Activity Budget for 2014
- III. Approval of 2014 Marketing Plan and Budget (action item)
- IV. Other Business
- V. Adjournment