



**CALIFORNIA OLIVE COMMITTEE
MARKETING SUBCOMMITTEE
MEETING MINUTES**

Thursday, November 21, 2013

9:00 a.m.

Double Tree - Modesto, CA

I. CALL TO ORDER

Subcommittee chairman Mike SILVEIRA called the Subcommittee meeting to order at 9:05 a.m. The following members were present:

Members:

Mike SILVEIRA
Ed CURIEL
Pablo NEREY
Larry MCCUTCHEON
Felix MUSCO
Tim T. CARTER
Cody MCCOY
David DEPAOLI
Mark HEUER
Bill MCFARLAND
Paul McGINTY
James THOMAS
Buck BONILLA
Scott HAMILTON
Doug REIFSTECK

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

Staff:

Alexander OTT
Denise JUNQUEIRO
Liza RAMON

Guests:

Jerry Simmons
Kim Bedwell
Dan BARBER
Jana Nairn

Affiliation:

USDA
Fleishman-Hillard
Fleishman-Hillard
Ag Link, Inc.

I. CALL TO ORDER

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

MOVED by Larry MCCUTCHEON, duly seconded by David DEPAOLI, and unanimously carried THAT the minutes of the June 24, 2013 Marketing Subcommittee meeting be approved. (Motion 11-21-13 #1)

II. Marketing 2014 Plan

Each year, the Subcommittee requests the contracted marketing agency and COC staff to create a marketing plan for the upcoming year. In 2011, the Committee hired Fleishman-Hillard (FH) to conduct marketing programs on their behalf. Provided in the packet is the presented marketing plan for 2014. This will be the third year of three year strategy with FH outling during 2011.

III. APPROVAL OF 2014 MARKETING PLAN AND BUDGET

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
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TOTAL	-	\$60,600

MOVED BY Mike SILVEIRA, duly seconded by Mark HEUER, and unanimously carried THAT the Committee adopt the Marketing Budget for the 2014 FY and THAT the Sub-committee to The Executive Director with oversight by the Chairman for Inter-Item transfer fund Authority. (Motion 11-21-13 #2)

Adjournment

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on November 21, 2013 in Modesto, California, by the Committee.

November 25, 2013

Liza Ramm

Date: November 25, 2013

Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR November 21, 2013

APPROVED

Motion 11-21-13 #1

MOVED by Larry MCCUTCHEON, duly seconded by David DEPAOLI, and unanimously carried THAT the minutes of the June 24, 2013 Marketing Subcommittee meeting be approved.

Motion 11-21-13 #2

MOVED BY Mike SILVEIRA, duly seconded by Mark HEUER, and unanimously carried THAT the Committee adopt the Marketing Budget for the 2014 FY and THAT the Sub-committee to The Executive Director with oversight by the Chairman for Inter-Item transfer fund Authority.