



**CALIFORNIA OLIVE COMMITTEE
MARKETING SUBCOMMITTEE
MEETING MINUTES**

**Friday, June 14, 2013
10:00 a.m.
Double Tree - Modesto, CA**

I. CALL TO ORDER

Subcommittee chairman Mike SILVEIRA called the Subcommittee meeting to order at 10:11 a.m. The following members were present:

Members:

Mike SILVEIRA	GROWER
Pat RICCHIUTI	GROWER
Mark HENDRIXSON	GROWER
Larry MCCUTCHEON	BELL CARTER
Felix MUSCO	MUSCO
Andal ALLSION	BELL CARTER
Cody MCCOY	BELL CARTER
David DEPAOLI	GROWER
Mark HEUER	GROWER
Dennis BURRESON	MUSCO
Paul McGINTY	BELL CARTER
James THOMAS	BELL CARTER
Buck BONILLA	Grower
Scott HAMILTON	MUSCO
David HAILS	GROWER

Staff:

Alexander OTT
Denise JUNQUEIRO
Liza RAMON

Guests:

Terri VAWTER
Adin A. HESTER
Dan BARBER
John SCHULLER

Affiliation:

USDA
Olive Grower Council
Fleishman-Hillard
Fleishman-Hillard

I. CALL TO ORDER

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

MOVED by Pat RICCHIUTI, duly seconded by Scott HAMILTON, and unanimously carried THAT the minutes of the November 27, 2012 Marketing Subcommittee meeting be approved. (Motion 6-14-13 #1)

II. Marketing 2013 Plan in Review

In November of 2012, the Subcommittee approved the 2013 marketing plan presented by Fleishman Hillard. The plan featured various activities including:

- Hey Kids, Let's Cook Partnership
- IACP
- Eat, Write, Retreat
- Harvest to Fork tour
- Website advancements
- Green Ripe Outreach
- Recipe development and photography
- Social Media outreach Twitter and Facebook

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

In addition to the agency activities by Fleishman Hillard the COC allocated funds to build the school service market, build alliances, travel, photography and industry relations. The progress of these activities were presented by Denise Junqueiro.

III. Other Business

No other business was discussed.

IV. Adjournment

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on June 14, 2013 in Modesto, California, by the Committee.

June 17, 2013

Date: June 17, 2013

Liza Ramon

Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR June 14, 2013

APPROVED

Motion 6-14-13 #1

MOVED by Pat RICCHIUTI, duly seconded by Scott HAMILTON, and unanimously carried THAT the minutes of the November 27, 2012 Marketing Subcommittee meeting be approved.