



CALIFORNIA **OLIVE** COMMITTEE

770 E Shaw Ave • Suite 310

Fresno, CA 93710

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**AGENDA**

**Ripe Olive Marketing Subcommittee Meeting**

**Double Tree • Sonoma Room**

**Monday, June 23, 2014**

**9:00 a.m.**

- I. Call to Order
  - a. Roll call
  - b. Approval of 11-21-13 Ripe Olive Marketing Subcommittee minutes (**action item**)
  
- II. Marketing 2014 Plan in Review
  - a. Presentation of Marketing Program for 2014 by Fleishman-Hillard
  - b. COC Marketing Activities in Review
  
- III. Other Business
  
- IV. Adjournment