



CALIFORNIA **OLIVE** COMMITTEE
2565 Alluvial Ave • Suite 182
Clovis, CA 93611
PHONE 559/456-9096 FAX 559/456-9099

AGENDA

Ripe Olive Marketing Subcommittee Meeting
Double Tree • Sonoma Room
Thursday, November 19, 2015
10:00 a.m.

- I. Call to Order
 - a. Roll call
 - b. Approval of 11-5-15 Ripe Olive Marketing Subcommittee minutes
(action item)
- II. Marketing 2016 Plan
 - a. Presentation of Marketing Plan and Budget by Fleishman-Hillard for 2016
 - b. COC Marketing Activity Budget for 2016
- III. Approval of 2016 Marketing Plan and Budget (action item)
- IV. Other Business
- V. Adjournment

COC Subcommittees for 2015-2017

Executive Subcommittee:

12 Michael Silveira, G-1
Mark Hendrixson, G-2
Dennis Burreson, MUS
James Thomas, BCF
Tim T. Carter, BCF
Ed Curiel, G-1
Janet Edwards, MUS
Felix Musco, MUS
Edward Garcia, G-1
Mark Heuer, G-2
Pat Ricchiuti, G-2
Doug Reifsteck, BFC

Marketing Subcommittee:

16 Bill McFarland, MUSCO
James Thomas, BCF
Tim T. Carter, BCF
Ed Curiel, G-1
Wai Wu, MUS
Julia Inestroza, G-2
Pat Ricchiuti, G-2
Scott Hamilton, MUS
Mark Hendrixson, G-2
Maria Belshaw, BCF
Edward Garcia, G-1
Michael Silveira, G-1
Rick Benson, G-2
Pablo Nerey, G-1
Felix Musco, MUS
Doug Reifsteck, BFC

Inspection Subcommittee:

16
Julia Tinsley, BCF
Paul Danielson, G-2
Julia Inestroza, G-2
Dennis Burreson, MUS
Pablo Nerey, G-1
Rick Benson, G-2
Janet Edwards, MUS
Ben Hall, MUS
Chris Henderson, G-1
Doug Reifsteck, BCF
Cody McCoy, BCF
Larry McCutchen, MUS
Vito Deleonardis, G-2
Phil Quigley, BCF
Art Hutcheson, G-2
Edward Garcia, G-1

Research Subcommittee:

16
Dennis Burreson, MUS
Julia Tinsley, BCF
Pat Ricchiuti, G-2
Scott Patton, G-1
Bert Ouezada, G-2
Michael Silveira, G-1
Vito Deleonardis, G-2
Chris Henderson, G-1
Cody McCoy, BCF
Ben Hall, MUS
Phil Quigley, BCF
Felix Musco, MUS
Pablo Nerey, G-1
Ed Curiel, G-1
Carla Anderson, BCF
Janet Edwards, MUS



**CALIFORNIA OLIVE COMMITTEE
MARKETING SUBCOMMITTEE
MEETING MINUTES**

**Thursday, November 5, 2015
12:15 p.m.
Double Tree - Modesto, CA**

I. CALL TO ORDER

Subcommittee chairman Mike SILVEIRA called the Subcommittee meeting to order at 12:50 p.m. The following members were present:

Members:

Mike SILVEIRA
Scott HAMILTON
Edward GARCIA
Ed CUIEL
Doug REIFSTECK
Tim T. CARTER
Felix MUSCO
Mark HENDRIXSON
Rick BENSON
James THOMAS
Maria BELSHAW
Pablo NEREY
Bill MCFARLAND
Julia INESTROZA
Pat V. RICCHIUTI

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

Staff:

Alexander OTT
Denise JUNQUEIRO
Liza RAMON
Todd SANDERS

Guests:

Terry VAWTER
Adrienne YOUNG
Kim BEDWELL
Dan BARBER
John ARMATO

Affiliation:

USDA
CA GROWN
Fleishman-Hillard
Fleishman-Hillard
Fleishman-Hillard

I. CALL TO ORDER

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

MOVED by Pat V. RICCHIUTI, duly seconded by James THOMAS, and unanimously carried THAT the minutes of the May 13, 2015 Marketing Subcommittee meeting be approved. (Motion 11.5.15 #1)

MOVED by Pat V. RICCHIUTI, duly seconded by Ed CUIEL, and unanimously carried THAT the Committee nominate Bill McFarland, and THAT the nominations be closed AND a unanimous ballot be cast for the Marketing Subcommittee Chairman. (Motion 11.5.15 #2)

II. REVIEW OF STRATEGIC PLAN

OTT, reviewed the Marketing Subcommittee portion of the COC's Strategic Plan. In 2013, the Committee requested the Executive Subcommittee to develop and execute a strategic plan. The strategic plan was approved by the Committee in July of 2014. The strategic plan consisted of marketing efforts to leverage the quality of California Ripe Olives. The Subcommittee's job today is to give the directives on leveraging quality.

Leveraging Quality

- California
 - As a brand
 - Buy local
- Heritage
 - Growers multi-generation
 - Family owned canners
- Health- Mediterranean Diet

III. 2015 MARKETING PLAN REVIEW

Adrienne YOUNG, updated the Subcommittee on CA GROWN. John ARMATO from Fleishman-Hillard held a Strategic directive session with the Subcommittee for the 2016 season.

IV. DIRECTIVES FOR 2016 MARKETING PLAN

The Subcommittee objective for the day is to provide staff and making team directives for the 2016 marketing plan. Based on input from the Subcommittee the following directives were identified.

The Directives are:

- Family Tradition
- California Mediterranean Diet
- Quality Aspect

From those directives the agency and staff will devise a marketing plan and present the plan to the Subcommittee on November 19th.

Adjournment

Chairman Mike Silveira adjourned the Marketing Subcommittee meeting at 2:38 p.m.

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on November 5, 2015 in Modesto, California, by the Subcommittee.

November 6, 2015

Date: November 6, 2015

Liza Ramon

Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR NOVEMBER 5, 2015

APPROVED

MOTION 11.5.15 #1

MOVED by Pat V. RICCHIUTI, duly seconded by James THOMAS, and unanimously carried THAT the minutes of the May 13, 2015 Marketing Subcommittee meeting be approved.

MOTION 11.5.15 #2

MOVED by Pat V. RICCHIUTI, duly seconded by Ed CURIEL, and unanimously carried THAT the Committee nominate Bill McFarland, and THAT the nominations be closed AND a unanimous ballot be cast for the Marketing Subcommittee Chairman.

******* INFORMATION *******

FROM: MARKETING SUBCOMMITTEE

SUBJECT: MARKETING PLAN FOR 2016

BACKGROUND: Each year, the Subcommittee requests the contracted marketing agency and COC staff to create a marketing plan for the upcoming year. This year the marketing subcommittee met and provided strategic direction to Fleishman-Hillard and the COC staff. This plan is a product of that direction

******* ACTION REQUIRED *******

FROM: MARKETING COMMITTEE

SUBJECT: 2016 BUDGET

RECOMMENDATION: THAT the Committee adopt the Marketing Budget for the 2016 FY.

BACKGROUND: 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 2015.

Additionally, the Committee needs to approve travel for staff, and growers to various marketing events, association fees, partnerships and international program research.

- | | | |
|----------------------------------|---|----------|
| 1) Education and Partnerships | - | \$38,500 |
| a. Alliance for Food and Farming | | |
| b. CA Grown | | |
| c. Partnerships | | |
| d. Travel | | |
| e. Olive Day | | |

TOTAL	-	\$38,500
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FH Budget:	-	
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