



**CALIFORNIA OLIVE COMMITTEE
MARKETING SUBCOMMITTEE
MEETING MINUTES**

**Thursday, November 19, 2015
10:00 a.m.
Double Tree - Modesto, CA**

I. CALL TO ORDER

Subcommittee chairman Bill MCFARLAND called the Subcommittee meeting to order at 10:02 a.m. The following members were present:

Members:

Mike SILVEIRA	GROWER
Edward GARCIA	GROWER
Ed CURIEL	GROWER
Felix MUSCO	MUSCO
Rick BENSON	GROWER
James THOMAS	BELL CARTER
Pablo NEREY	GROWER
Bill MCFARLAND	MUSCO
Julia INESTROZA	GROWER
Wai WU	MUSCO

Staff:

Alexander OTT
Denise JUNQUEIRO

Guests:

Terry VAWTER
Peter SOMMERS
Kim BEDWELL

Affiliation:

USDA
USDA
Fleishman-Hillard

I. CALL TO ORDER

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

MOVED by James THOMAS, duly seconded by Ed CURIEL, and unanimously carried THAT the minutes of the November 5, 2015 Marketing Subcommittee meeting be approved. (Motion 11.19.15 #1)

II. MARKETING 2016 PLAN

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.

III. APPROVAL OF 2016 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 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

FH Budget: -

MOVED by Rick BENSON, duly seconded by Pablo NEREY, and unanimously carried THAT the Committee add \$100,000 to Industry/Trade Outreach. (Motion 11.19.15 #2)

MOVED BY Rick BENSON, duly seconded by Edward GARCIA, and unanimously carried THAT the Subcommittee recommend a \$689,300 Marketing Budget for the 2016 FY. (Motion 11.19.15 #3)

MOVED BY Rick BENSON, duly seconded by Edward GARCIA, and unanimously carried THAT the Subcommittee recommend \$38,500 for the internal portion of the Marketing Budget. (Motion 11.19.15 #4)

MOVED BY Rick BENSON, duly seconded by Felix MUSCO, and unanimously carried THAT the Subcommittee approve a total Marketing budget of \$727,800 for the 2016 FY. (Motion 11.19.15 #5)

Adjournment

Chairman Bill McFarland adjourned the Marketing Subcommittee meeting at 11:07 a.m.

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on November 19, 2015 in Modesto, California, by the Subcommittee.

November 23, 2015

Date: November 23, 2015

Liza Ramon

Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR NOVEMBER 19, 2015

MOTION 11.19.15 #1

APPROVED

MOVED by James THOMAS, duly seconded by Ed CURIEL, and unanimously carried THAT the minutes of the November 5, 2015 Marketing Subcommittee meeting be approved.

MOTION 11.19.15 #2

APPROVED

MOVED by Rick BENSON, duly seconded by Pablo NEREY, and unanimously carried THAT the Subcommittee add \$100,000 to Industry/Trade Outreach.

MOTION 11.19.15 #3

APPROVED

MOVED BY Rick BENSON, duly seconded by Edward GARCIA, and unanimously carried THAT the Subcommittee recommend a \$689,300 Marketing Budget for the 2016 FY.

MOTION 11.19.15 #4

APPROVED

MOVED BY Rick BENSON, duly seconded by Edward GARCIA, and unanimously carried THAT the Subcommittee recommend \$38,500 for the internal portion of the Marketing Budget.

MOTION 11.19.15 #5

APPROVED

MOVED BY Rick BENSON, duly seconded by Felix MUSCO, and unanimously carried THAT the Subcommittee approve a total Marketing budget of \$727,800 for the 2016 FY.