



CALIFORNIA **OLIVE** COMMITTEE
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AGENDA
Ripe Olive Marketing Subcommittee Meeting
Double Tree • Sacramento Room
Thursday, November 10, 2016
10:30a.m.

- I. Call to Order
 - a. Roll call
 - b. Approval of 6-16-2016 Ripe Olive Marketing Subcommittee minutes
(action item)
- II. Marketing 2017 Plan
 - a. Presentation of Marketing Plan and Budget by Fleishman-Hillard for 2017
 - b. COC Marketing Activity Budget for 2017
- III. Approval of 2017 Marketing Plan and Budget (action item)
- IV. Approval of authority to the Executive Director and Chairman for inter-item transfers of the Marketing budget. (action item)
- V. Other Business
- VI. Adjournment