



**CALIFORNIA OLIVE COMMITTEE**  
**Executive Subcommittee Meeting Minutes**  
**Wednesday, February 14, 2016**  
**9:00 a.m.**  
**Double Tree Hotel - Modesto, CA**

**I. CALL TO ORDER**

A meeting of the Executive Subcommittee was called to order by Chairman Mike Silveira at 9:04a.m., and the following members were present:

**Members**

Julia Tinsley  
Felix Musco  
Mark Hendrixson  
Michael Silveira  
Janet Edwards  
Pat V. Ricchiuti  
Doug Reifsteck  
Felix Musco  
Ed Curiel  
Tim T. Carter  
Edward Garcia

**Affiliation:**

Bell-Carter  
Musco  
Grower  
Grower  
Musco  
Grower  
Bell-Carter  
Musco  
Grower  
Bell-Carter  
Grower

**Others Present:**

Alexander Ott	COC
Todd Sanders	COC
Liza Ramon	COC
Peter Sommers	USDA
Elizabeth Carranza	COC
Dan W. Block	DW Block Associates, LLC
Luke Heuer	Grower (Heuer Farms)

With a majority of the Subcommittee members present, a quorum was established.

**MOVED BY Mark HEUER, duly seconded by Janet EDWARDS, and unanimously carried THAT the minutes of the November 10, 2016 Executive Subcommittee meeting be approved. (Motion 12.14.16 #1)**

## **II. INDUSTRY TRADE RESEARCH**

The COC is currently conducting a review project to calculate the average costs of production for California Ripe Olives. This project has been facilitated by the COC and consultant, Dan Block, of D.W. Block Associates, LLC. The Table Olive Production Cost Study was provided in the meeting packet.

## **III. APPROVAL OF CREDIT CARD**

**MOVED BY Mark HENDRIXSON, duly seconded by Doug REIFSTECK, and unanimously carried THAT the Committee approve the use of a California Olive Committee Business Card with a credit limit of \$10,000 management, Todd Sanders. (Motion 12.14.16 #2)**

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on December 14, 2016 in Modesto, California, by the Subcommittee.

*December 15, 2016*  
Date: December 15, 2016

*Liza Ramm*  
Liza Ramm, California Olive Committee

**SUMMARY OF MOTIONS FOR DECEMBER 14, 2016**

**Motion 12.14.16 #1**

**APPROVED**

**M MOVED BY Mark HEUER, duly seconded by Janet EDWARDS, and unanimously carried THAT the minutes of the November 10, 2016 Executive Subcommittee meeting be approved.**

**Motion 11.10.16 #2**

**APPROVED**

**MOVED BY Mark HENDRIXSON, duly seconded by Doug REIFSTECK, and unanimously carried THAT the Committee approve the use of a California Olive Committee Business Card with a credit limit of \$10,000 management, Todd Sanders.**