



CALIFORNIA **OLIVE** COMMITTEE
2565 Alluvial Ave • Suite 182
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AGENDA

Ripe Olive Marketing Subcommittee Meeting **Double Tree • Sonoma Room** **Thursday, November 30, 2017** **10:45 a.m.**

- I. Call to Order
 - a. Roll call
 - b. Election of Chairman for Marketing Subcommittee (**action item**)
 - c. Approval of 11-10-16 Marketing Subcommittee minutes (**action item**)
- II. 2017 Marketing Program Review
- III. 2018 Marketing Plan Proposal
 - a. Presentation of the Proposed Marketing Plan and Budget by Fleishman-Hillard for 2018
 - b. COC Marketing Activity Budget for 2018
- IV. Approval of 2018 Marketing Plan and Budget (**action item**)
- IV. Approval of Authority for Inter-Item Transfers of the Marketing Budget (**action item**)
- V. Other Business
- VI. Adjournment