



**CALIFORNIA OLIVE COMMITTEE  
MARKETING SUBCOMMITTEE  
MEETING MINUTES**

**Wednesday, November 7, 2018  
11:00 a.m.  
Double Tree Hotel - Modesto, CA**

**I. CALL TO ORDER**

A meeting of the Marketing Subcommittee was called to order at 11:03 a.m. The following members were present:

**Members:**

Galen PFEIFFER	GROWER
Tracy WOOD	MUSCO
Ed CUIEL	GROWER
Rick BENSON	GROWER
Phil QUIGLEY	BELL CARTER
Mike SILVEIRA	GROWER
Mark HENDRIXSON	GROWER
Sergio MENDEZ	BELL CARTER
Edward GARCIA	GROWER
Felix MUSCO	MUSCO

**Staff:**

Todd SANDERS  
Liza RAMON  
Lindsey BATTY  
ELIZABETH CARRANZA

**Guests:**

Terry VAWTER  
Kathie NOTORO  
Dan BARBER  
Shelly KESSEN

**Affiliation:**

USDA  
USDA  
Fleishman-Hillard  
Fleishman-Hillard

## **I. CALL TO ORDER**

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

**MOVED BY Mark HENDRIXSON, duly seconded by Vito DELEONARDIS, and unanimously carried THAT minutes of 6-13-18 Marketing Subcommittee meeting be approved. (Motion 11-7-18 #1)**

## **II. MARKETING 2019 PLAN**

Each year, the Marketing Subcommittee approves a marketing plan with a contracted agency. The Committee contracted with Fleishman-Hillard (FH) to implement a marketing program and requested FH to propose a plan for 2019.

Additionally, the Committee needs to approve travel for staff, growers to various marketing events, association fees, partnerships and international program research. These items total of \$63,500.

- |                                  |   |          |
|----------------------------------|---|----------|
| 1) Education and Partnerships    | - | \$63,500 |
| a. Alliance for Food and Farming |   |          |
| b. CA Grown                      |   |          |
| c. Partnerships                  |   |          |
| d. Travel                        |   |          |
| e. Olive Day                     |   |          |
| f. Trade Show PMA                |   |          |
| g. Crisis Communication          |   |          |

**MOVED BY Rick BENSON, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee recommend a \$450,000 Marketing Subcommittee Budget for 2019 FY. (Motion 7.7.18 #2)**

**MOVED by Mark HENDRIXSON, duly seconded by Rick BENSON, and unanimously carried THAT the Subcommittee recommend \$63,500 for the COC internal portion of the Marketing Budget. (Motion 11.7.18 #3)**

**MOVED by Mark HENDRIXSON, duly seconded by Vito DELEONARDIS, and unanimously carried THAT the Subcommittee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget. (Motion 11.7.18 #4)**

**Adjournment**

Chairman Mike Silveira adjourned the Marketing Subcommittee meeting at 12:00 p.m.

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on November 7, 2018 in Modesto, California, by the Subcommittee.

*November 8, 2018*  
Date: November 8, 2018

*Liza Ramon*  
Liza Ramon, California Olive Committee

**SUMMARY OF MOTIONS FOR NOVEMBER 7, 2018**

**MOTION 11.7.18 #1**

**APPROVED**

**MOVED BY Mark HENDRIXSON, duly seconded by Vito DELEONARDIS, and unanimously carried THAT minutes of 6-13-18 Marketing Subcommittee meeting be approved.**

**MOTION 11.7.18 #2**

**APPROVED**

**MOVED BY Rick BENSON, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee recommend a \$450,000 Marketing Subcommittee Budget for 2019 FY.**

**MOTION 11.7.18 #3**

**APPROVED**

**MOVED BY Mark HENDRIXSON, duly seconded by Rick BENSON, and unanimously carried THAT the Subcommittee recommend \$63,500 for the COC internal portion of the Marketing Budget.**

**MOTION 11.7.18 #4**

**APPROVED**

**MOVED BY Mark HENDRIXSON, duly seconded by Vito DELEONARDIS, and unanimously carried THAT the Subcommittee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget.**