



**California Olive Committee  
Executive Subcommittee Meeting Minutes  
July 23<sup>rd</sup>, 2019  
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 9:04 a.m., and the following members were present:

**Members**

Julia TINSLEY  
Felix MUSCO  
Mark HENDRIXSON  
Michael SILVEIRA  
Janet EDWARDS  
Mark HEUER  
Tim T. CARTER  
Edward GARCIA  
Dennis BURRESON

**Affiliation:**

BELL-CARTER  
MUSCO  
GROWER  
GROWER  
MUSCO  
GROWER  
BELL-CARTER  
GROWER  
MUSCO

**Others Present:**

|                    |      |
|--------------------|------|
| Lindsey BATTY      | COC  |
| Todd SANDERS       | COC  |
| Liza RAMON         | COC  |
| Kathie NOTORO      | USDA |
| Terry VAWTER       | USDA |
| Elizabeth CARRANZA | COC  |
| Janette RAMOS      | COC  |
| Will CALLIS        | BCI  |

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

**MOVED BY Mark Heuer duly seconded by Felix Musco, and unanimously carried THAT the minutes of the May 9, 2019 Executive Subcommittee meeting be approved. (Motion 7.23.19 #1)**

**II. 2019 Export Strategy and Updates**

In December of 2018, the Executive subcommittee approved the 2019 Export Program. Elizabeth Carranza presented a brief progress summary on the 2019 Export Program activities to date.

Following Elizabeth's report, Will Callis of Bryant Christie, Inc. gave a brief progress summary of the 2019 Export Program activities that BCI oversees to date.

### **III. Industry Analysis Summary**

On May 9<sup>th</sup>, 2019, the Executive Committee met to conduct an Industry Analysis on the current state of the California Olive Industry and the policies and procedures of the California Olive Committee. Lindsey Batty, from the COC, presented the findings from the May 9<sup>th</sup> meeting.

### **III. Other Business**

Felix Musco, Musco, discussed changing the membership allocation votes from four votes to six votes for Musco.

Terry Vawter, USDA, suggested reorganizing grower districts due to recent industry changes. The Executive Subcommittee tasked the COC staff to work with COC staff to evaluate procedures with USDA to create equal voting within the Full Committee due to recent industry changes.

Having no further business, Chairman Mike SILVEIRA adjourned the meeting at 10:15 A.M.

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on July 23, 2019 in Modesto, California, by the Executive Subcommittee.

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Date: July 24, 2019

Lindsey Batty, California Olive Committee

**SUMMARY OF MOTIONS FOR July 23, 2019**

**Motion 7.23.2019 #1**

**APPROVED**

**MOVED BY Mark Heuer duly seconded by Felix Musco, and unanimously carried THAT the minutes of the May 9, 2019 Executive Subcommittee meeting be approved. (Motion 7.23.19 #1)**