



AGENDA

California Ripe Olive Marketing Subcommittee Meeting ZOOM/Conference Call November 5, 2020 9:30 AM

Join ZOOM Meeting:

<https://us02web.zoom.us/j/87133519863?pwd=ZFhVVVFiVkJRFY0RKZlpSWUZ5b2FaZz09>

Meeting ID: 871 3351 9863

Dial-In:

Conference Call Line: 1-669-900-6833

Meeting ID: 871 3351 9863#

- I. **Call To Order**
 - a. Roll Call p.2
 - b. Marketing subcommittee chairman's comments
 - c. Approval of 5-20-20 Marketing Subcommittee Minutes (**action item**) p.3
- II. **2020 Marketing Program Review** p.7
- III. **2021 Marketing Plan Proposal** p.21
- IV. **Approval of 2021 Marketing Plan and Budget** (**action item**) p.48
- V. **Approval of Authority to the Executive Director and Chairman for Inter-Item Transfers of the Marketing Subcommittee Budget** (**action item**) p.49
- VI. **Other Business**
- VII. **Adjournment**



2020 Marketing Subcommittee

Producer Members:

Ed Curiel
Edward Garcia
Michael Silveira
Pablo Nerey
Giulio Zavolta
Mark Hendrixson
Rick Benson
Vito DeLeonardis
Pat Ricchiuti

Handler Members:

Bill McFarland-Chairman
Tracey Wood
Scott Hamilton
Felix Musco
Tim Carter
Phil Quigley
Sergio Mendez



Todd Sanders provided an update on the COC’s marketing program postponement due to the market uncertainty resulting from the ongoing COVID-19 pandemic.

Elizabeth Carranza provided an update on marketing activities that have been conducted to date, including: recipe development partnership with the California Blueberry Commission, California Grown social media COVID-19 response post series, website maintenance and domain renewal, and social media planning.

III. Marketing Plan Proposals

Due to the reduction in funding for the 2020 COC marketing plan, Committee staff has been tasked with maintaining the COC’s activities including the website, social media, and other required maintenance. In order to ensure staff has the tools necessary to conduct these marketing activities, several proposals were received to provide limited marketing activities for the Committee, in addition to training opportunities for staff to maintain ongoing marketing efforts effectively.

Elizabeth Carranza provided an overview of the proposal received by Poppy Social Media which included the following activities:

ACTIVITY	DESCRIPTION	FEES	TOTAL
Social Media Training	2 half day sessions	\$3,500	\$3,500
Monthly Consulting	Monthly check-ins and Reviews	\$1,000 (x 6 months)	\$6,000
Pinterest	Optimize and manage Pinterest	\$650 (x6 months)	\$3,900
Content Advertising	Fresh recipes and photography Advertising with audience growth objective		\$21,500 \$10,000
Total			\$44,900

Elizabeth Carranza also provided an overview of the proposal received by CA Grown, which included the following two options:

\$10,000 Opt-in:

-3 recipe/usage posts including member commodity by influencers in the CA Grown network, content to run on influencer & CA Grown social channels. CA Grown will tag member on social media channels when content runs.

-1 recipe/usage feature on CA Grown blog, to include the influencer content + others from the CA Grown network

-Report detailing activity, including content links and CA Grown social analytics for the promotion

\$5,000 Opt-in:

-1 recipe/usage post including member commodity by influencers in the CA Grown network, content to run on influencer & CA Grown social channels. CA Grown will tag member on social media channels when content runs.



-Report detailing activity, including content links and CA Grown social analytics for the promotion.

Discussion points to note include:

- Interest in conducting an additional COC Marketing Subcommittee meeting in July to conduct a planning session for the focus of the 2021 marketing efforts.
- Offer either an additional COC staff-led social media training for industry or provide the opportunity for industry to participate in one of the two scheduled training sessions.

MOVED by Rick Benson, duly seconded by Mark Hendrixson, and unanimously carried THAT the Subcommittee approve both the \$44,900 proposal from Poppy Social Media and the \$10,000 opt-in option for the CA Grown partnership activity. (Motion 05.20.20 #2)

III. Other Business

Todd Sanders introduced Elise Oliver as the newly hired Program Supervisor for the COC.

IV. Adjournment

Marketing Subcommittee Chairman Bill McFarland adjourned the Marketing Subcommittee meeting at 11:30 a.m.

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on May 20, 2020 virtually via ZOOM/Conference Call, by the Subcommittee.

Date: May 20, 2020

Elizabeth Carranza, California Olive Committee



SUMMARY OF MOTIONS FOR MAY 20, 2020

MOTION 5.20.20 #1

APPROVED

MOVED by Rick Benson, duly seconded by Mike Silveira, and unanimously carried THAT the minutes of the November 14, 2019 Marketing Subcommittee meeting be approved. (05.20.20 #1)

MOTION 5.20.20 #2

APPROVED

MOVED by Rick Benson, duly seconded by Mark Hendrixson, and unanimously carried THAT the Subcommittee approve both the \$44,900 proposal from Poppy Social Media and the \$10,000 opt-in option for the CA Grown partnership activity. (Motion 05.20.20 #2)

*****INFORMATION ONLY*****

FROM: COC MARKETING SUBCOMMITTEE

SUBJECT: 2020 MARKETING PROGRAM REVIEW

BACKGROUND: COC Staff will provide updates on the current status of the 2020 marketing program and the activities that have gone on thus far.



B, 724562 # 231 ž 72 1 > E
..f..f ! 54. 5 8 & B P, D 1 .

DcddmGcWU`A YX]U.`

7cbhfUWzFca`† bY`%gh8YWa VYf" %gh

: ci f`A U]b`5W]j]h]Yg.

- D]bhYfYgh`A UbU[Ya Ybh`
- FY!g\ch`&\$`9I]gh]b[`7C 7`FYW]dYg
- &`XUmGcWU`A YX]U`HfU]b]b[`hc`7C 7`GhUZZ`
- FYW]dY`8Yj Y`cda Ybh`#D\chc[fUd\micZ`%) `BYk `FYW]dYg`



! 26D1 51 >D1 , 6, . 18 16DE

CDH=A =N98 'D=B H9F 9GH'D=B G



75@F =D9'C@=J 9G'D=BH9F 9GH'=G'I D'HC
&\$?Ž 'A CBH<@MJ =9K 9F G°

- H\Y'DcddmGcWU`'A YX]U'hYUa '\Ug'VYYb
dcgh]b['d]bg'UbX'g\Uf]b['WcbhYbh'hc
[YbYfUHY'a cfY'a cj Ya Ybh'UbX
Yb[U[Ya Ybhg'cb'D]bhYfYgh"
- Hcd'DYfZcfa]b['D]bhYfYgh'6cUfX']g'"6U_]b[
k]h\ '7U']Zcfb]U'F]dY'C`]j Yg'"
- 5i X]YbWY']bhYfUW]b['k]h\ 'WcbhYbh]g
, \$", i : Ya U'Y'UbX'&%) i 'cZh\]g'[fci d']g
VYhk YYb'% !&('mYUfg'cZU[Y"



1 @ B 1 # 1 > / 4 4 D > E



%) 'fYW]dYg'F Y! d\chc[fUd\YX! DcddmXY`j YfYX '&*) 'ja U[Yg'hc '7C7 'ghUZZ'

< i bhYffj'Gm`Y'DUddUfXY`Y

69: CF9

5: H9F

7U`]Zc fb]U'A Ufm

FcgYa Ufm6`UW_C`]j Y': cWUWU

...P, = '\$4@2 7† 1P2 ·%5 22. ☒

b'a]X! † `mžh\Y'7C 7'hYUa `k Ug'dfcj]XYX'U'hk c!XUmihfU]b]b['Zfca
DcddmGcWU`'A YX]U''H\Y'hfU]b]b['ZcW'gYX'cb'hYVX b]ei Yg'hc '[fck
UVW`i bhg'h\Uh'h\Y'7C 7'hYUa ` \Ug'VYYb'i h`]n]b[']'b'cfXYf'hc 'YghUV`]g\
U'ghfc b[Yf'gcWU`'a YX]U'dfYgYbW''GcWU`'a YX]U'd`UhZcfa g'\Uj Y
\][\`][\hYX'h\Y'j YfgUh`]hmicZ'c`j Yg'VmXYa cbghfUh]b['j Uf]ci g'k Umg
h\YmWU]b'VY']bW`fdcfUhYX']bhc 'Yj YfmXUma YU`g''



;]b / '7i W a VYf 'FYZfYg\Yf

Ga c_mž'7fYUa mC`]j Y'HUdYbUXY

@cUXYX'6U_Y'DchUhcYg

; ci fa Yh; f]`YX'7\YYgY'k]h\ 'C`]j Y
HUdYbUXY

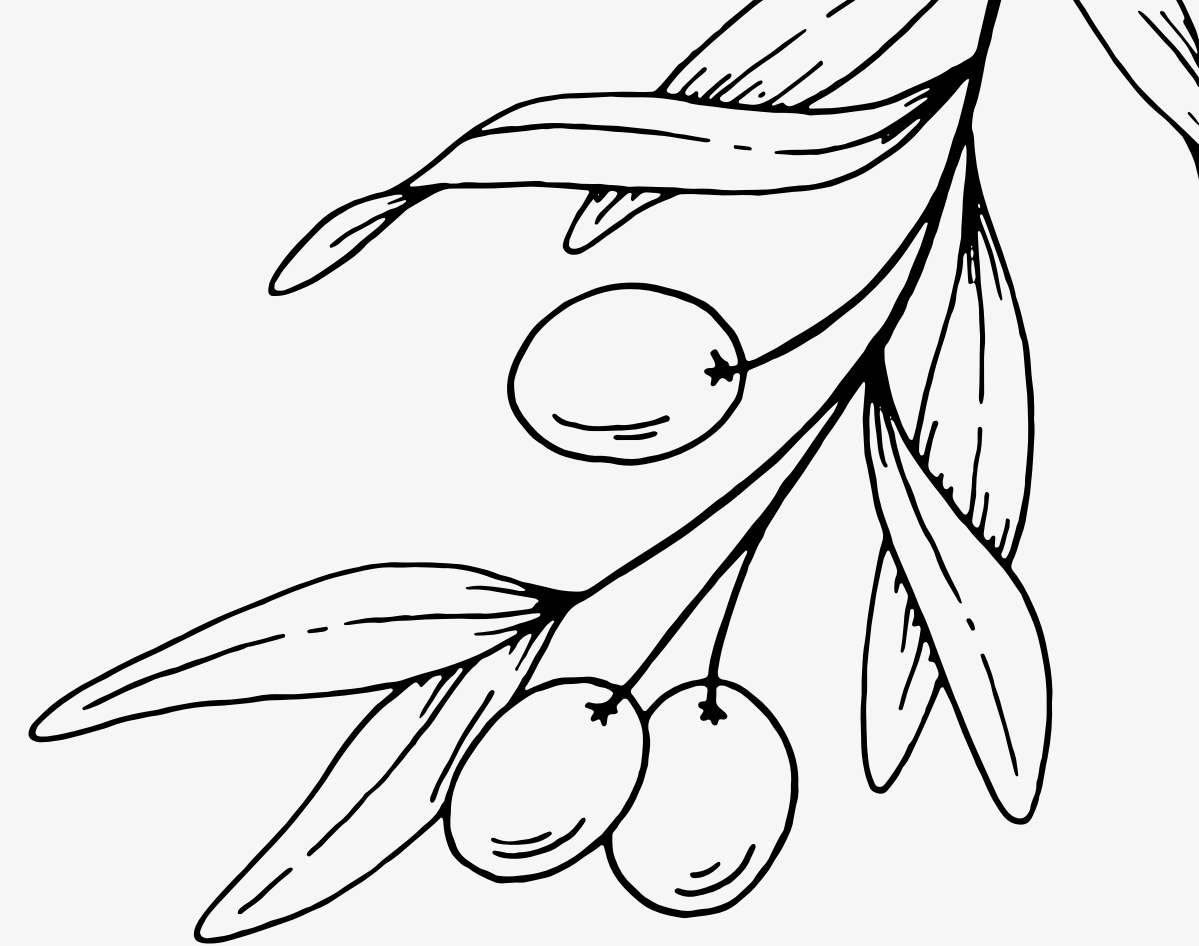
7\YYgmGhi ZZYX; fYYb'7\]'Y'C`]j Y'Fc`g

/6>D . 5 8 /6>2 /D>E

- 5i X]YbW. ; (i 'K ca Ybž%) i 'A Yb"K ca Yb 'VYhk YYb 'h\Y 'U[Yg cZ') ! (('UfY 'h\Y ``YUX]b['ZcfW 'Ua cb['Zc ``ck Yfg"
- (- ž , ' '=a dfYgg]cbgž* , - '9b[U[Ya Ybhgž& , &'DfcZ]'Y '5W]cbg
- %ž* +\$ 'Zc ``ck Yfg! i d'Zfca ' - * \$ ']b '5i [i gh

" , @1 - 44? /6>2 /D>E

- 5i X]YbW. ; ' i 'K ca Ybž%* i 'A Yb"K ca Yb 'U[Yg')) 'UbX'c`XYf UfY 'h\Y ``YUX]b['ZcfW 'Ua cb['Zc ``ck Yfg"
- *%ž (&'=a dfYgg]cbgž&ž(+\$ '9b[U[Ya Ybhgž- * ('DfcZ]'Y '5W]cbg
- &* ž%+ * : UWVcc_`ZUbg



BO 54; 6

75; fck b'k cf_YX'k]h\ 'h\ fYY'ZccX']bZi YbWfg
k \c'YUWX'dfcXi W'X'U'fYW]dY'ZYUhi f]b['7U'F]dY
C`]j Yg'h\ Uh'k Ug'dcghYX'hc'h\ Y]f'k YVg]hYg'UbX
gcW]U'WXUbbY`g"

%"4 bcWfi a Vg`Yzh " (\$? ' =bghU'Zc`ck Yfg"
=bZi YbWf'HYf]'Hi fbYf'WYUhiYX'gYj YfU'C`]j Y
FYW]dYg'h\ Uh'g\Y'\ Ug'dcghYX'h\ fci [\ci h
GYdhYa VYf'UbX'CW'cVYf. '7fYUa mC`]j Y'; Uf]W
8fYgg]b[žA YX]hYffUbYUb '7\]W_Yb'5fh]WX_c_Y
GhYk žC`]j Y'HUdYbUXY"

&"4 X]gd`UWYX\ci gYk]ZY. '%\$(? ' =bghU'Zc`ck Yfg"
FYVYWW]:]fh\ 'a UXY'U'XY`]W]ci g'A Uf]bUhYX
C`]j Y'D]nnU"

' "4 VYghZ]YbXgZcfZfcgh]b[. '%\$) ? ' =bghU
Zc`ck Yfg"A Y`]ggU'>c\bgcb'a UXY'Ub'9Ugm
; fYY_@UmYfYX'8]d'k]h\ '7U'F]dY'C`]j Yg"





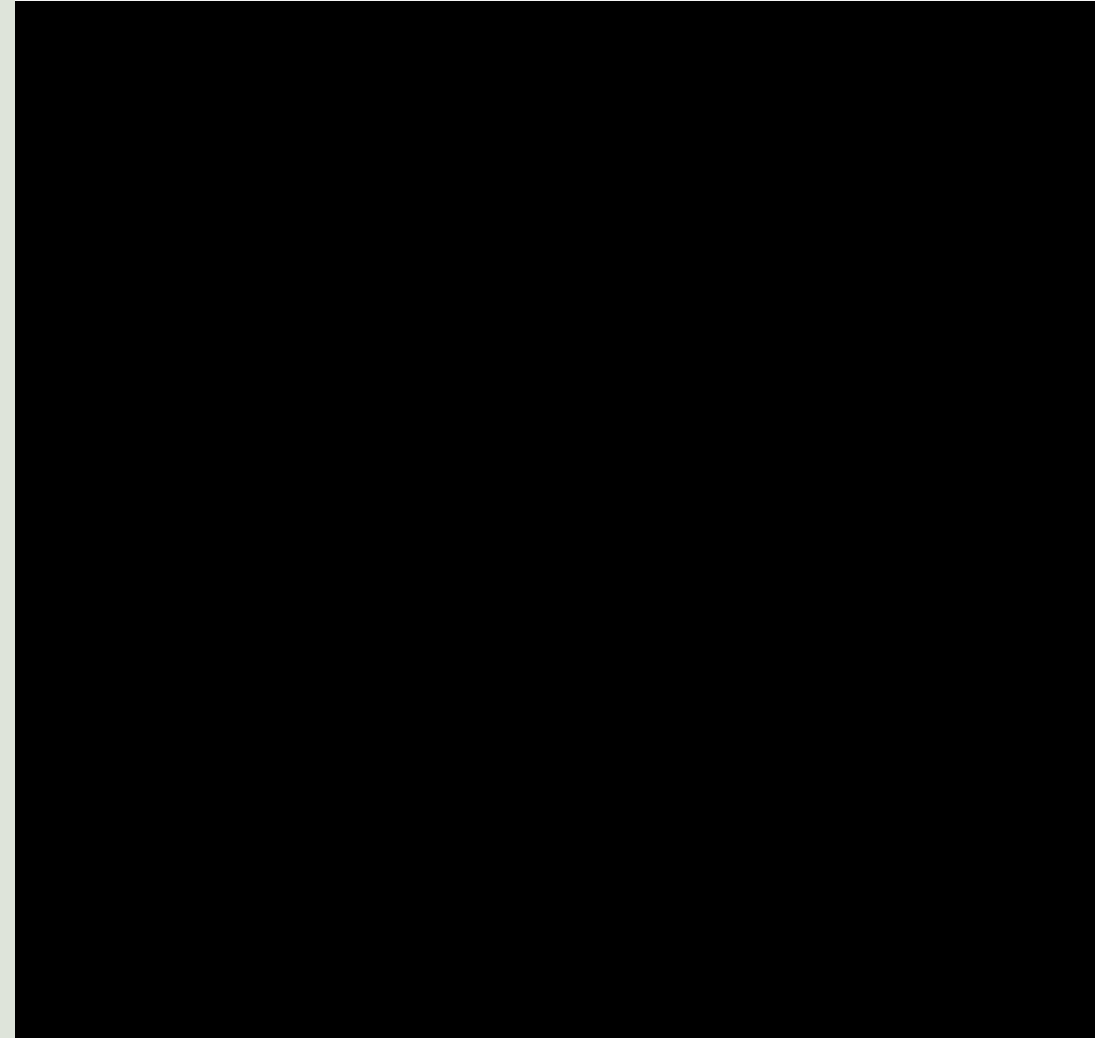
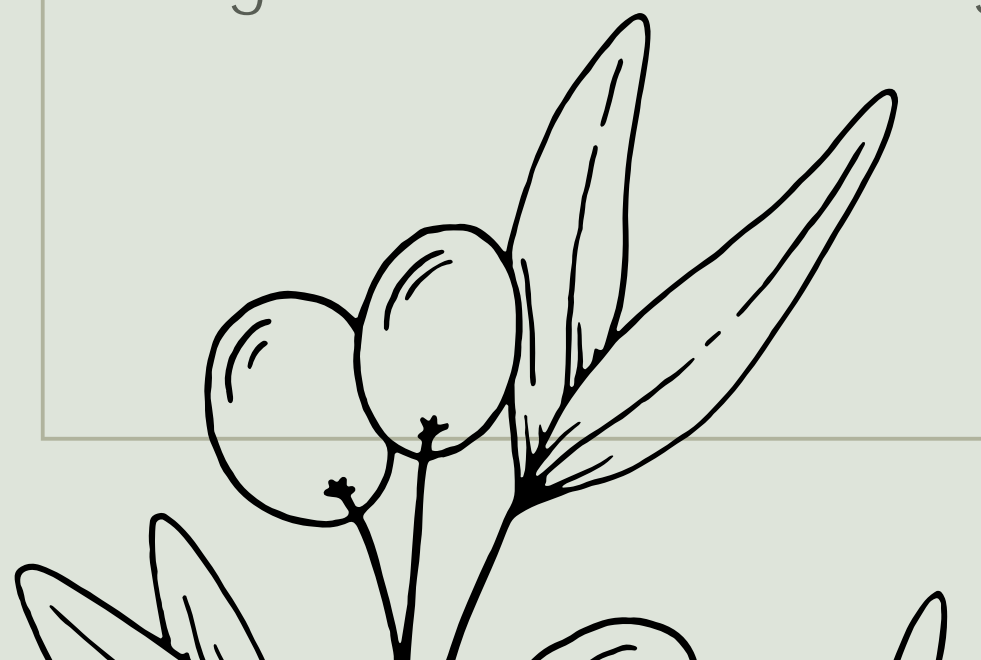
* C8 8 7=CE

75'; FCK B` \Ug`Ui bWXYX'U'dU[Y'cb'Ml a a`mž'U
k YVg]hY' i h]`nYX' Vmi Wcbgi a Yfg' Zcf' a YU'
d`Ubb]b[' UbX' fYW]dY' gYUfWXYg" H\Y' 7C7
dfcj]XYX' Z]j Y' c`]j Y' fYW]dYg' hc' 75'; FCK B' hc
di V`]g\`cb'h\Y]f'Ml a a`midU[Y" 7cbgi a Yfg'UfY
fYX]fYWXYX' Zfca' h\Y' Ml a a`mi g]hY' hc' h\Y' 7U'
F]dY'C`]j Y g'k YVg]hY' hc' j]Yk' h\Y' Z' ``fYW]dY'UbX
X]fYW]cbg"

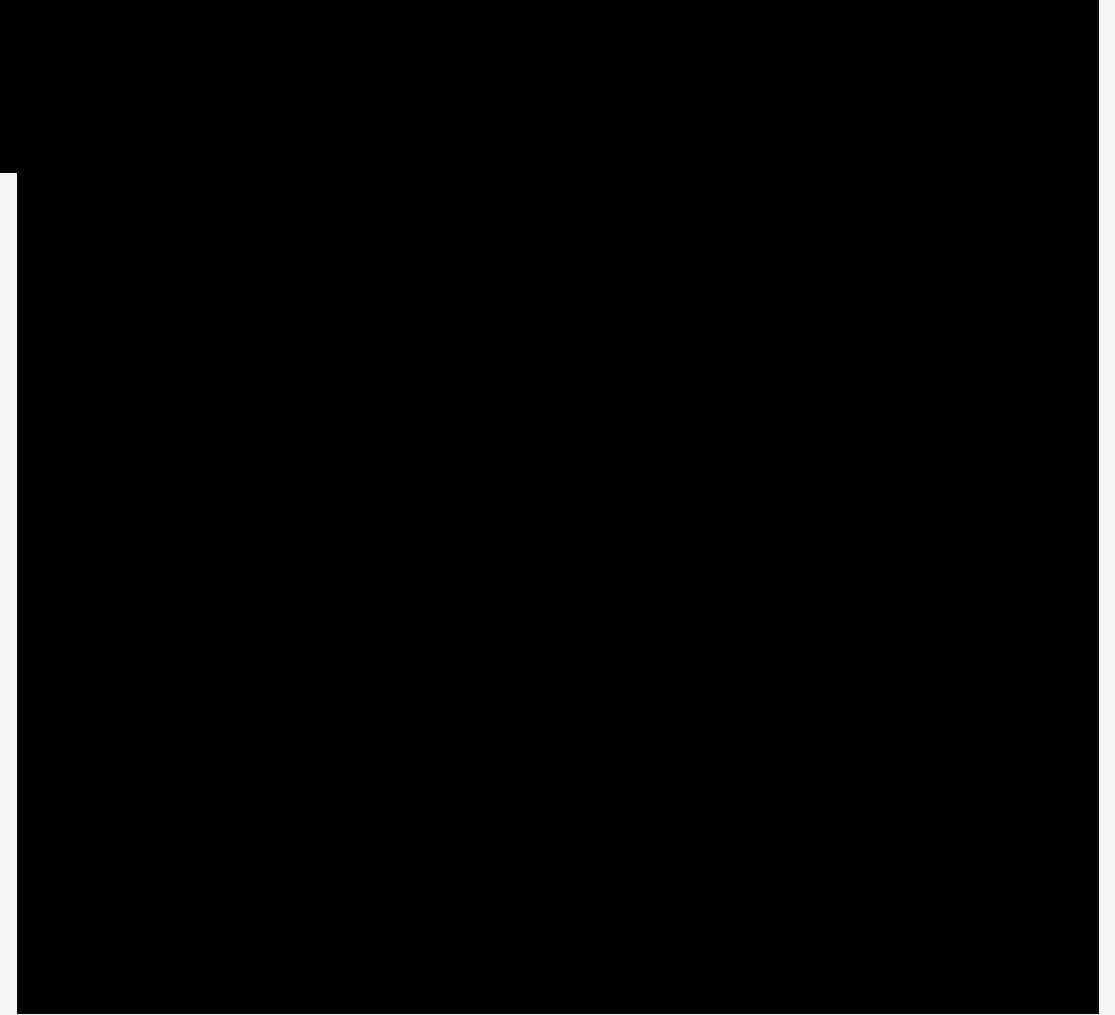
Ž ƁDØ 29, D246, B 71, 6CƁCE

- K YVg]hY

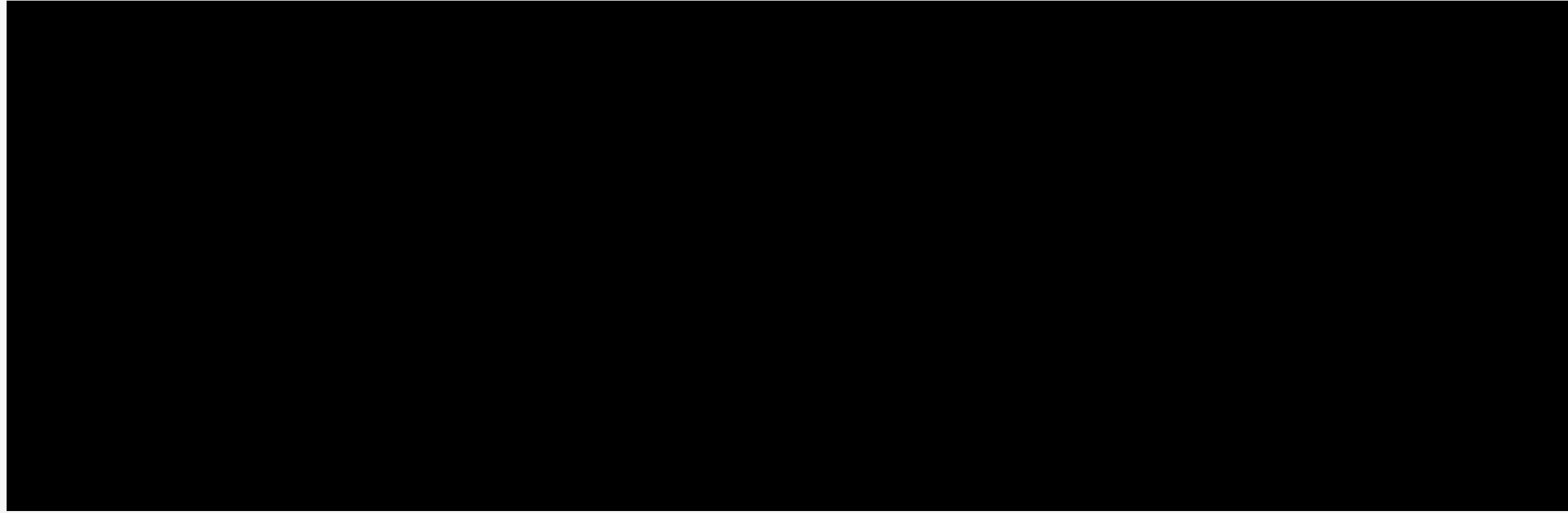
%"I d`cUXYX`fY!g\ch`fYW]dY`d\chcg`
 &"I dXUhYX`fYW]dY`Ub[i U[Y`gc
 Wcbgi a Yf`]g`bch`WcbZ gYX`f]Y" `fj`
 gYfj]b[gfi]bghYUX`cZ`f) fl
 ' "DUggk cfX`dfchYVhYX`]bZcfa Uh]cb
 UddYUf]b[`]b`h\Y`=bXi ghfmigYVh]cbž
 U`gc`UXXYX`U`7CJ =8! %- `gYVh]cb



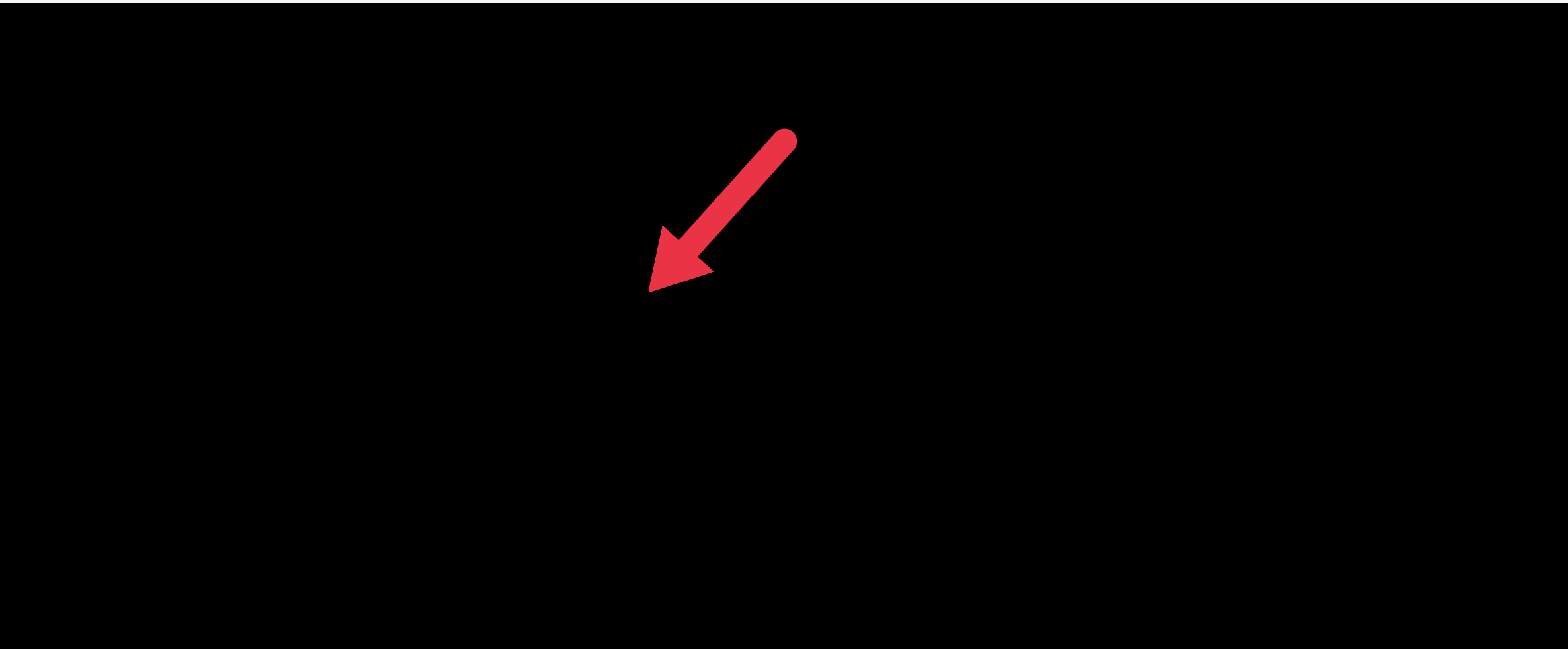
5ZhYf



6YZcfY



5ZhYf



* 4C°dC- 1

C dh]a]nYX 'h\ Y 'j]gi U`'UYgh\ Yh]Wc Z'ci f
Mci Hi VY 'W\ UbbY`

- I dXUhYX 'h\ Y 'Wcj Yf'dU[Y 'UbX 'dfc Z]'Y 'd]Whc
g\ck 'ci f'bYk `c[c"
- 5XXYX '8 YgW]dh]c bg'UbX ``]b_g'hc '7C 7
gc V]U`'W\ UbbY`g'UbX 'k YVg]hY 'hc 'Yj Yfm
j]XYc""

*****INFORMATION ONLY*****

FROM: COC MARKETING SUBCOMMITTEE

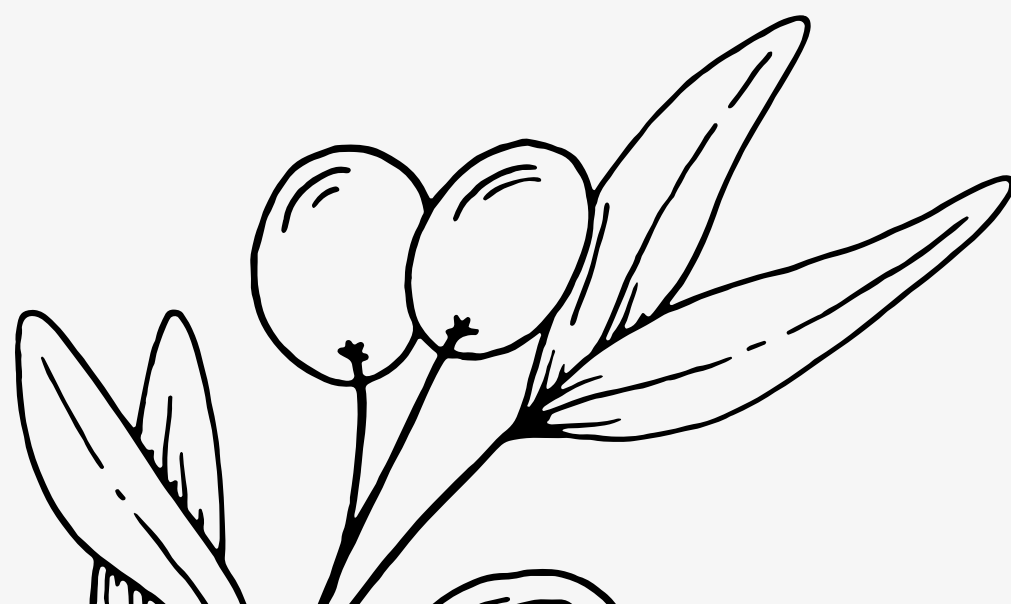
SUBJECT: 2021 MARKETING PLAN PROPOSALS

RECOMMENDATION: The COC has received three different proposals for various marketing programs.

..f...t , 5?1D6. ! 7, 6>

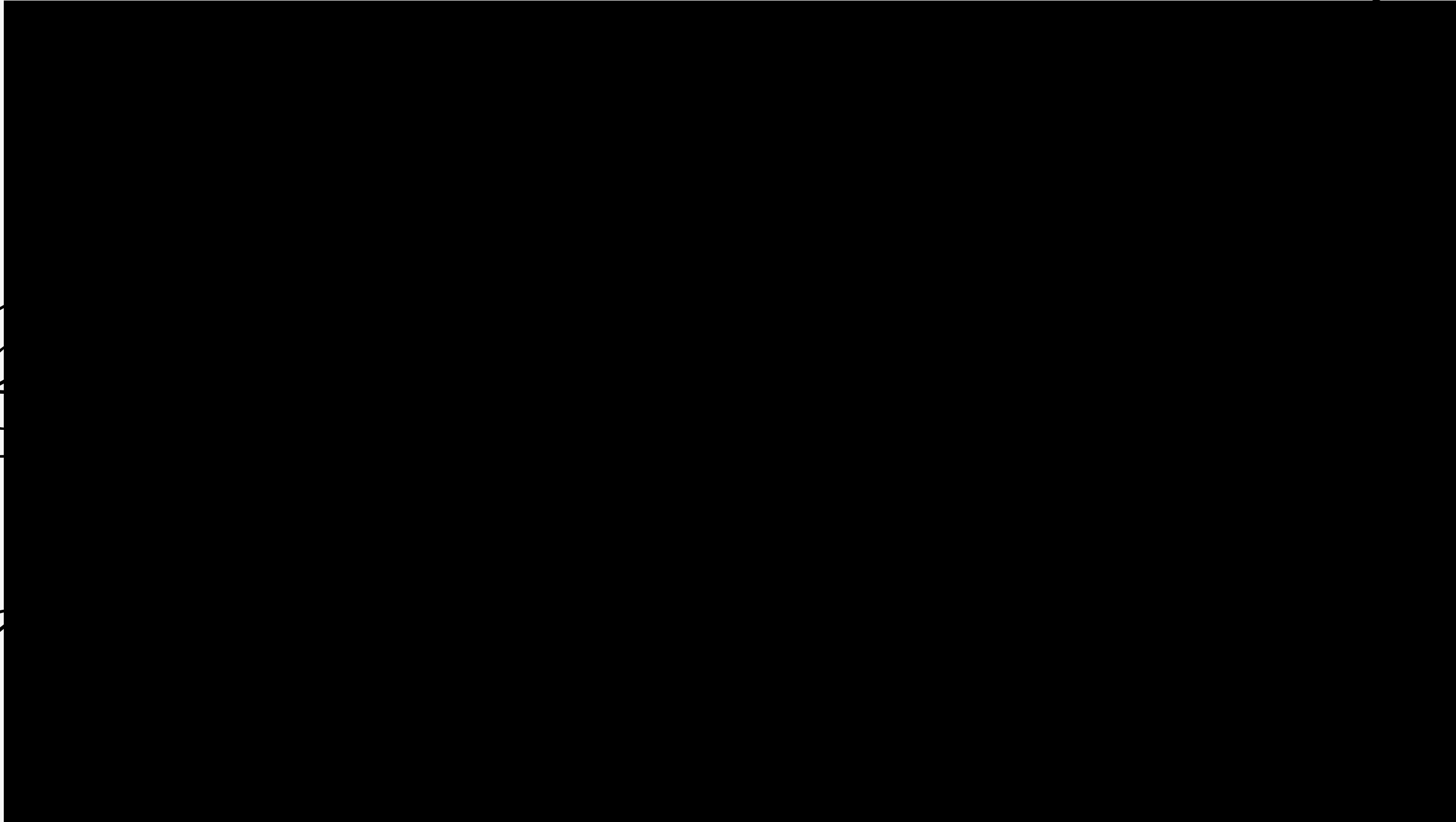


Ci f'; cU`.'



\$ / 4 B ? 2 @ ? C E

H \ Y ` Y U X] b [' g \ c d d] b [' f Y k U f X g ' U d d ° ' ' 7 c b g i a Y f g ' g d Y b X '%) \ c i f g ' d Y f ' a c b h \] b ' U d d !
a c f Y ' h] a Y ' g d Y b h i c b ' G \ c d _] W _ h \ U b ' c h \ Y f ' g \ c d d] b [' U d d g °

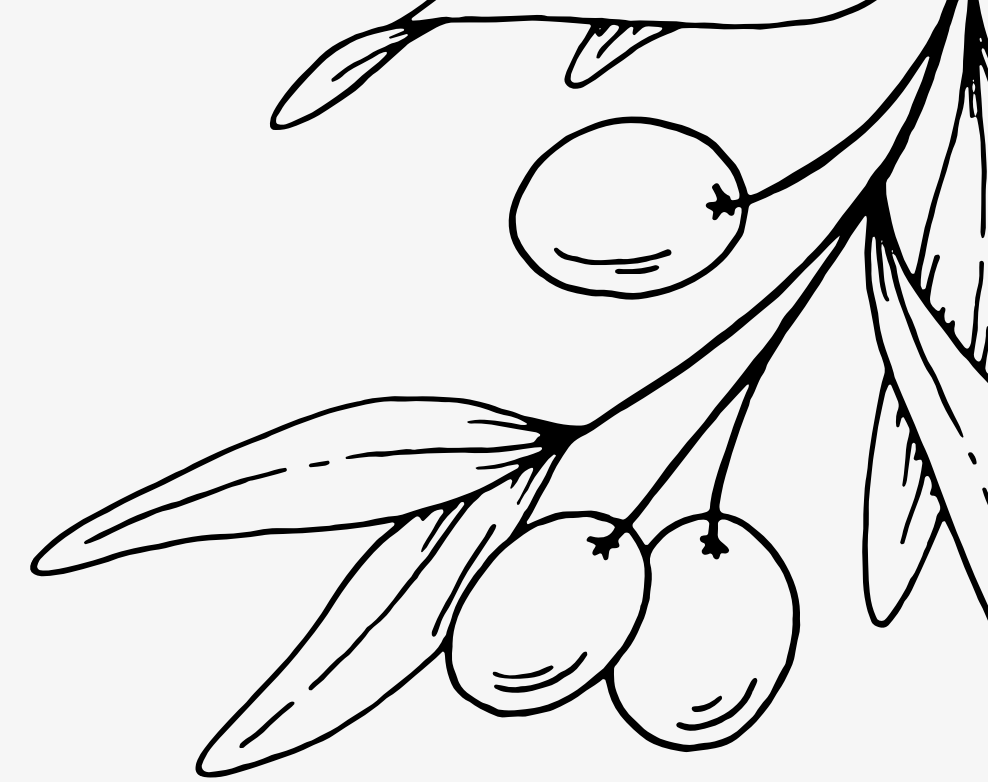


%d/1 " 1, >Dfl 26. >

B 46D1 6DB 51, D45 > 40

I 5447(45D = " 44Ptt

BO, 54; 6



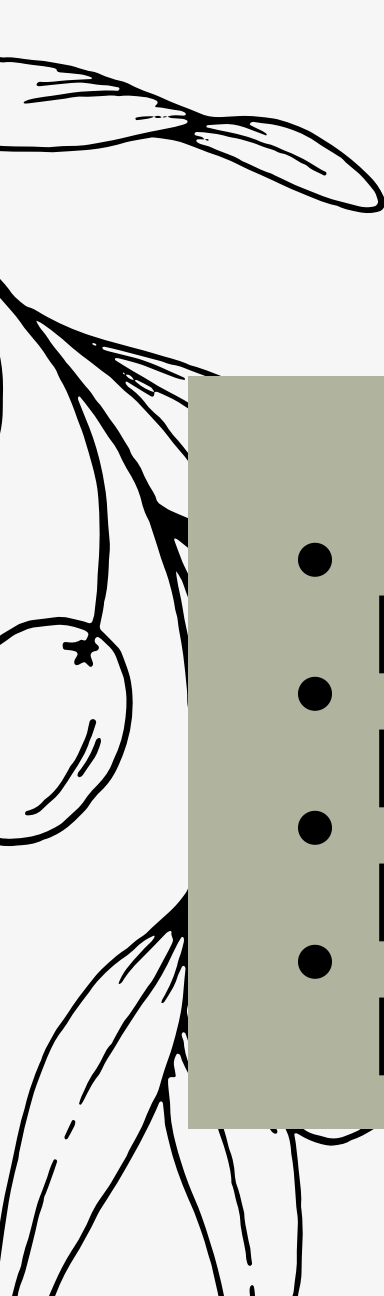
CDH! =B'DFC; F5A G°

- ; fYUh'cddcfhi b]hmihc'i h]nY'75'; fck bfg
YghUV`]g\ YX'WbbYW]cbg'k]h\
]bZi YbWfg"
- 5`ck g'7C7'hc'fYUW' h\Y]f'Ui X]YbW
h\fc [\ 'gYj YfU'X]ZYfYbh'Uj Ybi Yg!
=bZi YbWfgž'75'; fck bž'H\Y': YYX': YYX

! # ` A4<1 >

; fYUhiK Umihc `WcbbYWhik]h\ `=bZi YbWfg°`K Y`WUbb
gYbX`]hYa g`hc`ZccX`]bZi YbWfg`k \c`k]`
\cdYZi ``midcghiUVci h`h\Y]f`DF `Vcl `cb`h\Y]f
gcWU` `WXUbbY`gž`hU[[]b[`i gž`k \]WX`]b`hi fb
X]fYWhg`Wcbgi a Yfg`hc`ci f`=bghU[fUa `hc`YUfb
a cfY`UVci h`7U`F]dY`C`]j Yg"
/DI8 >/6@CP1PCE

- ! 29, `BCDD15
- O3546`
- # 1@B1`A44?`
- Ž 4DI - 44?`
- ! 16>`
- ! 16@2>`
- Ł 2`045472 1>`
- ž Ł/` ° \$t



..f... "%28 1761

" C, 5D15,,

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

" C, 5D15...

- [Redacted]
- [Redacted]
- [Redacted]

" C, 5D15†

- [Redacted]
- [Redacted]
- [Redacted]

" C, 5D15‡

- [Redacted]
- [Redacted]

ACP. 1D

@c k Ygh`Yj Y`

A]XX`Y`Yj Y`

<][\ Ygh`Yj Y`

- [redacted]
- [redacted]
- [redacted]

- [redacted]
- [redacted]
- [redacted]

- [redacted]
- [redacted]
- [redacted]

******ACTION REQUIRED******

FROM: COC MARKETING SUBCOMMITTEE

SUBJECT: 2021 BUDGET

RECOMMENDATION: THAT the Committee adopt the Marketing Budget for the 2021 FY.

BACKGROUND: Each year, the Marketing Subcommittee approves a marketing plan.

The Committee needs to approve Internal Marketing Programs totaled at \$88,000.

- | | | | |
|----|----------------------------------|---|----------|
| 1. | Internal Marketing Programs | - | \$88,000 |
| | a. Alliance for Food and Farming | | |
| | b. CA Grown | | |
| | c. Partnerships | | |
| | d. Travel | | |
| | e. Olive Day | | |
| | f. Trade Show PMA | | |
| | g. Crisis Communication | | |
| | h. Social Media Promotions | | |
| | i. Website Maintenance | | |

Additionally, the Committee can decide to approve External Marketing Programs based on the received proposals to conduct marketing and promotional activities in 2021 from the following organizations:

1. Shopkick
2. IHeart Media
3. The Feast Kings

	Tier 1	Tier 2	Tier 3
Shopkick	\$50,000	\$75,000	\$100,000
IHeart Media	\$75,000	\$125,000	\$150,000
The Feast Kings	\$5,000	\$15,000	\$25,000
Total:	\$130,000	\$215,000	\$275,000

FISCAL YEAR	2021 (Proposed)	2020	2019	2018	2017
MARKETING	Unknown	\$123,500	\$513,500	\$973,500	\$823,500
Differ	Unknown	(-\$390,000)	(-\$460,000)	(+\$150,000)	(+\$95,700)

FISCAL IMPACT: UNKNOWN for the 2021 FY.

*****ACTION REQUIRED*****

FROM: COC MARKETING SUBCOMMITTEE

SUBJECT: INTER-ITEM TRANSFERS OF THE MARKETING BUDGET

RECOMMENDATION: THAT the Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget.