



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=ZFhVVVFiVkJkRFY0RkZlPSWUZ5b2FaZz09>

Meeting ID: 871 3351 9863

Dial-In:

Conference Call Line: 1-669-900-6833

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- 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**