



II. 2019 Marketing Program Review

Fleishman Hillard will provide updates to the current status of the 2019 Marketing program and the activities that have gone on thus far.

III. Marketing Plan Proposals

Per USDA MOAD's request, the COC was asked to send a request for proposals for the 2020 marketing program. The COC staff contacted twelve different marketing companies and received three competing proposals. The three companies presented their proposals to the Marketing Subcommittee who recommended that Fleishman Hillard continue their proposal presentation for the 2020 marketing program for the Full Committee in December.

III. Approval of 2020 Marketing Plan and Budget

Each year, the Marketing Subcommittee approves a marketing plan with a contracted agency. 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 | - | \$73,500 |
| 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 Mark Hendrixson, duly seconded by Felix Museco, and unanimously carried THAT the Subcommittee recommend \$73,500 for the COC internal portion of the Marketing Budget. (Motion 11.14.19 #2)

MOVED by Janet EDWARDS, duly seconded by Edward GARCIA, and unanimously carried THAT the assessment rate for the 2019-20 budgeted activities be reduced to \$15/ton with any amount over the assessable tons be set apart for reserves. (1.22.20 #2)

MOVED by Mark Hendrixson, duly seconded by Pat Ricchiuti, and unanimously carried THAT the Subcommittee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget. (Motion 11.14.19 #3)

Date: November 14, 2019

Lindsey Batty, California Olive Committee