



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		\$21,500
	Advertising with audience growth objective		\$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 11.14.19 #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 11.14.19 #2)