



AGENDA

California Ripe Olive

Marketing Subcommittee Meeting ZOOM / Conference Call

**NOVEMBER 10, 2021
9:30 AM**

Zoom Meeting

<https://us02web.zoom.us/j/88041365820>

Telephone:

Conference Call: 1-669-900-6833

Passcode: 880 4136 5820 #

- I. Call To Order**
 - a. Roll Call
 - b. Marketing Subcommittee Chairman's Comments (action item)
 - c. Approval of November 5, 2020 Minutes (action item)

- II. 2021 Marketing Program Review**

- III. Marketing Plan Proposals**
 - a. Marketing Plan Proposal Presentations

- IV. Approval of 2022 Marketing Plan and Budget (action item)**

- V. Approval of Authority to the Executive Director and Chairman for Inter-Item Transfers of the Marketing Subcommittee Budget (action item)**

- VI. Other Business**

- VII. Adjournment**