



Poppy Social Media on growing Cal Ripe Olive social media channels and CA Grown on opt-in programs. The 2020 year has been focused on social media/digital marketing programs.

III. 2021 Marketing Plan Proposal

Elise Oliver presented three different proposals for external marketing programs. The COC received proposals from Shopkick, iHeart Media, and a food influencer The Feast Kings. All three entities provided the COC with tiered proposals at the various funding levels below. Information about each specific program can found in the packet.

	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

IV. Approval of 2021 Marketing Plan and Budget

The Marketing Subcommittee approved an internal marketing program that includes travel for staff, association fees, and partnerships and international program research. These items are 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

MOVED by Mark Hendrixson, duly seconded by Giulio Zavolta, and unanimously carried THAT the Subcommittee recommend \$88,000 for the COC internal portion of the Marketing Budget. (Motion 11.5.20 #2)

Additionally, the Committee can decide to approve external marketing programs based on the received proposals to conduct marketing and promotional activities in 2021.

MOVED by Felix Musco, duly seconded by Giulio Zavolta, and unanimously carried THAT the Subcommittee recommend a \$125,000 marketing contingency fund in addition to funding an influencer program with The Feast Kings at \$25,000. (Motion 11.5.20 #3)



V. Approval of Authority to the Executive Director and Chairman for Inter-Item Transfers of the Marketing Subcommittee Budget

MOVED by Rick Benson, duly seconded by Vito DeLeonardis, and unanimously carried **THAT** the Subcommittee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget. (Motion 11.5.20 #4)

VI. Other Business

Nothing was discussed.

VII. Adjournment

Marketing Subcommittee Chairman Bill McFarland adjourned the Marketing Subcommittee meeting at 10:32 a.m.

I hereby certify that the above is a full, true and correct copy of the minutes of the meeting held on November 5, 2020 virtually via ZOOM/Conference Call, by the Marketing Subcommittee.

Elise Oliver

Date: November 5, 2020

Elise Oliver, California Olive Committee



Summary of Motions for November 5, 2020

Motion 11.5.20 #1

APPROVED

MOVED by Pat Ricchiuti, duly seconded by Vito DeLeonardis, and unanimously carried THAT the minutes of the May 20, 2020 Marketing Subcommittee meeting be approved.

Motion 11.5.20 #2

APPROVED

MOVED by Mark Hendrixson, duly seconded by Giulio Zavolta, and unanimously carried THAT the Subcommittee recommend \$88,000 for the COC internal portion of the Marketing Budget.

Motion 11.5.20 #3

APPROVED

MOVED by Felix Musco, duly seconded by Giulio Zavolta, and unanimously carried THAT the Subcommittee recommend a \$125,000 marketing contingency fund in addition to funding an influencer program with The Feast Kings at \$25,000.

Motion 11.5.20 #4

APPROVED

MOVED by Rick Benson, duly seconded by Vito DeLeonardis, and unanimously carried THAT the Subcommittee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget.