





With the appropriate number of members from producers and handlers in, a quorum was established.

- **MOVED by RICCHIUTI, duly seconded by ZAVOLTA and unanimously carried THAT the minutes of the November 5, 2020 be approved as presented. (MOTION 11-10-21 #1)**

## **II. 2021 MARKETING PROGRAM REVIEW**

Elise Oliver presented to the Marketing Subcommittee the 2021 Marketing Program Review.

## **III. MARKETING PLAN PROPOSAL**

Elise Oliver gave a presentation to the Marketing Subcommittee on the Marketing Plan Proposals;

- Promotional Partnerships
- In-store Communications
- Retailer Publications
- Retailer Social Media
- Retail Dietitians
- Proposed Program Investment
- Retail Program Timeline

## **IV. APPROVAL OF 2022 MARKETING PLAN AND BUDGET**

### **ACTION**

Each year, the Marketing Subcommittee approves a marketing plan.

The Committee needs to approve Internal Marketing Programs totaled at \$84,000.

1. Internal Marketing Programs - \$84,000
  - a. CA Grown
  - b. Partnerships
  - c. Travel
  - d. Olive Day
  - e. Trade Show PMA
  - f. Crisis Communication
  - g. Social Media Promotions
  - h. Website Maintenance



Additionally, the Committee can decide to approve External Marketing Programs based on the received proposals to conduct marketing and promotional activities in 2022 from the following organizations:

1. Fresh Smart Solutions
2. IHeart Media

	Budget-Option 1	Budget-Option 2	Budget-Option 3
Fresh Smart Solutions	\$150,000	\$100,000	\$100,000
IHeart Media	\$50,000	\$37,500	\$22,500
<b>Total:</b>	<b>\$200,000</b>	<b>\$137,500</b>	<b>\$122,500</b>

FISCAL YEAR	2022 (Proposed)	2021	2020	2019	2018
<b>MARKETING</b>	Unknown	\$238,000	\$123,500	\$513,500	\$973,500
<b>Differ</b>	Unknown	\$114,500	(\$390,000)	(\$460,000)	(\$150,000)

FISCAL IMPACT: UNKNOWN for the 2022 FY

- **MOVED by SILVEIRA, duly seconded by MUSCO and unanimously carried THAT the Marketing Subcommittee approve the Internal Marketing Programs for \$84,000. (MOTION 11-10-21 #2)**
- **MOVED by MUSCO, duly seconded by CARTER and unanimously carried THAT the Marketing Subcommittee approve the External Marketing Programs in 2022 for \$200,000 without the contingency. (MOTION 11-10-21 #3)**

**V. APPROVAL OF AUTHORITY TO THE EXECUTIVE DIRECTOR AND CHAIRMAN FOR INTER-ITEM TRANSFERS OF THE MARKETING SUBCOMMITTEE BUDGET**

**ACTION**

The Committee discussed granting authority to the Executive Director and Chairman for The inter-item transfers of the Marketing Budget.

- **MOVED by RICCHIUTI, duly seconded by BENSON and unanimously carried THAT the Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget. (MOTION 11-10-21 #4)**



**VI. OTHER BUSINESS**

NONE

**VII. ADJOURNMENT**

Chairman Bill McFarland adjourned the Marketing Subcommittee meeting at 10:29 a.m.

A handwritten signature in blue ink, appearing to read "Todd W. Sanders", is positioned above a horizontal line.

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Todd W. Sanders  
Executive Director  
California Olive Committee



## SUMMARY OF MOTIONS FOR NOVEMBER 10, 2020

### **MOTION 11-10-2021 #1      APPROVED**

MOVED by RICCHIUTI, duly seconded by ZAVOLTA and unanimously carried THAT the minutes of the November 5, 2020 be approved as presented.

### **MOTION 11-10-2021 #2      APPROVED**

MOVED by SILVEIRA, duly seconded by MUSCO and unanimously carried THAT the Marketing Subcommittee approve the Internal Marketing Programs for \$84,000.

### **MOTION 11-10-2021 #3      APPROVED**

MOVED by MUSCO, duly seconded by CARTER and unanimously carried THAT the Marketing Subcommittee approve the External Marketing Programs in 2022 for \$200,000 without the contingency.

### **MOTION 11-10-2021 #4      APPROVED**

MOVED by RICCHIUTI, duly seconded by BENSON and unanimously carried THAT the Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget.