



CALIFORNIA OLIVE COMMITTEE

EXECUTIVE SUBCOMMITTEE MEETING

DECEMBER 7, 2023

8:00 a.m.

COC

**2565 Alluvial Avenue, Suite 152
Clovis, CA 93611**

ZOOM / CONFERENCE CALL

<https://us02web.zoom.us/j/87134335403>

MINUTES

I. CALL TO ORDER

Chairman Mike SILVEIRA called the meeting of the Executive Subcommittee to order at 8:01 a.m. The following Executive Subcommittee members were in attendance.

MEMBERS:

Michael SILVEIRA
Edward GARCIA
Mark HENDRIXSON
Galen PFEIFFER
Vito DeLEONARDIS
Dennis BURRESON
Felix MUSCO
Julia TINSLEY
Scott McCOY

AFFILIATION:

Producer
Producer
Producer
Producer
Producer
Handler
Handler
Handler
Handler

STAFF:

Todd SANDERS	California Olive Committee
Elise OLIVER	California Olive Committee
Janette RAMOS	California Olive Committee

GUESTS:

Jeremy SASSELLI	USDA
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Having received sufficient number of Subcommittee members present, a quorum was established.

- **MOVED by BURRESON, duly seconded by DELEONARDIS and unanimously carried THAT the minutes for November 9, 2022 be approved as presented. (Motion 12-7-23 #1)**

II. 2023/2024 EXPORT PROGRAM UPDATE

Elise Oliver gave an update on the Export Program.

CANADA

- 2023 MAP Funding
- Global Based Initiative (GBI)
- Grocery Innovations Show
- Food Service Advertising
- Educational Event in Vancouver
- Chef Challenge Event
- Restaurant Menu Development
- Thistle town Chef Event

JAPAN

- 2023 MAP Funding
- Foodservice Tie-Up
- Food Messe Niigata
- Fabex
- Hiruboi TV Exposure
- FarmDo Stores

SOUTHEAST ASIA

- 2023 ATP Funding
- ColdStorage Stores
- Influencer Activations
- Asia Fruit Logistica

2024 LOOKING AHEAD

MAP Funding Applied For:

- Canada: \$175,000
- Mexico: \$120,000
- Japan: \$255,000
- SEA: \$135,000

TOTAL \$685,000

EMP Funding Applied For:

- India: \$154,430

RAPP Funding:

- Amount TBD
- Countries in the works: Brazil and Columbia

2024 Looking Ahead

- Challenges
- Opportunities
- Possible Activities

III. STRATEGIC PLAN

There was interest at the July 2023 meeting to look into executing an updated Strategic Plan. The COC conduct a Strategic Plan back in 2014 and revisited the plan in 2019 (these documents can be seen in the following pages of the packet).

The COC has reached out to four different companies/individuals:

1. WestMark Group
2. Nuffer, Tucker, & Smith
3. Amy Woolfe
4. DeLizia Consulting Services

Based on the information received from the interested companies/individuals, an appropriate budget is \$50,000.

If the Executive Committee would like to move forward with executing a Strategic Plan in 2024, the fiscal impact for this project is contained within the General Admin budget that will be presented.

Staff will select a contractor at the new year and move forward with the project to have a new Strategic Plan completed by July 2024.

Todd Sanders and Chairman Mike Silveira will work together to find a date that is compatible for the Strategic Plan, and suggested late April or early May.

The Executive Committee discussed keeping the Strategic Plan in-house within the Executive Committee.

IV. APPROVAL OF 2024 ADMINISTRATIVE BUDGET

ACTION

The following is the General Administration Budget for the California Olive Committee. Exports are separated.

Staff has put together a history of previous Executive Committee Budgets.

<i>FISCAL YEAR</i>	2024	2023	2022	2021	2020
<i>ADMIN</i>	\$390,250	\$399,700	\$390,700	\$357,800	\$457,800
<i>\$ Change</i>	\$(9,450)	\$9,000	\$32,900	\$(100,000)	\$(67,400)
<i>Exports</i>	\$164,650	\$148,000	\$148,000	\$173,500	\$173,500
<i>\$ Change</i>	\$16,650	-	\$(25,500)	-	-
<i>MAP/EMP/ATP</i>	\$907,430**	\$380,480	\$422,325	\$318,529	\$367,399
<i>\$ Change</i>	\$526,950	\$(41,845)	\$103,796	\$(48,870)	\$156,399

**This total reflects the amount of MAP/EMP/ATP funds applied for the 2024 fiscal year through USDA-FAS. The actual allocations will be announced until passage of a Farm Bill. 2023 allocations will carry over into 2024.

The Sub-Committee must decide:

- 1) Approval of the 2024 Fiscal Budget

FISCAL IMPACT: \$554,900 for FY 2024

- **MOVED by HENDRIXSON, duly seconded by MUSCO and unanimously carried THAT the Executive Subcommittee approve the General Administration Budget for \$554,900 for the 2024 Fiscal Year. (Motion 12-7-23 #2)**

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

ACTION

- **MOVED by HENDRIXSON, duly seconded by PFEIFFER and unanimously carried THAT the Executive Subcommittee grant authority to the Executive Director and Chairman for Inter-Item Transfers of the Executive Committee Budget. (Motion 12-7-23 #3)**

VI. OTHER BUSINESS

NONE

VI. ADJOURNMENT

Chairman Mike SILVEIRA adjourned the Executive Subcommittee Meeting at 8:57 a.m.



Todd Sanders
Executive Director
California Olive Committee

SUMMARY OF MOTIONS FOR DECEMBER 7, 2023

MOTION 12-7-23 #1

APPROVED3

MOVED by BURRESON, duly seconded by DELEONARDIS and unanimously carried THAT the minutes for November 9, 2022 be approved as presented.

MOTION 12-7-23 #2

APPROVED

MOVED by HENDRIXSON, duly seconded by MUSCO and unanimously carried THAT the Executive Subcommittee approve the General Administration Budget for \$554,900 for the 2024 Fiscal Year.

MOTION 12-7-23 #3

APPROVED

MOVED by HENDRIXSON, duly seconded by PFEIFFER and unanimously carried THAT the Executive Subcommittee grant authority to the Executive Director and Chairman for Inter-Item Transfers of the Executive Committee Budget.