



California Olive Committee

Marketing Subcommittee Meeting

November 9, 2022

9:30 a.m.

ZOOM/Conference Call

<https://us02web.zoom.us/j/89063142550>

I. CALL TO ORDER

A meeting of the Marketing Subcommittee was called to order by Chairman Bill McFarland at 9:30 a.m., and the following members were present:

Members

Edward GARCIA
Michael SILVEIRA
Joan WHELAN-VANDERHORST
Giulio ZAVOLTA
Mark HENDRIXSON
Rick BENSON
Pat RICCHIUTI
Bill MCFARLAND-Chairman
Tracy WOOD
Scott HAMILTON
Felix MUSCO
Scott McCOY
America GARMAN

Affiliation:

Producer
Producer
Producer
Producer
Producer
Producer
Producer
Handler
Handler
Handler
Handler
Handler
Handler

STAFF

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

GUESTS

Jeremy SASSILLI USDA



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

- **MOVED by RICCHIUTI, duly seconded by BENSON and unanimously carried THAT the minutes of November 10, 2021 be approved as presented. (MOTION 11-9-22 #1)**

II. 2022 MARKETING PROGRAM REVIEW

Elise Oliver presented to the Marketing Subcommittee the 2022 Marketing Program Review. The California Olive Committee is funding a program to promote the sale of packaged California ripe olives during the second half of 2022. The retail program is specific to food stores operating in California.

III. MARKETING PLAN PROPOSAL

Elizabeth Carranza gave a presentation on the 2023 Marketing Plan Proposals, which were in the Packet.

IV. APPROVAL OF 2023 MARKETING PLAN AND BUDGET

ACTION

Each year, the Marketing Subcommittee approves a marketing plan. The Committee needs to approve Internal Marketing Programs totaled at \$73,000.00.

1. Internal Marketing Programs - \$73,000.00
 - a. CA Grown
 - b. Partnerships
 - c. Travel
 - d. Olive Day
 - e. Trade Show IFPA
 - f. Crisis Communication
 - g. Social Media Promotions
 - h. Website Maintenance

- **MOVED by HENDRIXSON, duly seconded by MUSCO and unanimously carried THAT the Marketing Subcommittee approve the Internal Marketing Programs for the 2023 Fiscal Year for \$73,000. (MOTION 11-9-22 #2)**



Additionally, the Committee can decide to approve additional External Marketing Programs to conduct further marketing and promotional activities in 2023.

	Budget-Option 1	Budget-Option 2	Budget-Option 3
CA Grown Opt Ins	\$15,000.00	\$28,500.00	\$45,000.00
Contingency for Website Redesign	\$75,000.00	\$75,000.00	\$75,000.00
Total:	\$90,000	\$103,500.00	\$120,000.00

FISCAL YEAR	2023	2022	2021	2020	2019
MARKETING	TBD	\$200,000.00	\$238,000.00	\$123,500.00	\$513,500.00
Difference	TBD	(\$38,000.00)	\$114,500.00	(\$390,000.00)	(\$460,000.00)

FISCAL IMPACT: UNKNOWN for the 2023 FY.

- **MOVED by MUSCO, duly seconded by RICCHIUTI and unanimously carried THAT the Marketing Subcommittee approve the External Marketing Program option three (3) to conduct further marketing and promotional activities in 2023. (MOTION 11-9-22 #3)**

V. 2023 SPECIALTY CROP BLOCK GRANT APPLICATIONS

The COC applied for a project under the California Department of Food and Agriculture Specialty Crop Block Grant Program in 2023.

Project Title	Requested Budget
Improving Sales and Awareness of California Ripe Olives Among U.S. Consumers	\$486,172.00

Project Description:

Improving Sales and Awareness of California Ripe Olives Among U.S. Consumers
 If successfully funded, this grant project will seek to accomplish the following activities: strategic planning and audit of existing COC content to identify what is needed moving forward; digital content creation including video production, photography, infographics, etc.; media relations and public relations outreach activities with an emphasis on earned



media (to establish further credibility) rather than paid; website re-design; social media support and content development, such as reels and stories for Instagram; facilitation of influencer partnerships and promotions; harvest tour event for influencers; tradeshow/event management (i.e. Fancy Food Show or other relevant trade show events marketing firm may represent); and reporting of initial KPIs, mid-year updates; and end of project results to COC. The overall goals of this grant project are to increase the sales of California ripe olives at the retail level by at least 5% overall.

VI. 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 BENSON, duly seconded by HENDRIXSON and unanimously carried THAT the Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Subcommittee Budget. (MOTION 11-9-22 #4)**

VII. OTHER BUSINESS

NONE

VIII. ADJOURNMENT

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

Todd W. Sanders
Executive Director
California Olive Committee



SUMMARY OF MOTIONS FOR NOVEMBER 9, 2022

MOTION 11-9-2022 #1 APPROVED

MOVED by RICCHIUTI, duly seconded by BENSON and unanimously carried THAT the minutes of November 10, 2021 be approved as presented.

MOTION 11-9-2022 #2 APPROVED

MOVED by HENDRIXSON, duly seconded by MUSCO and unanimously carried THAT the Marketing Subcommittee approve the Internal Marketing Programs for the 2023 Fiscal Year for \$73,000.

MOTION 11-9-2022 #3 APPROVED

MOVED by MUSCO, duly seconded by RICCHIUTI and unanimously carried THAT the Marketing Subcommittee approve the External Marketing Program option three (3) to conduct further marketing and promotional activities in 2023.

MOTION 11-9-2022 #4 APPROVED

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