



# **CALIFORNIA OLIVE COMMITTEE**

## **EXECUTIVE SUBCOMMITTEE MEETING**

**NOVEMBER 9, 2022**

**8:00 a.m.**

**COC**

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

**ZOOM / CONFERENCE CALL**

**<https://us02web.zoom.us/j/86594613035>**

## **MINUTES**

### **I. CALL TO ORDER**

Chairman Mike SILVEIRA called the meeting of the Executive Subcommittee to order at 8:02 a.m. The following Executive Subcommittee members were in attendance.

#### **MEMBERS:**

Michael SILVEIRA  
Edward GARCIA  
Mark HENDRIXSON  
Pat RICCHIUTI  
Dennis BURRESON  
John PIERETTI  
Scott McCOY  
Felix MUSCO  
Julia TINSLEY  
Tim CARTER

#### **AFFILIATION:**

Producer  
Producer  
Producer  
Producer  
Handler  
Handler  
Handler  
Handler  
Handler  
Handler

#### **STAFF:**

Todd SANDERS  
Elizabeth CARRANZA  
Elise OLIVER  
Janette RAMOS

California Olive Committee  
California Olive Committee  
California Olive Committee  
California Olive Committee

**GUESTS:**

Jeremy SASSELLI

USDA

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

- **MOVED by HENDRIXSON, duly seconded by MUSCO and unanimously carried THAT the minutes for November 10, 2021 be approved as presented. (Motion 11-9-22 #1)**

**II. 2022 EXPORT PROGRAM UPDATE**

Elizabeth Carranza gave an update on the Export Program.

2022 Japan Update

- Retail Promotions
- Digital Promotions
- Website & Social Media
- Foodservice Promotions

2022 Southeast Asia Update

- World Gourmet Awards
- Restaurant Promotion
- Taste of California Event

Asia Fruit Logistica Tradeshow – November 2-4, 2022

- COC Booth presence
- Participate in FAS Market Briefings

2022 Canada Update

- Collaboration with 3 well-known Canadian Chefs
- Thistletown Culinary Event-George Brown College Dining Event and Workshop
- Canadian landing page on [www.calolive.org](http://www.calolive.org)
- Foodservice advertisements
- Retail framework for import development

**III. 2023 FULL COMMITTEE ELECTIONS**

Elise Oliver presented a timeline for COC 2023 Elections:

- 1) January: COC staff will send out an election newsletter to all COC members.
- 2) February: Two nomination meetings are held for District 1 and District 2. Ballots will be sent out following the nomination meetings. Dates for Nomination Meetings are TBD
- 3) March: Ballots are due back to COC.
- 4) April: COC will count all ballots with USDA.
- 5) May-June: USDA confirms members to the Full Committee.

**IV. APPROVAL OF 2023 ADMINISTRATIVE BUDGET AND APPROVAL OF AUTHORITY TO THE EXECUTIVE DIRECTOR AND CHAIRMAN FOR INTER-ITEM TRANSFERS OF THE EXECUTIVE COMMITTEE 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>	<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>
<i>ADMIN</i>	\$399,700	\$390,700	\$357,800	\$457,800	\$390,400
<i>\$ Change</i>	\$9,000	\$32,900	\$(100,000)	\$(67,400)	\$(10,800)
<i>Exports</i>	\$148,000	\$148,000	\$173,500	\$173,500	\$173,500
<i>\$ Change</i>	-	\$(25,500)	-	-	\$(12,500)
<i>MAP/EMP/ATP</i>	\$680,975*	\$422,325	\$318,529	\$367,399	\$211,000
<i>\$ Change</i>	\$258,650	\$103,796	\$(48,870)	\$156,399	\$(39,000)

\*\*This total reflects the amount of MAP funds applied for the 2023 fiscal year through USDA-FAS. The actual allocations will be announced in January 2023.

The Sub-Committee must decide:

- 1) Approval of the 2023 Fiscal Budget

**FISCAL IMPACT: \$547,700 for FY 2023**

- **MOVED by CARTER, duly seconded by TINSLEY and unanimously carried THAT the Executive Subcommittee approve and adopt the General Administration Fiscal Year 2023 Budget for \$547,700 as presented, and grant authority to the Executive Director and Chairman for Inter-Item Transfers of the Executive Committee Budget. (Motion 11-9-22 #2)**

**V. OTHER BUSINESS**

NONE

**VI. ADJOURNMENT**

Chairman Mike SILVEIRA adjourned the Executive Subcommittee Meeting at 8:28 a.m.

Todd Sanders  
Executive Director  
California Olive Committee

## **SUMMARY OF MOTIONS FOR NOVEMBER 9, 2022**

### **MOTION 11-9-22 #1**

**APPROVED**

MOVED by HENDRIXSON, duly seconded by MUSCO and unanimously carried THAT the minutes for November 10, 2021 be approved as presented.

### **MOTION 11-9-22 #2**

**APPROVED**

MOVED by CARTER, duly seconded by TINSLEY and unanimously carried THAT the Executive Subcommittee approve and adopt the General Administration Fiscal Year 2023 Budget for \$547,700 as presented, and grant authority to the Executive Director and Chairman for Inter-Item Transfers of the Executive Committee Budget.