



## AGENDA

### California Olive Committee

#### Marketing Subcommittee Meeting ZOOM / Conference Call

**NOVEMBER 13, 2024  
2:30 PM**

#### Zoom Meeting

<https://us02web.zoom.us/j/85221668631>

#### Telephone:

**Conference Call: 1-669-900-6833**

**Passcode: 852 2166 8631**

- I. Call To Order**
  - a. Roll Call
  - b. Marketing Subcommittee Chairman's Comments
  - c. Approval of December 7, 2023 Minutes (action item)
  
- II. 2024 Marketing Program Review**
  
- III. 2025 Marketing Program Plans**
  
- IV. Approval of 2025 Marketing Plan and Budget (action item)**
  
- V. Approval of Authority to the Executive Director and Chairman for Inter-Item Transfers of the Marketing Subcommittee Budget (action item)**
  
- VI. Other Business**
  
- VII. Adjournment**