



California Olive Committee

Marketing Subcommittee Meeting

November 13, 2024

2:30 p.m.

ZOOM/Conference Call

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

I. CALL TO ORDER

Chairman Bill McFarland called to order the meeting of the Marketing Subcommittee at 2:32 p.m., and the following members were present:

Members

Jorge INESTROZA
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
Producer
Producer
Handler
Handler
Handler
Handler
Handler
Handler

STAFF

Todd SANDERS California Olive Committee
Elise OLIVER California Olive Committee
Ethan CRANMER 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 HENDRIXSON, and unanimously carried THAT the minutes of December 7, 2023, be approved as presented. (MOTION 11-13-24 #1)**

II. 2024 MARKETING PROGRAM REVIEW

Elise Oliver presented to the Marketing Subcommittee the 2024 Marketing Program Review. Elise spoke on the following topics:

2024 Marketing Program Review

CA Grown Opt-In

- Opt-in Details
- Global Produce and Floral Show
- CA Grown Opt-In: Analytics
- CA Grown Opt-In: Influencer Analytics
- CA Grown Member Feature Program
- Social Media

III. 2025 MARKETING PROGRAM PLANS

Elise Oliver presented to the Marketing Subcommittee the 2025 Marketing Program Plans. Elise spoke on the following topics:

- CA Grown Opt-In
- Restaurant Promotions
- Restaurant Promotion Example-Canada

IV. APPROVAL OF 2025 MARKETING PLAN AND BUDGET

ACTION

Each year, the Marketing Subcommittee approves a marketing plan.

The Committee needs to approve Internal Marketing Programs totaled at \$57,500

- 1. Internal Marketing Programs - \$57,500
 - a. CA Grown
 - b. Other Partnerships
 - c. Travel



- d. Olive Day
- e. Domestic Trade Show (IFPA)
- f. Social Media Promotions
- g. Website Maintenance

Additionally, the Committee can decide to approve additional external marketing programs to conduct further marketing and promotional activities in 2025.

	Budget
CA Grown Opt Ins	\$75,000.00
Restaurant Promotions	\$75,000.00
Total:	\$150,000.00

FISCAL YEAR	2024	2024	2023	2022	2021
MARKETING	\$207,500	\$197,500	\$193,000	\$200,000	\$238,000
Difference	\$10,000	\$4,500	\$(7,000)	\$(38,000)	\$114,500

FISCAL IMPACT: \$207,500 for the 2025 FY.

Pat Ricchiti made a motion to accept the \$207,500.00, after much discussion with the Board, Pat then rescinded his motion for a different alternative.

- **MOVED by RICCHIUTI, duly seconded by Scott McCOY, and unanimously carried THAT the Marketing Subcommittee approve the Marketing Budget for the 2025 Fiscal Year of \$207,500, as is, and bring back a plan to utilize the contingency fund to the Full Committee in December, for further in-depth review, and consideration. (MOTION 11-13-24 #2)**

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 HENDRIXSON, 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 Subcommittee Budget. (MOTION 11-13-24#3)**

VI. OTHER BUSINESS

- Sanders formally introduced, and welcomed our new employee, Ethan Cranmer. Ethan, will be Program Supervisor for the California Olive Committee.

VII. ADJOURNMENT

Chairman Bill McFarland adjourned the Marketing Subcommittee meeting at 3:00 p.m.

Todd W. Sanders
Executive Director
California Olive Committee



SUMMARY OF MOTIONS FOR NOVEMBER 13, 2024

MOTION 11-24-2024 #1 APPROVED

MOVED by RICCHIUTI, duly seconded by HENDRIXSON, and unanimously carried THAT the minutes of December 7, 2023, be approved as presented.

MOTION 11-13-24 #2 APPROVED

- **MOVED by RICCHIUTI, duly seconded by Scott Hamilton?/McCoy? and unanimously carried THAT the Marketing Subcommittee approve the Marketing Budget for the 2025 Fiscal Year of \$207,500, as is, and bring back a plan to utilize the contingency fund to the Full Committee in December, for further in-depth review, and consideration. (MOTION 11-13-24 #2)**

MOTION 11-13-24 #3 APPROVED

MOVED by HENDRIXSON, 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 Subcommittee Budget.