



# CALIFORNIA OLIVE COMMITTEE

## EXECUTIVE SUBCOMMITTEE MEETING

**NOVEMBER 13, 2024**

**1:00 p.m.**

**COC**

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

**ZOOM / CONFERENCE CALL**

**<https://us02web.zoom.us/j/81003130445>**

## MINUTES

### I. CALL TO ORDER

Chairman Mike SILVEIRA called the meeting of the Executive Subcommittee to order at 1:02 p.m. The following Executive Subcommittee members were in attendance.

#### **MEMBERS:**

Michael SILVEIRA  
Edward GARCIA  
Mark HENDRIXSON  
Mark HEUER  
Galen PFEIFFER  
Dennis BURRESON  
John PIERETTI  
Felix MUSCO  
Julia TINSLEY  
Paul ADCOCK  
Scott McCOY

#### **AFFILIATION:**

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 SASSELLI

USDA

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

- **MOVED by HENDRIXSON, duly seconded by PIERETTI, and unanimously carried THAT the minutes for December 7, 2023, be approved as presented. (Motion 11-13-24 #1)**

**II. 2024/2025 EXPORT PROGRAM UPDATE**

Elise Oliver gave an update on the Export Program.

**ACTIVITIES**

- MAP-Japan & Canada
- RAPP-Tranche 1&2
- EMP-India
- USAEDC
- Tradeshows
- 2025 Funding

**III. 2025 FULL COMMITTEE ELECTIONS**

Elections for the 2025-2027 term will be commencing in January. All producers will be mailed information on nomination meetings, which will take place in February.

For handler nominations, staff will be sending Musco and Bell Carter representatives nomination information after this meeting, and the Full Committee meeting in December will serve as the nomination meeting. Each canner will provide their nominations at that meeting.

**IV. APPROVAL OF 2025 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>	<b>2025</b>	<b>2024</b>	<b>2023</b>	<b>2022</b>	<b>2021</b>
<i>ADMIN</i>	\$343,450	\$350,250	\$399,700	\$390,700	\$357,800
<i>\$ Change</i>	\$(6,800)	\$(49,450)	\$9,000	\$32,000	\$(100,000)
<i>Exports</i>	\$165,650	\$164,650	\$148,000	\$148,000	\$173,500
<i>\$ Change</i>	\$1,000	\$16,650	-	\$(25,500)	-
<i>MAP/EMP/RAPP</i>	\$4,387,883**	\$1,021,656	\$380,480	\$422,325	\$318,529

<b>\$ Change</b>	\$3,366,227	\$641,176	\$(41,845)	\$103,796	\$(48,870)
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\*\*This total reflects the amount of MAP/EMP/RAPP funds applied for the 2025 fiscal year through USDA-FAS. The actual allocations will be announced until passage of a Farm Bill. 2024 allocations will carry over into 2025.

The Sub-Committee must decide:

- 1) Approval of the 2025 Fiscal Budget

**FISCAL IMPACT:** \$509,100 for FY 2025

- **MOVED by PFEIFFER, duly seconded by PIERETTI and unanimously carried THAT the Executive Subcommittee approve the General Administration Budget for \$509,100 for the 2025 Fiscal Year. (Motion 11-13-24 #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 for Fiscal Year 2025. (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.

**VI. ADJOURNMENT**

Chairman Mike SILVEIRA adjourned the Executive Subcommittee Meeting at 1:37 p.m.

Todd Sanders  
 Executive Director  
 California Olive Committee

**SUMMARY OF MOTIONS FOR NOVEMBER 13, 2024**

**MOTION 11-13-24 #1**

**APPROVED3**

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

**MOTION 11-13-24 #2**

**APPROVED**

**MOVED by PFEIFFER, duly seconded by PIERETTI and unanimously carried THAT the Executive Subcommittee approve the General Administration Budget for \$509,100 for the 2025 Fiscal Year.**

**MOTION 11-13-24 #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 for Fiscal Year 2025.**