



AGENDA

California Olive Committee

Marketing Subcommittee Meeting ZOOM / Conference Call

**NOVEMBER 24, 2025
3:00 PM**

Zoom Meeting

<https://us02web.zoom.us/j/83560519010>

Telephone:

Conference Call: 1-669-900-6833

Meeting ID: 835 6051 9010

- I. Call To Order**
 - a. Roll Call
 - b. Marketing Subcommittee Chairman's Comments
 - c. Approval of August 7, 2025 Minutes (action item)

- II. 2025 Contingency Fund Review**

- III. 2026 Marketing Program Plans**

- IV. Approval of 2026 Marketing Plan and Budget (action item)**

- V. Other Business**

- VI. Adjournment**