

OLIVE OIL COMMISSION OF CALIFORNIA

EXECUTIVE COMMITTEE

MONDAY
JANUARY 13, 2025
10:00 a.m.

OOCC
2565 Alluvial Avenue, Suite 152
Clovis, CA 93611

Zoom Information
<https://us02web.zoom.us/j/84838756336>

MINUTES

CALL TO ORDER

Chairman Michael Fox called the meeting of the Executive Committee to order at 10:04 a.m. The following Committee Members were in attendance:

Michael FOX	-	California Olive Ranch
Jackie KENNEDY	-	Kennedy Ranch
Jeff COLOMBINI	-	Lodi Farming

STAFF:

Todd SANDERS	-	Olive Oil Commission of California
Ethan CRANMER	-	Olive Oil Commission of California
Michelle BORGES	-	Olive Oil Commission of California
Mary McDONNELL	-	Olive Oil Commission of California
Janette RAMOS	-	Olive Oil Commission of California

GUESTS

Dennis MANDERFIELD	-	CDFA
Ann GROTVEITT	-	Kahn, Soares & Conway
Bruce GOLINO	-	OOCC
Matt LOHSE	-	Big W Ranch
Larry MABEN	-	Maben Farms
Alexandra KICENIK	-	CalAthena
Mary MORI	-	California Olive Ranch

Having received a sufficient number of Directors a quorum was established.

- **MOVED by KENNEDY, duly seconded by COLOMBINI, and unanimously carried THAT the minutes of July 30, 2024, be approved as presented. (MOTION 1-13-25 #1)**

II. CHAIRMAN'S COMMENTS

Chairman Michael Fox stated, he wanted to spend some time and revisit the Strategic Plan. He also expressed, that it's necessary to make sure all the actions are in place to continue to address the topics in the Strategic Plan, and find out how everyone is feeling about that Plan.

III. OOC LAW MODIFICATIONS

The following page contains a revised version of the OOC Law with proposed changes to structural items to the commission.

Article 2, Section 79818 modifies the definition of a handler to include toll processors. These changes pertaining to the handler definition were already reviewed by the OOC Grades and Standards Committee on January 10, 2025.

If approved by the Board of Directors, OOC staff will be working with Kahn, Soares, and Conway to revise the OOC law through the CA legislature. The changes would not take effect until January 1, 2026.

IV. DISCUSSION OF STRATEGIC PLAN AND AREAS OF FOCUS

The following pages in the packet contained the March 2021 Strategic Plan, that the Olive Oil Commission has previously followed.

- The Committee discussed the Strategic Plan. Points of interest were:
- Bring the Strategic Plan to each specific committee to evaluate it
- Have the Committee Chair's review the Strategic Plan to find out where we are
- Our last Strategic Plan was in 2021
- Possible new Strategic Plan
- Chairman Michael Fox would like he OOC staff to carry out a survey
 - How is the OOC doing
 - What can we do better
 - What are we missing
 - Socialize the data of the survey we collected
- Have Land IQ obtain more data
- Communicate information to growers and members
- What data is most important to put on the website

V. OLIVE OIL DAY UPDATE

The following pages in the Executive packet contained the Olive Oil Conference Sponsorship Packet. This Packet offers a unique opportunity for people to demonstrate their commitment to the growth and success of the olive oil industry. By becoming a sponsor, organizations can showcase their support for the industry's advancement, while also gaining valuable visibility and recognition within the olive oil community.

VI. FINANCIALUPDATE

Sanders presented to the Executive Committee the Balance Sheet and the Profit & Loss Statement.

VII. PUBLIC COMMENT

None

VIII. OTHER BUSINESS

- Sanders announced staff member Elise Oliver will be leaving her employment at the end of January. Sanders, then formally introduced three new employees, Michelle Borges, Director of Operations, Mary McDonnell, Program Supervisor, and Ethan Cranmer, Program Coordinator, for the Olive Oil Commission of California.

IX. ADJOURNMENT

Chairman Michael Fox adjourned the meeting of the Grade and Standards Committee at 11:11 a.m.



Todd W. Sanders
Executive Director
Olive Oil Commission of California

SUMMARY OF MOTIONS FOR JANUARY 13, 2025

MOTION 7-30-24 #1

APPROVED

- **MOVED by KENNEDY, duly seconded by COLOMBINI, and unanimously carried THAT the minutes of July 30, 2024, be approved as presented. (MOTION 1-13-25 #1)**