



JANUARY MEETING SCHEDULE

CALIFORNIA AVOCADO COMMISSION

WEDNESDAY – January 11, 2012

Location: CAC Board Room, 12 Mauchly, Suite L, Irvine, CA

9:00 a.m.	BOARD MEETING CONVENES
2:30 p.m.*	BOARD MEETING ADJOURNS

IMPORTANT – BOARD MEMBERS & ALTERNATES

PLEASE CALL APRIL AYMAMI AT (800) 344-4333: IF YOU CANNOT ATTEND OR IF YOU NEED A HOTEL ROOM RESERVATION

*Scheduled Adjournment. Timing varies, however, and meeting time may run over schedule if necessary to complete all agenda items.



AGENDA

REGULAR MEETING BOARD OF DIRECTORS CALIFORNIA AVOCADO COMMISSION

Board Room
California Avocado Commission
12 Mauchly, Suite L
Irvine, CA 92618

Wednesday, January 11, 2012
9:00 a.m.

9:00 a.m. **1. CALL TO ORDER**
A. Roll Call / Establish
B. Introductions

9:05 a.m. **2. CONSENT CALENDAR**

Consent Calendar items are expected to be routine and non-controversial, to be acted upon by the Board of Directors at one time without discussion. If any Board member, staff member, or interested person requests that an item be removed from the Consent Calendar, it shall be removed so that it may be acted upon separately.

- A. Consider Approval of Board of Director's Meeting Minutes of October 20, 2011
- B. Consider Approval of Board of Director's Meeting Minutes of November 17, 2011
- C. Consider Approval of Committee Appointments
- D. Consider Approval of CAC as Provider of Avocado Inspection Program Administrative Services for the CDFA for the period from July 2012 through June 2013
- E. 2011-12 Financial and Crop Update

9:15 a.m. **3. TREASURER'S REPORT**
A. Consider Acceptance of 2010-11 Audited Financial Statements

9:30 a.m. **4. CONSIDER APPOINTMENT OF HANDLER ALTERNATE MEMBER TO FILL EXISTING VACANCY**

9:35 a.m. **5. PRESIDENT'S REPORT**
A. 7-Point Plan Update: CAC Offices

10:00 a.m. **6. CHAIRMAN'S REPORT**
A. Consider Policy for Selection of Commissioners to Travel to Industry Events

10:15 a.m. **7. MARKETING REPORT**
A. Marketing Program Performance Metrics
B. Process for Review and Evaluation of Marketing Agencies

11:00 a.m. **8. COMMITTEE REPORTS**
A. GAP Committee
 1. Consider Approval of Criteria for GAP Incentive Program
B. Water Committee
C. Avocado Inspection Committee

12:00 p.m. **ADJOURN FOR LUNCH**

- 12:45 p.m. **8. COMMITTEE REPORTS (Continued)**
D. Production Research Committee
 1. Consider Approval of Committee Recommendations on Final Proposals for Funding in 2011-12
 2. Plant Breeding Strategy Discussion

2:15 p.m. **9. HASS AVOCADO BOARD REPORT**

2:25 p.m. **10. OPPORTUNITY FOR PUBLIC COMMENT**

Any person may address the Board at this time on any subject within the jurisdiction of the California Avocado Commission.

2:30 p.m. **ADJOURN MEETING**

The times listed for each agenda item are estimated and subject to change. It is possible that some of the agenda items may not be able to be discussed prior to adjournment. Consequently, those items will be rescheduled to appear on a subsequent agenda. All meetings of the California Avocado Commission are open to the public and subject to the Bagley-Keene Open Meeting Act.

All agenda items are subject to discussion and possible action. For more information, or to make a request regarding a disability-related modification or accommodation for the meeting, please contact April Aymami at 1-800-344-4333, California Avocado Commission, 12 Mauchly, Suite L, Irvine, CA 92618, or via email at aaymami@avocado.org. Requests for disability-related modification or accommodation for the meeting should be made at least 48 hours prior to the meeting time. For individuals with sensory disabilities, this document is available in Braille, large print, audiocassette or computer disk. This meeting schedule notice and agenda is available on the internet at <http://www.californiaavocadogrowers.com/agendas-and-minutes> and <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>.

If you have questions on the above agenda, please contact April Aymami at aaymami@avocado.org or 1-800-344-4333.

SUMMARY DEFINITION OF CONFLICT OF INTEREST

It is each member's and alternate's responsibility to determine whether they have a conflict of interest and whether they should excuse themselves from a particular discussion or vote during a meeting. To assist you in this evaluation, the following ***Summary Definition of Conflict of Interest*** may be helpful.

A Commission *member or employee* has a conflict of interest in a decision of the Commission if it is reasonably foreseeable that the decision will have a material effect, financial or otherwise, on the member or employee or a member of his or her immediate family that is distinguishable from its effect on all persons subject to the Commission's jurisdiction.

No Commission member or employee shall make, or participate in making, any decision in which he or she knows or should know he or she has a conflict of interest.

No Commission member or employee shall, in any way, use his or her position to influence any decision in which he or she knows or should know he or she has a conflict of interest.