



MARCH MEETING SCHEDULE

CALIFORNIA AVOCADO COMMISSION
March 16-17, 2011

WEDNESDAY – March 16, 2011

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

1:00 p.m.	PRODUCTION RESEARCH COMMITTEE MEETING
4:00 p.m.	PRODUCTION RESEARCH MEETING ADJOURNS

THURSDAY – March 17, 2011

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

8:30 a.m.	BOARD MEETING CONVENES
*3:00 p.m.	BOARD MEETING ADJOURNS

IMPORTANT – BOARD MEMBERS & ALTERNATES

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

*Scheduled Adjournment. However, timing varies and meeting time can run over schedule in order to complete all agenda items.



AGENDA

PRODUCTION RESEARCH COMMITTEE MEETING CALIFORNIA AVOCADO COMMISSION

CAC Conference Room
12 Mauchly, Suite L
Irvine, CA 92618

Wednesday, March 16, 2011
1:00 p.m.

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- 1:00 p.m. 1. CALL TO ORDER
 A. Roll Call / Establish Quorum
- 1:05 p.m. 2. CONTINUE DEVELOPMENT OF DECISION-MAKING PROCESS FOR GUIDING
CAC'S TECHNICAL INVESTMENT
- 3:50 p.m. 3. OPPORTUNITY FOR PUBLIC COMMENT

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

4:00 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/upcoming-meetings-events/> and <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>.

If you have questions on the above agenda, please contact Aria Lukman at alukman@avocado.org or 1-800-344-4333.



AGENDA
REGULAR MEETING
BOARD OF DIRECTORS
CALIFORNIA AVOCADO COMMISSION

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

Thursday, March 17, 2011
8:30 a.m.

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- 8:30 a.m.** **1. CALL TO ORDER**
A. Roll Call / Establish Quorum
B. Introductions

8:45 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 January 19, 2011
- B. Consider Approval of Board of Director's Meeting Minutes of January 20, 2011
- C. Consider Approval of Committee Appointments (*Production Research Committee, GAP Committee, and Change in Chairman of the Redistricting Committee*)
- D. Consider Approval of Avocado Inspection Committee (AIC) Member/Alternate Recommendations

9:00 a.m. **3. ANNOUNCEMENT OF RESULTS OF 2011 CAC REFERENDUM**

9:10 a.m. **4. REDISTRICTING COMMITTEE REPORT**

- A. Consider Approval of Committee Recommendation on District Boundaries (Two-Thirds Vote Required)

10:10 a.m. **5. CONSIDER APPOINTMENT OF DISTRICT 5 ALTERNATE TO FILL EXISTING VACANCY**

10:15 a.m. **6. TREASURER'S REPORT**

- A. 2009-10 Financial and Crop Update

10:30 a.m. **7. MARKETING REPORT**

- A. Online and Social Media Program Update
- B. Debut of CAC Mobile Website for Consumers
- C. Marketing Advisory Committee Report

11:30 a.m. **8. PRESIDENT'S REPORT**

- A. New Initiatives
- B. Avocado Theft Program

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

1:00 p.m. 9. **PRODUCTION RESEARCH COMMITTEE REPORT**
A. Consider Approval of Decision-Making Process for Technical Investments
B. Status Report on Responses to Alternate Bearing Project RFP

2:00 p.m. 10. **AVOCADO BRAINSTORMING FUNDING REQUEST**

2:10 p.m. 11. **HASS AVOCADO BOARD REPORT**

2:20 p.m. 12. **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. 13. **CLOSED SESSION**
A. Discussion of possible litigation in connection with the CDFA Audit #08-082 - Pursuant to Section 11126(e)(1) of the California Government Code
B. Return to Open Session and Report of Action Taken, if any, in Closed Session

3:00 p.m. **ADJOURN MEETING**

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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.