

**CALIFORNIA AVOCADO COMMISSION
REDISTRICTING COMMITTEE MINUTES
February 10, 2011**

A meeting of the Redistricting Committee of the California Avocado Commission (CAC) was held on Thursday, February 10, 2011 at 9:00 a.m. at the Stehly Farms Organics office in Bonsall, California, with the following people present:

MEMBERS PRESENT

Jerome Stehly, Chairman
Rick Shade
Charley Wolk

GUESTS PRESENT

Gwen Peterson, *Data Designers*
Gary Woodworth

MEMBERS ABSENT

STAFF PRESENT

April Aymami
Tom Bellamore

CALL TO ORDER

Chairman Jerome Stehly called the meeting to order at 9:11 a.m. with a quorum present.

Chairman Stehly began by giving a brief overview of the purpose of the Redistricting Committee. Chairman Stehly explained that the CAC Board is obligated every five years to examine the distribution of avocado production across the five districts to ensure that each district contained approximately 20% of the total volume.

Chairman Stehly asked CAC's consultant, Gwen Peterson, to explain the process she went through to develop the three proposals. Ms. Peterson stated that CAC obtained two-years of data from the handlers indicating the volume of avocados produced in each zip code where groves are located. CAC and Ms. Peterson spent two to three months working with the handlers to ensure that the data submitted was the best representation of avocado production by grove zip code. Compiled data showed that reapportionment was necessary, as several of the districts exceeded the allowable variance. Using computer-aided mapping, Ms. Peterson, then developed three proposals for how the districts might be reapportioned, based on guided principles used in prior reapportionments.

Discussion ensued among committee members as they reviewed the pros and cons for each proposal presented. After review of the three proposals presented, the committee created a fourth proposal, RC1, which presented a more even volume distribution among the five districts while also keep geographically and like-minded growers in the same districts.

Upon review of the RC1 proposal, Gary Woodworth expressed an interest in adding Murrieta into the same district as Temecula. Following discussion, this motion was offered:

Motion: ***The Redistricting Committee recommends that the CAC Board of Directors reapportion the Commission's Districts by adopting Redistricting Proposal RC1 as presented, without adding Murrieta to District 2.***

(Shade/Wolk) MSC Unanimous

Chairman Stehly asked CAC staff to have copies of all proposals available for review at the March board meeting. He then instructed Ms. Peterson to have a fifth option based on the RC1 proposal, but with Murrieta added into District 2, available at the board meeting in the event the board wished to see what that would look like.

Mr. Woodworth requested that the committee review the CAC database to determine the number of growers affected in Murrieta. Chairman Stehly agreed to have this information available for the board meeting.

OPPORTUNITY FOR PUBLIC COMMENT

No comments.

ADJOURN

The Redistricting Committee agreed to adjourn the meeting.

Chairman Stehly adjourned the meeting at 11:47 a.m.

Respectfully submitted,

April Aymami, CAC Industry Relations Manager