



AGENDA

California Avocado Commission Executive Committee Meeting

Meeting Information

Date: November 5, 2024

Time: 10:00 a.m.

Location: Hybrid Meeting

Physical Meeting Location:
Ventura County Farm Bureau
5156 McGrath St
Ventura, CA 93003

Web/Teleconference URL:

<https://californiaavocado.zoom.us/j/82453559936?pwd=g7cOOZU6NnLJcEMLiAQLEWFqjYJWBq.1>

Conference Call Number: (669) 900-6833

Meeting ID: 824 5355 9936

Passcode: 342149

Meeting materials will be posted online at least 24 hours prior to the meeting at:

<https://www.californiaavocadogrowers.com/commission/industry-calendar>

Committee Member Attendance

As of Monday, November 4, 2024, the following Committee members have advised the Commission they will participate in this meeting:

Jason Cole

Maureen Cottingham

Rachael Laenen

Daryn Miller

Time	Item
10:00 a.m.	1. Call to Order <ul style="list-style-type: none">a. Roll Call/Quorumb. Introductions

Time	Item
	<p>2. Opportunity for Public Comment Any person may address the Committee at this time on any subject within the jurisdiction of the California Avocado Commission.</p>
	<p>3. Consent Calendar</p> <p>a. Consider approval of Executive Committee meeting minutes of October 9, 2024</p>
	<p>4. Closed Session</p> <p>a. Closed session regarding the appointment, employment, evaluation of performance, or dismissal of an employee pursuant to California Government Code Section 11126(a)(1)</p> <p>i. The Committee may go into closed session to discuss and make recommendations regarding appointment, employment or dismissal of an employee.</p> <p>ii. Vice President’s Performance Reviews pursuant to Section 11126(a)(1) of the California Government Code.</p> <p>b. Closed session regarding pending and/or ongoing litigation pursuant to Government Code Section 11126(e).</p>
	<p>5. Return to open session and announce action taken in closed session, if any.</p>
12:00 p.m.	<p>6. Adjourn Meeting</p>

Disclosures

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 949-341-1955, 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 <https://www.californiaavocadogrowers.com/commission/meeting-agendas-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 949-341-1955.

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.

**CALIFORNIA AVOCADO COMMISSION
EXECUTIVE COMMITTEE MINUTES
October 9, 2024**

A meeting of the California Avocado Commission (CAC) Executive Committee was held on October 9, 2024 at 2:00 p.m. with the following people present:

MEMBERS PRESENT

Jason Cole
Maureen Cottingham
Rachael Laenen
Daryn Miller
Robert Grether, Ex-officio

STAFF PRESENT

April Aymami
Ken Melban
Terry Splane

GUESTS PRESENT

John Berns
Ohannes Karaoghlanian

OFFICIALLY PRESENT

Vickie Carpenter, *USDA*
Ben Kardokus, *CDFA*
George Soares, *Kahn, Soares & Conway*

Item #1 Call to Order

Roll Call/Quorum – Item 1.a.

Jason Cole, CAC Executive Committee chairman, called the meeting to order 2:05 p.m. and established a quorum.

Introductions – Item 1.b.

Mr. Cole announced the California Department of Food and Agriculture (CDFA) and US Department of Agriculture (USDA) representatives, CAC staff and known guests participating in the meeting.

Item # 2 Opportunity for Public Comment

There was no public comment.

Item # 3 Consent Calendar

Consider approval of Executive Committee meeting minutes of April 4, 2024 - Item 3.a

Mr. Cole introduced the consent calendar items and asked for questions or comments. With no comments on the consent calendar items, the following motion was put forward:

Motion:

The Executive Committee approves the Consent Calendar, Item 3.a, as presented.

(Cottingham/Laenen) MSC Unanimous

MOTION 24-10-09-1

The Consent Calendar is included in the October 2024 Executive Committee Packet and is attached to the permanent copy of these Minutes and identified as EXHIBIT A, Item 3.a.

Item # 4 Update on the overall administration of the Commission

Ken Melban, CAC vice president of industry affairs and operations, provided an update on CAC operations. He noted that the number of public records requests had slowed in recent months and that CAC was currently interviewing IT support companies and would be making a change in the new fiscal year.

Item # 5 Commission office lease discussion

Mr. Melban reported that the lease for the CAC office in Irvine was coming due November 30, 2025 and that management was looking to have this preliminary discussion to provide direction on next steps for the current office space. The discussion centered around the utilization and purpose of the current CAC office space, noting that the Board and staff would still need some form of physical meeting space if the current office space was not renewed. The Committee requested staff compile a list of meetings that would require physical meeting space, along with various options for fulfilling those needs. In addition, it

was requested that management provide examples of how other boards and commission are operating (physical vs. remote offices). Management will bring this analysis to the Committee at a future meeting.

Item # 6 Update on Commission marketing activities

Terry Splane, CAC vice president of marketing, provided an update on CAC marketing activities, noting that the business plan had been completed and that the marketing staff was preparing for the upcoming International Fresh Produce Association trade show in Atlanta. He reported the retail marketing directors and agencies would be meeting to discuss expansion of retail programs and developing a plan for resource deployment.

Item # 7 Closed session regarding the appointment, employment, evaluation of performance, or dismissal of an employee pursuant to California Government Code Section 11126(a)(1)

The Committee may go into closed session to discuss and make recommendations regarding appointment, employment or dismissal of an employee – Item 7.a

Vice President's Performance Reviews pursuant to Section 11126(a)(1) of the California Government Code – Item 7.b

Mr. Cole convened a Closed Session of the Executive Committee members, George Soares and Ben Kardokus at 3:00 p.m.

Return to open session and announce action taken in closed session, if any – Item 7.c

Mr. Cole reconvened Open Session at 4:15 p.m. and reported that no action as taken in Closed Session.

ADJOURN MEETING

Mr. Cole adjourned the meeting at 4:15 p.m.

Respectfully submitted,

April Aymami, CAC Director of Industry Affairs and Operations

I certify that the above is a true statement of the minutes of the October 9, 2024, CAC Executive Committee, approved by the CAC Executive Committee on November 5, 2024.

Daryn Miller, CAC Board Secretary

EXHIBITS ATTACHED TO THE PERMANENT COPY OF THESE MINUTES

Exhibit A October 9, 2024 Executive Committee Packet

Exhibit B October 9, 2024 Executive Committee Meeting AB 2720 Roll Call Vote Tally Summary

CALIFORNIA AVOCADO COMMISSION

AB 2720 Roll Call Vote Tally Summary

To be attached to the Meeting Minutes

Meeting Name: <i>Executive Committee Meeting</i>	Meeting Location: <i>Hybrid – In-Person (Irvine) Online (Zoom)</i>	Meeting Date: <i>October 9, 2024</i>
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<i>Attendees Who Voted</i>	<i><u>MOTION</u></i> <i><u>24-10-09-1</u></i>
Jason Cole	Did not vote
Maureen Cottingham	Yea
Rachael Laenen	Yea
Daryn Miller	Yea
Robert Grether	Did not vote
<i>Outcome</i>	<i>Unanimous</i>