



AGENDA

California Avocado Commission
Board of Directors Meeting

Meeting Information

Date: November 16, 2023

Time: 8:30 a.m.

Location: Hybrid Meeting

Physical Meeting Location:
California Avocado Commission
12 Mauchly, Suite L
Irvine, CA 92618

Web/Teleconference URL:

<https://californiaavocado.zoom.us/j/86778597536?pwd=YzVEbjZUNHpVTnRIYWlZZjhoRWFIUT09>

Conference Call Number: (669) 900-6833

Meeting ID: 867 7859 7536

Passcode: 291164

Meeting materials will be posted online at least 24 hours prior to the meeting at:
<https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes>

Board Member and Alternate Attendance

Board members and alternates, please contact Cristina Wede at cwede@avocado.org to confirm attendance no later than Wednesday, November 8, 2023.

Time	Item
8:30 a.m.	<ol style="list-style-type: none">1. Call to Order – Ben Kardokus, CDFA Presiding<ol style="list-style-type: none">a. Announcement of Election Results and Introduction of New Members and Alternatesb. Roll Call/Quorum2. Opportunity for Public Comment<p>Any person may address the Board at this time on any subject within the jurisdiction of the California Avocado Commission.</p>

3. Election of Officers

- a. Instructions on How Nominations and Voting for Board Officers will be Conducted
- b. Nominations and Election of Chairperson

4. Chairperson Takes Gavel and Presides

- a. Nominations and Election of Vice-Chairperson, Secretary, and Treasurer
- b. Chairperson's Opening Remarks

5. Consent Calendar

- a. Consider approval of Board of Director's meeting minutes of September 26, 2023
- b. Consider approval of Board of Director's meeting minutes of October 11, 2023
- c. Consider Approval of Proposed 2023-24 Meeting Schedule
- d. 2022-23 Financial and crop update

6. Board member orientation**7. Code of conduct and ethics****8. Chairman's Report**

- a. Recommend Member and Alternate to Serve on Hass Avocado Committee
- b. Recommend Member and Alternate to Serve on Avocado Sustainability Advisory

9. Marketing

- a. Strategy behind 2023-24 business plan development
- b. Introduction of new resources
- c. Insights driven business enhancements
- d. Tracking study key takeaways

10. Industry Affairs**11. Closed session regarding the appointment, employment, evaluation of performance, or dismissal of an employee pursuant to California Government Code Section 11126(a)**

- a. The Board may go into closed session to discuss and make recommendations regarding appointment, employment or dismissal of an employee.
- b. Return to open session and announce action taken in closed session, if any.

2:00 p.m.**12. Adjourn Meeting**

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.