



# AGENDA

California Avocado Commission  
Board of Directors Meeting

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## Meeting Information

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**Date:** November 18, 2021

**Time:** 9:00 a.m.

**Location:** Web/Teleconference

**Web/Teleconference URL:**

<https://californiaavocado.zoom.us/j/87905114902?pwd=Q1FWRUhWd1dqQS8rdHg5NDZjQ1h2QT09>

**Conference Call Number:** (669) 900-6833

**Meeting ID:** 879 0511 4902

**Passcode:** 881037

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

<https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes>

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## Board Member and Alternate Attendance

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Board members and alternates, please contact Cristina Wede, [cwede@avocado.org](mailto:cwede@avocado.org) or 949-341-1955, to confirm attendance no later than Wednesday, November 10, 2021.

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<b>Time</b>	<b>Item</b>
9:00 a.m.	<b>1. Call to Order – Ben Kardokus, CDFCA Presiding</b> <ul style="list-style-type: none"><li>a. Announcement of Election Results and Introduction of New Members and Alternates</li><li>b. Roll Call/Quorum</li></ul>
9:05 a.m.	<b>2. Opportunity for Public Comment</b> <p>Any person may address the Board at this time on any subject within the jurisdiction of the California Avocado Commission.</p>

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| 9:15 a.m.  | <b>3. Election of Officers</b> <ul style="list-style-type: none"><li>a. <b>Instructions on How Nominations and Voting for Board Officers will be Conducted</b></li><li>b. <b>Nominations and Election of Chairperson</b></li></ul>  |
| <hr/>      |   |
| 9:25 a.m.  | <b>4. Chairperson Takes Gavel and Presides</b> <ul style="list-style-type: none"><li>a. Nominations and Election of Vice-Chairperson, Secretary, and Treasurer</li><li>b. Chairperson's Opening Remarks</li></ul>   |
| 9:40 a.m.  | <b>5. Consent Calendar</b> <ul style="list-style-type: none"><li>a. Consider approval of Board of Director's meeting minutes of October 13, 2021</li><li>b. Consider Approval of Proposed 2021-22 Meeting Schedule</li><li>c. 2020-21 Financial and crop update</li></ul> |
| 9:45 a.m.  | <b>6. Consider Succession Task Force Recommendation Regarding Executive Search Firm</b>   |
| 10:00 a.m. | <b>7. Consider Budget Amendment No. 1</b>   |
| 10:15 a.m. | <b>8. Marketing Report</b> <ul style="list-style-type: none"><li>a. 2021 Media Results and Key Learning</li><li>b. Campaign Creative Update</li><li>c. ShopCaliforniaAvocado.com Update</li></ul>   |
| 11:15 a.m. | <b>9. Industry Affairs Report</b> <ul style="list-style-type: none"><li>a. California Avocado Grower Profitability Study</li></ul>  |
| 12:00 a.m. | <b>10. Recommend Two Members to Serve on the Hass Avocado Board Avocado Sustainability Advisory</b>   |
| 12:15 p.m. | <b>11. Adjourn Meeting</b>  |
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## **Disclosures**

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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](mailto: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](mailto:aaymami@avocado.org) or 949-341-1955.

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### **Summary Definition of Conflict of Interest**

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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.