



# AGENDA

## California Avocado Commission Board of Directors Meeting

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### Meeting Information

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**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>

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### Board Member and Alternate Attendance

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**As of Thursday, November 9, 2023, the following individuals have advised the Commission they will participate in this meeting:**

Victor Araiza, *Member*

John Berns, *Alternate*

Will Carleton, *Member*

Jason Cole, *Member*

Maddie Cook, *Alternate*

Quinn Cotter, *Member*

Maureen Cottingham, *Member*

Rob Grether, *Member*

Jessica Hunter, *Member*

Robert Jackson, *Alternate*

Rachael Laenen, *Member*

Hayden McIntyre, *Alternate*

Daryn Miller, *Member*

Peter Shore, *Member*

Time	Item
8:30 a.m.	<ol style="list-style-type: none"> <li data-bbox="342 121 1510 283"> <b>1. Call to Order – Ben Kardokus, CDFA Presiding</b> <ol style="list-style-type: none"> <li data-bbox="440 163 1510 241">a. Announcement of Election Results and Introduction of New Members and Alternates</li> <li data-bbox="440 247 743 283">b. Roll Call/Quorum</li> </ol> </li> <li data-bbox="342 317 1510 441"> <b>2. Opportunity for Public Comment</b>            Any person may address the Board at this time on any subject within the jurisdiction of the California Avocado Commission.         </li> <li data-bbox="342 474 1510 640"> <b>3. Election of Officers</b> <ol style="list-style-type: none"> <li data-bbox="440 516 1510 594">a. Instructions on How Nominations and Voting for Board Officers will be Conducted</li> <li data-bbox="440 600 1076 640">b. Nominations and Election of Chairperson</li> </ol> </li> <li data-bbox="342 674 1510 798"> <b>4. Chairperson Takes Gavel and Presides</b> <ol style="list-style-type: none"> <li data-bbox="440 716 1510 751">a. Nominations and Election of Vice-Chairperson, Secretary, and Treasurer</li> <li data-bbox="440 758 950 798">b. Chairperson’s Opening Remarks</li> </ol> </li> <li data-bbox="342 831 1510 1123"> <b>5. Consent Calendar</b> <ol style="list-style-type: none"> <li data-bbox="440 873 1510 951">a. Consider approval of Board of Director’s meeting minutes of October 3, 2023</li> <li data-bbox="440 957 1510 1035">b. Consider approval of Board of Director’s meeting minutes of October 11, 2023</li> <li data-bbox="440 1041 1312 1081">c. Consider Approval of Proposed 2023-24 Meeting Schedule</li> <li data-bbox="440 1087 971 1123">d. 2022-23 Financial and crop update</li> </ol> </li> <li data-bbox="342 1157 776 1192"><b>6. Board member orientation</b></li> <li data-bbox="342 1226 784 1262"><b>7. Code of conduct and ethics</b></li> <li data-bbox="342 1295 1510 1503"> <b>8. Chairman’s Report</b> <ol style="list-style-type: none"> <li data-bbox="440 1337 1372 1415">a. Recommend Member and Alternate to Serve on Hass Avocado Committee</li> <li data-bbox="440 1421 1510 1503">b. Recommend Member and Alternate to Serve on Avocado Sustainability Advisory</li> </ol> </li> <li data-bbox="342 1537 1221 1745"> <b>9. Marketing</b> <ol style="list-style-type: none"> <li data-bbox="440 1579 1221 1614">a. Strategy behind 2023-24 business plan development</li> <li data-bbox="440 1621 911 1656">b. Introduction of new resources</li> <li data-bbox="440 1663 1039 1698">c. Insights driven business enhancements</li> <li data-bbox="440 1705 917 1745">d. Tracking study key takeaways</li> </ol> </li> <li data-bbox="342 1778 630 1814"><b>10. Industry Affairs</b></li> </ol>

Time	Item
	<p><b>11. Closed session regarding the appointment, employment, evaluation of performance, or dismissal of an employee pursuant to California Government Code Section 11126(a)</b></p> <ul style="list-style-type: none"> <li>a. <b>The Board may go into closed session to discuss and make recommendations regarding appointment, employment or dismissal of an employee.</b></li> <li>b. <b>Return to open session and announce action taken in closed session, if any.</b></li> </ul>
2:00 p.m.	<b>12. 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.