

**CALIFORNIA AVOCADO COMMISSION
EXECUTIVE COMMITTEE MINUTES
September 26, 2023**

A meeting of the California Avocado Commission (CAC) Executive Committee was held on September 26, 2023 at 1:00 p.m. with the following people present:

MEMBERS PRESENT

Jason Cole
Rob Grether
Jessica Hunter
Rachael Laenen

STAFF PRESENT

April Aymami
Ken Melban
Jeff Oberman
Terry Splane

GUESTS PRESENT

John Berns
Dan Coxe
Joanne Robles-Swanson

OFFICIALLY PRESENT

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

ITEM #1 CALL TO ORDER

Roll Call/Quorum – Item 1.a.

Rob Grether, CAC Executive Committee chairman, called the meeting to order 1:01 p.m. and established a quorum.

Introductions – Item 1.b.

April Aymami, CAC industry affairs director, announced the California Department of Food and Agriculture (CDFA) and US Department of Agriculture (USDA) representatives, CAC staff, legal counsel and known guests participating in the meeting.

ITEM # 2 OPPORTUNITY FOR PUBLIC COMMENT

Dan Coxe, District 2 grower, commented that the California Avocados logo and any California/locally-grown signage should only be displayed at retail when California avocados are present.

ITEM # 3 CONSENT CALENDAR

Consider approval of Executive Committee meeting minutes of September 12, 2023 – Item 3.a

Mr. Grether 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, Items 3.a as presented.

(Cole/Laenen) MSC Unanimous

MOTION 23-9-26-1

The Consent Calendar is attached to the permanent copy of these Minutes and identified as EXHIBIT A.

ITEM # 4 DISCUSSION AND POSSIBLE ACTION ITEMS

Update on the overall administration of the Commission – Item 4.a

Terry Splane, CAC vice president of marketing, reported that CAC had awarded the agency of record contract to Curious Plot, a marketing firm with commodity board experience and that would be working out of their Oregon offices for CAC business. He also noted that the Commission had hired a new marketing manager who would be managing projects previously handled by outside agencies, which will result in approximately \$100,000 per year savings.

Ms. Aymami stated that at a prior meeting, the Executive Committee, as delegated by the Board, had given management authorization to execute a three-month extension of the existing Pine Tree Ranch lease, to allow for a variable frequency drive to be installed on the well prior to entering into a full five-year lease extension. She noted that the three-month extension was set to expire on September 30,

and the Cal Poly Pomona Foundation was still working to get the VFD installed. Ms. Aymami reported that a contractor had been selected, however the parties were still working through contract requirements, specifically insurance coverages levels of the university. She commented that Cal Poly felt the contractual issues would be resolved in the short term and that the VFD installation would be completed by the end of the calendar year. Ms. Aymami requested that the Committee provide approval for management to execute another three-month extension of the current lease terms.

Because this item was not specifically called out on the agenda, the Committee consulted with George Soares, CAC legal counsel, who stated the Committee could make a motion to approve, with ratification at the next Executive Committee meeting.

MOTION:

***The Executive Committee approves a three-month extension of the current Pine Tree Ranch lease terms, through December 31, 2023, with ratification at the next Committee meeting.
(Cole/Laenen) MSC Unanimous***

MOTION 23-9-26-2

Mr. Grether reported that at the last Committee meeting he had asked management to provide an update of CAC's internal controls authorization limits, which had been provided. He noted that the Finance Committee would review at their October meeting, and it also would be presented to the Board for approval in October.

ITEM #5 CLOSED SESSION REGARDING APPOINTMENT, EMPLOYMENT, EVALUATION OF PERFORMANCE, OR DISMISSAL OF AN EMPLOYEE PURSUANT TO CALIFORNIA GOVERNMENT CODE SECTION 11126(a)

The Committee may go into closed session to discuss and make recommendations regarding appointment, employment or dismissal of an employee. – Item 5.a

Mr. Grether convened a Closed Session of the CAC Executive Committee at 1:15 p.m. for the purpose of addressing a personnel matter. Mr. Grether requested that members of the Executive Committee, legal counsel and CDFA participate in the Closed Session.

ITEM #6 RETURN TO OPEN SESSION AND ANNOUNCE ACTION TAKEN IN CLOSED SESSION, IF ANY

Mr. Grether returned to open session at 2:23 p.m. and announced that the committee had taken action in Closed Session to address a matter involving personnel.

ADJOURN MEETING

Mr. Grether adjourned the meeting at 2:23 p.m.

Respectfully submitted,

April Aymami, CAC Industry Affairs Director

I certify that the above is a true statement of the minutes of the September 26, 2023, CAC Executive Committee, approved by the CAC Executive Committee on October 10, 2023.

Jessica Hunter, CAC Board Secretary

EXHIBITS ATTACHED TO THE PERMANENT COPY OF THESE MINUTES

- Exhibit A September 26, 2023 Consent Calendar
- Exhibit B September 26, 2023 Executive Committee Meeting AB 2720 Roll Call Vote Tally Summary

Exhibit B

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>In-Person (Oxnard) Online (Zoom)</i>	Meeting Date: <i>September 26, 2023</i>
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<i>Attendees Who Voted</i>	<i><u>MOTION</u></i> <i><u>23-9-26-1</u></i>	<i><u>MOTION</u></i> <i><u>23-9-26-2</u></i>
Jessica Hunter	Yea	Yea
Rob Grether	Did not vote	Did not vote
Jason Cole	Yea	Yea
Rachael Laenen	Yea	Yea
<i>Outcome</i>	Unanimous	Unanimous