



NOVEMBER MEETING SCHEDULE

CALIFORNIA AVOCADO COMMISSION

THURSDAY – November 21, 2019

Location:

California Avocado Commission
12 Mauchly, Suite L, Irvine, CA 92618

9:00 a.m.	BOARD MEETING CONVENES
*1:15 p.m.	BOARD MEETING ADJOURNS

IMPORTANT – BOARD MEMBERS & ALTERNATES

PLEASE CALL CRISTINA WEDE AT (800) 344-4333: IF YOU CANNOT ATTEND OR IF YOU NEED A HOTEL ROOM RESERVATION

*Scheduled Adjournment. However, timing varies and meeting time can run over schedule in order to complete all agenda items.



AGENDA

REGULAR MEETING
BOARD OF DIRECTORS
CALIFORNIA AVOCADO COMMISSION

CAC Board Room
12 Mauchly, Suite L
Irvine, CA 92618

Thursday, November 21, 2019

9:00 a.m.

- 9:00 a.m. 1. CALL TO ORDER – Dennis Manderfield, CDFA Presiding
A. Announcement of Election Results and Introduction of New Members and Alternates
B. Roll Call / Establish Quorum

- 9:10 a.m. 2. OPPORTUNITY FOR PUBLIC COMMENT

Any person may address the Board at this time on any subject within the jurisdiction of the California Avocado Commission.

- 9:15 a.m. 3. ELECTION OF OFFICERS
A. Instructions on How Nominations and Voting for Board Officers will be Conducted
B. Nominations and Election of Chairperson

- 9:25 a.m. 4. CHAIRPERSON TAKES GAVEL AND PRESIDES
A. Nominations and Election of Vice-Chairperson, Secretary, and Treasurer
B. Chairperson's Opening Remarks / President's Top Line of Issues

- 9:35 a.m. 5. CONSENT CALENDAR

Consent Calendar items are expected to be routine and non-controversial, to be acted upon by the Board of Directors at one time without discussion. If any Board member, staff member, or interested person requests that an item be removed from the Consent Calendar, it shall be removed so that it may be acted upon separately.

- A. Consider Approval of Board of Director's Meeting Minutes of October 9, 2019
B. Consider Approval of Proposed 2019-20 Meeting Schedule
C. 2018-19 Financial Highlights

- 9:40 a.m. 6. CONSUMER TRACKING STUDY RESULTS – Temra Wald Consulting

- 10:30 a.m. 7. MARKETING REPORT
A. PMA Fresh Summit Report
B. Recap of The CADO Exhibit
C. Year-End Dashboard
D. Sneak Peek at 2020 Creative

- 11:30 a.m. 8. RECOMMEND MEMBER AND ALTERNATE TO SERVE ON HASS AVOCADO COMMITTEE
- 11:45 a.m. ADJOURN FOR LUNCH
- 12:30 p.m. 9. MATTERS PERTAINING TO THE HASS AVOCADO BOARD
- 1:00 p.m. 10. SELECTION OF PINE TREE RANCH FARM MANAGEMENT COMPANY
- 1:15 p.m. ADJOURN MEETING

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 1-800-344-4333, 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 <http://www.californiaavocadogrowers.com/commission/calendar> and <http://it.cdffa.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 1-800-344-4333.

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.