



# AGENDA

California Avocado Commission  
Board of Directors Meeting

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## Meeting Information

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**Date:** August 15, 2024

**Time:** 8:00 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/87290056014?pwd=pyEb3RzJib6srcGyK3vjLKSNNzzEW2.1>

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

**Meeting ID:** 872 9005 6014

**Passcode:** 018479

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, August 7, 2024.

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Time	Item
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| 8:00 a.m. | <ol style="list-style-type: none"><li><b>1. Call to Order</b><ol style="list-style-type: none"><li>a. Roll Call/Quorum</li><li>b. Introductions</li></ol></li><li><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></li></ol> |
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**3. Consent Calendar**

- a. Consider approval of Board of Director's meeting minutes of November 16, 2023
- b. Consider approval of Board of Director's meeting minutes of June 6, 2024
- c. Consider approval of Board of Director's meeting minutes of June 7, 2024
- d. 2023-24 Financial and crop update
- e. Adopt resolutions to modify trustees of CAC 401 and 457 plans
  - i. Resolution to amend Section 10.01 of 401 plan
  - ii. Resolution to amend Section 10.01 of 457 plan
  - iii. Resolution affirming that the Commission's Treasurer is designated as an automatic appointment as Trustee
  - iv. Resolution appointing two named CAC staff as Trustees

**4. Consider appointment of producer alternate member to fill existing District 2 vacancy for term ending October 31, 2024**

**5. Consider appointment of handler alternate to fill existing vacancy for term ending October 31, 2025**

**6. Code of Conduct**

- a. Proposed modifications

**7. Industry Affairs and Operations**

- a. APHIS Operational Work Plan
- b. Public Records Act requests

**8. Marketing**

- a. Update on 2023-24 activities and approved incremental marketing spend

**9. 2024-25 Planning**

- a. CAC management review of priorities
- b. Proposed 2024-25 objectives and strategies
- c. 2024-25 assessment rate discussion and evaluation
- d. Consider approval of preliminary 2024-25 CAC budget

**10. Closed session regarding pending and/or ongoing litigation pursuant to Government Code Section 11126(e).**

**11. Return to open session and announce action taken in closed session, if any.**

**12. New/Other Business**

**12:30 p.m. 13. Adjourn Meeting**

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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.