



AGENDA

REGULAR MEETING BOARD OF DIRECTORS CALIFORNIA AVOCADO COMMISSION

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

Thursday, February 16, 2017

9:00 a.m.

- 9:00 a.m. 1. **CALL TO ORDER**
A. Roll Call / Establish Quorum
B. Introductions

- 9:05 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. **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 November 17, 2016
- B. Consider Approval of Committee Appointments
- C. Consider Renewal of Line of Credit
- D. Consider Approval of CAC as Provider of Avocado Inspection Program Administrative Services for the CDFA for the period from July 2017 through June 2018
- E. 2016-17 Financial and Crop Update

- 9:30 a.m. 4. **TREASURER'S REPORT**
A. Consider Acceptance of 2015-16 Audited Financial Statements
B. Consider Approval of Budget Amendment No. 1

- 9:50 a.m. 5. **HAB REPRESENTATIVE OBSERVATIONS**

- 10:30 a.m. 6. **MARKETING REPORT**
A. Creative Execution: 2017 Consumer Advertising Campaign
B. 2017 Media Plan

- 11:15 a.m. 7. **ORIENTATION SUMMARY AND NEXT STEPS**

- 12:00 p.m. **ADJOURN FOR LUNCH**
- 12:45 p.m. 8. **PRESIDENT'S REPORT**
A. The Role of the Commission in 2018 and Beyond
B. Board / Management Succession Planning
C. Office Improvements
- 2:15 p.m. 9. **HASS AVOCADO BOARD REPORT**
- 2:30 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.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 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.