



AGENDA

California Avocado Commission
Board of Directors Meeting

Meeting Information

Date: May 19, 2022

Time: 10:00 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/83224915039?pwd=RDIXMEo2MTJZTktGbFRkY1dRNmdmdz09>

Conference Call Number: (669) 900-6833

Meeting ID: 832 2491 5039

Passcode: 465846

Meeting materials will be posted online at least 24 hours prior to the meeting at:
<https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes>

Board Member and Alternate Attendance

Board members and alternates, please contact April Aymami, aaymami@avocado.org or 949-341-1955, to confirm attendance and advise if you will be attending in-person or via Zoom no later than Wednesday, May 11, 2022.

Time	Item
------	------

10:00 a.m.	1. Call to Order <ul style="list-style-type: none">a. Roll Call/Quorumb. Introductions
------------	---

Time	Item
10:05 a.m.	<p>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.</p>
10:15 a.m.	<p>3. Consent Calendar Consent Calendar items are expected to be routine and non-controversial, to be acted upon by the Board 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.</p> <ul style="list-style-type: none"> a. Consider approval of Board of Director’s meeting minutes of February 24, 2022 b. 2021-22 Financial and Crop update c. Grower Crop Survey Results d. 2022 General Election Schedule e. Consider Approval of Revised CAC Marketing Committee Appointments f. Consider Approval of Avocado Inspection Committee (AIC) Member/Alternate Recommendations
10:20 a.m.	<p>4. Closed session regarding the appointment, employment, evaluation of performance, or dismissal of an employee pursuant to California Government Code Section 11126(a)</p> <ul style="list-style-type: none"> a. The Board may go into closed session to discuss and make recommendations regarding appointment, employment or dismissal of an employee. b. Return to open session and announce action taken in closed session, if any.
10:50 a.m.	5. Chairman’s Report
11:15 a.m.	<p>6. Treasurer’s Report</p> <ul style="list-style-type: none"> a. Consider Finance Committee Recommendation on Corporate Insurance
11:30 a.m.	<p>7. Marketing Report</p> <ul style="list-style-type: none"> a. Consumer Advertising b. Consumer Public Relations c. Living Well Brand Advocates d. 2022 IFPA Global Produce Show Update e. Merch Shop Report
12:40 p.m.	8. Production Research Report
1:00 p.m.	9. Adjourn Meeting

Disclosures

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. 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 or 949-341-1955.

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.