



# AGENDA

California Avocado Commission  
Board of Directors Meeting

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## Meeting Information

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**Date:** December 17, 2024

**Time:** 11:00 a.m.

**Location:** Hybrid Meeting

**Physical Meeting Location:**  
United Water Conservation District  
1701 N. Lombard St., Suite 200  
Oxnard, CA 93030

**Web/Teleconference URL:**

<https://californiaavocado.zoom.us/j/89435150542?pwd=OdfYqov167LzTP4OAIUsw1Tb7gKf.1>

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

**Meeting ID:** 894 3515 0542

**Passcode:** 430986

Meeting materials will be posted online at least 24 hours prior to the meeting at:

<https://www.californiaavocadogrowers.com/commission/industry-calendar>

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## Board Member and Alternate Attendance

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Board members and alternates, please contact Cristina Wede at [cwede@avocado.org](mailto:cwede@avocado.org) to confirm attendance no later than Wednesday, December 11, 2024.

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Time	Item
11:00 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></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><li><b>3. Consent Calendar</b><ol style="list-style-type: none"><li>a. Consider approval of Board of Director's meeting minutes of November 14, 2024</li></ol></li></ol>

Time	Item
	<ul style="list-style-type: none"> <li>b. Consider approval of 2024-25 committee appointments</li> <li>c. Consider approval of revised Moss Adams engagement letter for examination of compliance with USDA guidelines</li> </ul>
	<b>4. Operations Update</b>
	<b>5. Report on Policy Task Force Meeting</b>
	<ul style="list-style-type: none"> <li>a. Consider Proposal from Foley &amp; Lardner LLP regarding Wildfire Tax Relief</li> <li>b. Consider Proposal to Retain Ballard Partners, Inc.</li> </ul>
	<b>6. Consider Approval of Incremental Marketing Budget</b>
<b>12:00 p.m.</b>	<b>7. Adjourn Meeting</b>

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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.