



AGENDA

California Avocado Commission
Board of Directors Meeting

Meeting Information

Date: June 5, 2024

Time: 2:00 p.m.

Location: Hilton Pasadena
168 South Los Robles Ave.
Pasadena, CA 91101

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 Cristina Wede, cwede@avocado.org or 949-341-1955, to confirm attendance no later than Wednesday, May 29, 2024.

Time	Item
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| 2:00 p.m. | <ol style="list-style-type: none">1. Call to Order<ol style="list-style-type: none">a. Roll Call/Quorumb. Introductions2. Opportunity for Public Comment<p>Any person may address the Board at this time on any subject within the jurisdiction of the California Avocado Commission.</p>3. Industry Strategic Intent 2025<ol style="list-style-type: none">a. What is the purpose of CAC?4. Governance Committee Report<ol style="list-style-type: none">a. CAC assessment rate structureb. Definition of producerc. Board compositiond. Consider approval of Governance Committee recommendations5. Marketing Committee structure |
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Time	Item
	<p>6. Marketing</p> <ul style="list-style-type: none"> a. Where are we today? <ul style="list-style-type: none"> i. Campaign Assets (beyond conceptual) ii. Paid Media Results <ul style="list-style-type: none"> 1. Impact of budget cuts b. Targeted Retailer Penetration c. Looking into next year <ul style="list-style-type: none"> i. Key Strategic Issues ii. In-store Situation Assessment
	<p>7. Strategic Review of Priorities</p> <ul style="list-style-type: none"> a. Marketing b. Industry Affairs c. Production Research
	<p>8. Day 1 Recap and Preview of Day 2</p>
5:30 p.m.	<p>9. Adjourn Meeting</p>

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.