

**CALIFORNIA AVOCADO COMMISSION
COMMUNICATION COMMITTEE MINUTES
February 16, 2009**

A meeting of the Communications Committee was held on Monday, February 16, 2009 at WestPak Avocado, Inc. 42322 Avenida Alvarado, Temecula, CA 92590, with the following people present:

MEMBERS PRESENT

Laura Eggering, Chair
Chris Ambuul
Noel Stehly
Reed Webb

GUESTS PRESENT

Wayne Brydon

MEMBERS ABSENT

CALL TO ORDER

Chair Laura Eggering called the meeting to order at 10:00 a.m. and a quorum was established.

MOTION: *The CAC Communications Committee approved the November 12, 2008 Minutes as presented. (Stehly/Ambuul) MSC*

DISCUSSION

1. The transition of NAG/Greensheet merger:
 - A. It was noted that approximately 1/3 of the growers contacted CAC with email addresses for communication. It was recommended to continue placing notices in the Greensheet asking growers to tell other growers that they need to give their email and or fax number to CAC in order to receive communications from the commission. This message can also be posted in crop estimate mailings and ballots.

2. Update on DVD for CA Water Issues:
 - A. Reed Webb will contact Tom Bellamore and/or Golin Harris for update on DVD distribution and background information (who distributed the DVD, when and to whom, action plan etc).
 - B. It was noted that the initial distribution was delayed due to lack opportunity due to state budget crises and need for federal stimulus package.
 - C. Limited number of DVD's were distributed by legal counsel, George Soares, to Governor's office and select legislators. This contact caused the state to include CAC in next water planning meeting.
 - D. The SCAWT, along with Carol Steed, formed an action plan to accompany the DVD.

3. Grove ID Numbers:

- A. Discussion concluded that CAC must develop Grove ID's for conducting CAC business to include but not be limited to ballot mailings, general mailings, communications based on assembly and senate districts, redistricting, leased groves, crop estimates, acreage, emergency communications such as theft notices, freeze or fire information etc, trace back or trace ability reasons etc.

Chris Ambuul will report back to the committee with a suggested recommendation to CAC on establishing Grove ID's.

Laura Eggering will report back to the committee how the County Agricultural Commissioner's Office comes up with, or assigns, new site ID numbers.

Noel Stehly will report back how other commodity boards such as "Leafy Green Board" develops trace back procedures.

Wayne Brydon agreed to speak with Guy Witney on how other groups set up trace back procedures.

It was agreed that the Communications Committee would work to incorporate the Grove ID numbers in such a manner that would allow for more efficient and cost effective communication with growers.

Reed Webb suggested to get costs of posting information to the CAC website and to determine if there is information currently not posted that would be of benefit to growers and the organization. Laura Eggering agreed to contact CAC to determine what such costs are to see if this is something to pursue.

It was noted that Guy Witney has made several excellent communications with growers regarding theft notices and warning posters.

It was agreed the committee would reconvene on Monday, March 9, 2009 via teleconference to discuss the topic/information each member was to investigate.

**MOTION: *The CAC Communications Committee motioned to adjourn.
(Stehly/Webb) MSC***

The meeting was adjourned at 12:03 p.m.

Respectfully submitted,

Laura Eggering, Communications Committee Chair