



California Date Commission

NOTICE & AGENDA

General Board Meeting

Date: Wednesday, October 30, 2024
Time: 10:00 a.m. – 12:00 p.m.
Place: Date Commission Office
39-205 Leopard Street, Suite E, Palm Desert, CA / Office (760) 347-4510

Join Meeting via computer on ZOOM: <https://us06web.zoom.us/j/5475170091> or
Via phone on ZOOM: 1-408-638-0968
Enter meeting ID: 547 517 0091

1. CALL TO ORDER – Gordon Chuchian, Chairman

2. ROLL CALL & ESTABLISH QUORUM

Member

Gordon Chuchian, Sun Date
Bob Harrick, Woodspur Farms
George Jeffrey, Pacific Date Corporation
Albert Keck, Hadley Date Gardens
Greg Kirkjan, Desert Valley Date
Mark Tadros, Aziz Farms

Alternate

Anthony Bianco, Sun Date
Stacy Creasy, Woodspur Farms
Jesse Nunez, Pacific Date Corporation
Sean Dougherty, Hadley Date Gardens
Christopher Rogers, Desert Valley Date
Tony Somohano, Del Rey Farms

3. INTRODUCTIONS

4. PUBLIC COMMENTS ON AGENDA ITEMS

5. CHAIRMAN'S COMMENTS

Gordon Chuchian, Chairman

6. ITEMS OF GENERAL CONSENT

- A. Minutes for Board Meeting September 10, 2024 (voting action required)
- B. Staff Reports:
 - 1) CDC Accounts Receivable update, Kristy Kneiding, Staff
 - 2) 2023 – 2024 Assessments report, Kristy Kneiding, Staff

7. MARKETING UPDATE

Mark Tadros, Marketing Committee Chairperson; T2 Marketing

8. GOVERNMENT, POLICY, & REGULATION UPDATE

Stacy Creasy, GPR Committee Chairperson

9. RESEARCH UPDATE

Gordon Chuchian, Research Committee Chairperson

10. NEW BUSINESS

A. Appointment of Board Member to Fill Vacancy

11. OLD BUSINESS

12. CLOSED SESSION

- A. Appointment, employment, evaluation of performance or dismissal of an employee pursuant to Government Code Section 11126(a).
- B. Pending litigation pursuant to Code Section 11126(e).

13. RECONVENE OPEN SESSION

14. ADJOURNMENT

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 Kristy Kneiding, Manager, California Date Administrative Committee, at (760) 347-4510. 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 large print, or computer disk. This notice and agenda are available on the internet at www.DatesAreGreat.com.

If you have questions on the above agenda, please contact Kristy Kneiding at (760) 347-4510.

Americans With Disabilities Act

All Board meetings must be accessible to the physically disabled. Any person needing a disability-related accommodation or modification to attend or participate in any Board or Committee meeting or other Board activity may request assistance by contacting Kristy Kneiding, Manager, California Date Commission at (760) 347-4510.

This Meeting Notice and Agenda is available on the California Department of Food and Agriculture's website at <https://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices> and www.DatesAreGreat.com. For further information regarding the Agenda for this meeting, please contact Kristy Kneiding at (760) 347-4510.

Action may be taken on any item on the agenda. The time and order of agenda items are subject to change at the discretion of the Committee Chair and may be taken out of order. The meeting will be adjourned upon completion of the agenda, which may be at a time earlier or later than posted in this notice. In accordance with the Bagley-Keene Open Meeting Act, all meetings of the Committees are open to the public.

Government Code Section 11125.7 provides the opportunity for the public to address each agenda item during discussion or consideration by the Committee prior to the Committee taking any action on said item. Members of the public will be provided appropriate opportunities to comment on any issue before the Committee, but the Chair may, at his or her discretion, apportion available time among those who wish to speak. Individuals may appear before the Committee to discuss items not on the agenda; however, the Committee can neither discuss nor take official action on these items at the time of the same meeting [Government Code Sections 11125 and 11125.7(a)].