



**ARIZONA & CALIFORNIA LGMA  
JOINT STRATEGIC PLANNING SESSION  
AGENDA**

**NOVEMBER 19, 2025 | 8:00 AM – 5:00 PM PST**  
**451 A STREET (SECOND FLOOR CONFERENCE ROOM)**  
**SAN DIEGO, CA 92101**

*Note: The second-floor conference room is a secure floor, meaning you must check in with building security in order to access the meeting. Building security is advised that the meeting will occur, and will grant you access. Also, please enter the building on the South side; see provided map. Given this is your first time entering the building, please allow time for walking/parking/security, etc.*

1. Call to Order
2. Roll Call/Introductions
3. Public Comment
4. Welcome/recap from our pre-meeting
5. Goals and expectations for the day
6. Where do we want to be? Discuss key plan elements:
  - a. Values
  - b. Mission
  - c. Purpose
  - d. Vision
7. How will we get there? Discuss strategic priorities and strategic questions
8. Recap and next steps
9. Public Comment
10. Adjournment

*Note: Each of the Agenda Items above will include discussion and possible action by the Board. All meetings of the California Leafy Greens Marketing Agreement are open to the public and subject to the Bagley-Keene Open Meeting Act. All interested parties are invited and encouraged to attend the meeting. Time will be allowed for members of the public to make comments on each Agenda item. This time will be limited to two minutes per person for each Agenda item. Attendance at closed sessions is restricted to members of the board, alternate members sitting in the stead of an absent board member, and persons with knowledge essential to the board in making decisions on matters included in the closed session agenda.*

*Persons with disabilities needing special accommodation should contact Brooke Palmer, Executive Assistant, California LGMA at (916) 441-1240 at least five days prior to the meeting. This Meeting Notice and Agenda is available on the California Department of Food and Agriculture's Website at <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>. For further information regarding the Agenda for this meeting, please contact Brooke Palmer at (916) 441-1240.*