



NOTICE AND AGENDA

Executive Committee Meeting

March 10, 2026 | 3:00 pm – 4:00 pm

Zoom Login: <https://us02web.zoom.us/j/4975942309>

Meeting ID: 497 594 2309

Hosting Location: 11 Quail Run Circle, Suite 102, Salinas, CA

1. Call to Order
2. Roll Call
3. Public Comment
4. Approval of Meeting Minutes – January 9 and February 12, 2026 ***Vote Required**
5. Full Tilt Communications Proposal for 2026/27 – Review and Approval to Advisory Board ***Vote Required**
6. Western Growers MOU Review and Approval to Advisory Board ***Vote Required**
7. Review and Approval of 2026/27 Budget ***Vote Required**
8. Preparation for March Board Meeting
9. LGMA Committee Updates and Opportunities
10. Closed session – to discuss personnel matters as authorized by Government Code section 11126(a)(1)
11. Public Comment
12. Adjourn

** Note: Each of the Agenda Items above will include discussion and possible action by the committee. 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 Leafy Greens Marketing Agreement, 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 more information regarding the Agenda for this meeting, please contact Brooke Palmer at (916) 441-1240.