



NOTICE AND AGENDA

Executive Committee Meeting

April 8, 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 – March 10, 2026 ***Vote Required**
5. Review of March 18 Board Meeting
6. Review of Strategic Objectives and Action Plan
 - a) Process Steps and Action Items
 - b) Buyer Super-Metrics Expectations
 - c) Executive Emergency Plan
7. LGMA Committee Updates and Opportunities
 - a) Marketing Plan Update and Salinas Event
8. June Board Meeting Date
9. Public Comment
10. 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.