



CA LGMA Communications Committee
Monday, June 22, 2026 | 3:00 pm – 4:30 pm PDT

In Person Location: 11 Quail Run Circle, Suite 102, Salinas, CA

Zoom Login: <https://us02web.zoom.us/jc/83685230784>

Meeting ID: 836 8523 0784

Passcode: 079584

1. Call to Order – Drew McDonald
2. Public Comment
3. Approval of Meeting Minutes
4. Staff Report
 - a. Strategic Plan Progress
5. Marketing
 - a. Annual Report
 - b. 20 Year Commemoration Campaign
6. Public Relations
 - a. Outreach to Bill Marler
7. Trade Outreach
 - a. February 2026 Tour with Arizona LGMA
8. Public Comment
9. 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 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://lit.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.