

CALIFORNIA MILK ADVISORY BOARD

2316 Orchard Parkway, Suite 200
Tracy, California 95377
(209) 883-6455
RealCaliforniaMilk.com

WEB CONFERENCE EXECUTIVE COMMITTEE MEETING NOTICE

The Executive Committee of the California Milk Advisory Board (CMAB)
will hold a web conference meeting on
Tuesday, March 9, 2021 beginning at 1:00 pm

To access the meeting go to <https://zoom.us/join> and enter meeting id 856 3589 6831

PUBLIC PARTICIPATION

Members of the public are encouraged to provide comment to the CMAB Executive Committee and may suggest items to be placed on the agenda for discussion at the next CMAB Executive Committee meeting. While the CMAB Executive Committee values the participation of the public, the Board Chair reserves the right to limit the time for public comment depending on the length of agenda and number of commenters. Public comment must be related to the CMAB's authority and jurisdiction and its placement on the agenda is within the discretion of the Board Chair.

All matters noticed on this agenda may be considered for action. Items listed on the agenda may be considered in any order at the discretion of the Board Chair. Any item not so noticed will not be considered or discussed. All meeting agendas and notices are available on the California Department of Food and Agricultural website at: <https://www.cdffa.ca.gov/mkt/mkt/>. *(select meeting notices)*

Each of the agenda items will include discussion and possible action by the CMAB Executive Committee. Time will be allowed for members of the public to make comments on each agenda item. Comment time may be limited based on the number of agenda items and/or number of commenters.

For further information regarding this meeting, please contact: John Talbot, C.E.O., California Milk Advisory Board, 2316 Orchard Parkway, Suite 200, Tracy, California 95377, (209) 883-6455.

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 John Talbot, C.E.O., California Milk Advisory Board at 209-883-6455.

CMAB PURPOSE STATEMENT

Nourish the world with the wholesome goodness of real California milk

CMAB MISSION STATEMENT

Increase demand for products made with real California milk

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Each of the agenda items below will include discussion and possible action by the Executive Committee. Time will be allowed for members of the public to make comments on each agenda item. Comment time may be limited based on the number of agenda items and/or number of commenters.

1. Call to Order – *Chairman Josh Zonneveld*
2. Roll Call – *Secretary Megan Silva*
3. Minutes of February 2, 2021 Executive Committee meeting – *Secretary Megan Silva*
4. Financial Report – *Treasurer David Vander Schaaf*
5. Other Business
 - a. Status of ongoing business
 1. COVID update
 2. MMM update
 3. Innovation ecosystem
 4. Agency day
 5. CDFA / NASS production estimates
 6. Executive Committee elections
 7. Public member
 8. Board consultant
 9. Office move
 - b. Items to be discussed at next Executive Committee meeting
 - c. Set date for next Executive Committee Meeting
6. Public Comment on non-agenda items
7. Adjournment

Americans With Disabilities Act

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