

CALIFORNIA MILK ADVISORY BOARD

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

WEB CONFERENCE BOARD MEETING NOTICE

The California Milk Advisory Board will hold a Board of Directors Meeting on Wednesday, March 10, 2021 from 10:00 am – 12:00 pm and 1:00 pm – 3:00 pm

To access the meeting go to <https://zoom.us/join> and enter meeting id 830 6417 2820

PUBLIC PARTICIPATION

Members of the public are encouraged to provide comment to the Board and may suggest items to be placed on the agenda for discussion at the next Board meeting. While the Board 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 Board'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 Board. 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 in order 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 Board. 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. Introduction of Guests
4. Financial Report – *Treasurer David Vander Schaaf*
5. Individual District Reports
6. Marketing Branch Report
7. Report from Chairman – *Josh Zonneveld*
8. Election of Board Officers and Executive Committee
9. Report from Chief Executive Officer – *John Talbot*
10. Program Review and Proposals
 - a. Advertising
 - b. Communications
 - c. Business Development
 - d. Processor Relations
 - e. Producer Relations
 - f. CDIC
11. USDEC Update
12. Committee/Industry Meetings Update

13. National Dairy Board Update
14. Minutes of Last Board and Executive Committee Meetings – *Secretary Megan Silva*
 - a. Public comments on agenda items
15. Other Business
 - a. Previously discussed or tabled agenda item(s) for this meeting
 - b. Items to be discussed at next board meeting
16. Public comment on non-agendized items
17. Adjournment

Americans With Disabilities Act

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