

**California Citrus Pest and Disease Prevention Program
Outreach Subcommittee Meeting
Citrus Research Board Conference Room**

August 7, 2013 1:30 p.m.

Phone in: 866-740-1260

Passcode: 7380246#

- This meeting is open to the General Public -

AGENDA

1. Call to order, roll call, establish quorum, introductions – Olsen
2. Review of minutes from July 3, 2013 meeting – Olsen
3. Finance Review
 - a. June financials – Fisher
 - b. NST invoices – Siles
4. Grower outreach update
 - a. Grower outreach plan – Fisher/McNerney
 - b. Grower website/eBlasts – Fisher/Siles
 - c. Grower meetings – Fisher
5. Other CPDPP outreach updates
 - a. PSA Development– Fisher/Siles
 - b. Media outreach – Siles
 - i. Central Coast
 - ii. Other English/Spanish
 - iii. Final LAX event recap
 - c. Radio news releases – Siles
 - d. Crisis plan update– Siles
 - e. Updated messaging – Fisher/Siles/Hornbaker
6. UC outreach update –
 - a. Grower website
 - b. Nursery outreach
7. Legislative outreach update – Olson/Siles
8. Ventura County update – Leavens/Krist
9. CDFA outreach update – Pegos
10. CCM update – Houtby
11. Progress Report for the 2013/2014 Outreach RFP - Hornbaker
12. Action item recap – Olsen
13. Agenda items for next meeting – Olsen
14. Schedule next meeting & adjournment – Olsen

Note: Action is possible on any item contained in this agenda. Audience members may address the committee following each agenda item. All speakers from the audience are limited to three minutes. For more information, please contact the Plant Health and Pest Prevention Services Division, 1220 N Street, Sacramento, CA 95814, (916) 654-0317. This agenda is available on the Plant Health Pest Prevention Services Division website at <http://www.cdfa.ca.gov/citruscommittee/Meetings.html>.

This meeting is accessible to the physically disabled. A person who needs a disability-related accommodation or modification in order to participate in the meeting may make a request by contacting Victoria Hornbaker at (916) 654-0317 or sending a written request to her at the California Department of Food and Agriculture, 1220 N Street, Sacramento, CA 95814 or victoria.hornbaker@cdfa.ca.gov
