

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

**October 2, 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 August 7, 2013 meeting – Olsen
3. Finance Review
  - a. July-August financials – Olsen
  - b. NST invoices – Siles
4. 2012-13 Recap of Outreach activities - Siles
5. Grower outreach update
  - a. Grower outreach plan – McNerney
  - b. Grower liaison outreach/media training - Siles
  - c. Grower website/eblasts – Siles
  - d. Grower meetings – Hornbaker
6. Packing house/FLC/Worker outreach – McNerney/Grafton-Cardwell
7. Other CPDPP outreach updates
  - a. PSA performance – Fisher/Siles
  - b. Media outreach – Siles
  - c. Radio news releases – Siles
  - d. Crisis plan status– Siles
  - e. Current messages – Siles
8. UC outreach update –
  - a. Grower website – Grafton-Cardwell
9. Legislative outreach update – Olson/Siles
10. Ventura County update – Leavens/Krist
11. CDFA outreach update – Pegos
12. CCM update – Houtby
13. Progress Report for the 2013/2014 Outreach RFP – Hornbaker
14. 2012-13 Outreach contract extension/transition – Olsen/Siles/Hornbaker
15. Action item recap – Olsen
16. Agenda items for next meeting – Olsen
17. Schedule next meeting & adjournment – Olsen

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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](mailto:victoria.hornbaker@cdfa.ca.gov)

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