

### **SUBCOMMITTEE MEETING NOTICE**

Citrus Pest and Disease Prevention Committee  
Outreach Subcommittee will hold a meeting on  
**Wednesday, February 5, 2020 at 1:30 p.m.**

Citrus Research Board Conference Room  
217 N. Encina St., Visalia, CA. 93291

### **PUBLIC PARTICIPATION**

Members of the public are encouraged to provide comment to the Committee and may suggest items to be placed on the agenda for discussion at the next Committee meeting. While the Committee values the participation of the public, the Committee Chair reserves the right to limit the time for public comment depending on the length of agenda and the number of commenters. Public comment must be related to the Committee's authority and jurisdiction and its placement on the agenda is within the discretion of the Committee 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 Committee Chair. Any item not so noticed will not be considered or discussed. Each of the agenda items may include discussion and possible action by the Committee. Time will be allowed for members of the public to make comments on each agenda item. All meeting agendas and notices are available on the California Department of Food and Agriculture website at: <https://www.cdfa.ca.gov/citruscommittee/>.

For further information, please contact Victoria Hornbaker, Director, Citrus Pest and Disease Prevention Division, 2800 Gateway Oaks, Suite 200, Sacramento, CA 95833, (916) 654-0317.

### **AMERICANS WITH DISABILITIES ACT**

All Committee 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 Subcommittee or Committee meeting or other Committee activity may request assistance by contacting Sara Khalid at (916) 654-3017. Providing your request at least five (5) business days before the meeting will help ensure availability of the requested accommodation.

**Citrus Pest and Disease Prevention Committee  
Outreach Subcommittee Meeting  
February 5, 2020  
1:30 p.m.**

Citrus Research Board Conference Room  
217 N. Encina, Visalia, CA. 93291  
Reserve your webinar seat at:

<https://attendee.gotowebinar.com/register/8979502961287542285>

This meeting is open to the general public

**AGENDA**

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 Committee Chair. Any item not so noticed will not be considered or discussed. Each of the agenda items may include discussion and possible action by the Committee. Time will be allowed for members of the public to make comments on each agenda item. All meeting agendas and notices are available on the California Department of Food and Agriculture website at: <https://www.cdfa.ca.gov/citruscommittee/>.

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|------------------------------------------------------|---------------------------|
| 1. Call to Order, Roll Call and Introductions        | Mark McBroom              |
| 2. USDA Update                                       | William Wepsela           |
| 3. Outreach Budget Review                            | Sara Khalid               |
| 4. Update on Strategy 5 – Outreach and Collaboration |                           |
| a. CPDPP Outreach Update                             | Price Adams               |
| i. Residential Outreach Activities                   |                           |
| i. Homeowners Messaging Research Overview            |                           |
| 1. Implications and Recommendations from NST         |                           |
| 2. Discussion                                        |                           |
| ii. Industry Outreach Activities                     |                           |
| i. Message Concepts Alignment                        |                           |
| 1. Outreach Tactics by Audience                      |                           |
| 2. Discussion                                        |                           |
| ii. Grower Liaison Updates                           | Bob Atkins                |
| iii. Upcoming Activities                             | Natalie DeAngelo          |
| b. UC Outreach Update                                | Dr. Beth Grafton-Cardwell |
| i. Grower and Pest Control Advisor Outreach          |                           |

- i. PCA Listening Sessions - February
  - ii. Master Gardener Activities and Projects
  - iii. Extension Activities and Initiatives
  
- c. CCM Outreach Update Alyssa Houtby
  
- d. CRB Outreach Update Carolina Evangelo
  
- 5. Other Items and Adjournment Mark McBroom

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