

SUBCOMMITTEE MEETING NOTICE

Citrus Pest and Disease Prevention Committee
Outreach Subcommittee will hold a meeting on

Wednesday, April 8 at 1:30 p.m.

**Out of the abundance of caution due to COVID-19, this meeting will be held via
Webinar Only**

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 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. Committee meetings must be accessible to the physically disabled. Any person

Citrus Pest and Disease Prevention Committee
Outreach Subcommittee Meeting
April 8, 2020
1:30 p.m.

Reserve your webinar seat at:

<https://attendee.gotowebinar.com/register/162325705480870670>

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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. Outreach Budget Review | Sara Khalid |
| 3. Update on Strategy 5 – Outreach and Collaboration | |
| a. CPDPP Outreach Update | Price Adams |
| i. Industry Outreach Activities | |
| i. Shift in Outreach Tactics | |
| 1. Recent Event Cancellations | |
| 2. Discussion/Brainstorm on Alternative Tactics | |
| ii. Grower Liaison Updates | Bob Atkins |
| ii. Homeowner Outreach Activities | |
| i. San Bernardino HLB Detection Outreach | |
| ii. Additional Homeowner Outreach | |
| 1. Update on Canine Media Event | |
| iii. Elected Official Activities | |
| iv. Upcoming Activities | Natalie DeAngelo |
| b. UC Outreach Update | Dr. Beth Grafton-Cardwell |
| i. Grower and Pest Control Advisor Outreach | |
| i. PCA Listening Sessions - Takeaways | |
| ii. Master Gardener Activities and Projects | |

- iii. Extension Activities and Initiatives
 - c. CCM Outreach Update
 - d. CRB Outreach Update
 - 4. Other Items and Adjournment
- Alyssa Houtby
Carolina Evangelo
- Mark McBroom

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