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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Webinar Only
This meeting is open to the general public

AGENDA

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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  Price Adams
   a. CPDPP Outreach Update
      i. Industry Outreach Activities
      ii. Shift in Outreach Tactics
         1. Recent Event Cancellations
         2. Discussion/Brainstorm on Alternative Tactics
      iii. 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
      ii. PCA Listening Sessions - Takeaways
      ii. Master Gardener Activities and Projects
iii. Extension Activities and Initiatives
   c. CCM Outreach Update          Alyssa Houtby
   d. CRB Outreach Update          Carolina Evangelo

4. Other Items and Adjournment    Mark McBroom

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