California Citrus Pest and Disease Prevention Committee
California Department of Food and Agriculture
Finance Subcommittee Meeting

October 1, 2014
11:00 a.m.

Citrus Research Board Conference Room
217 N. Encina
Visalia, CA 93279

Conference Call
Call-in number: 877-708-2956
Passcode: 2803962

- This Meeting is Open to the General Public –

Agenda

1. Review 2013/2014 Expenditures and Projections
    a. CPDPC Budget
    b. CHRP Budget
    c. Other Budgets

2. 2014/2015 Budget Projections
    a. CPDPC Budget
    b. CHRP Budget
    c. Other Budgets

3. Variance Analysis Progress

Other Business:

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/plant/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 916.403.6652 or sending a written request to her at the California Department of Food and Agriculture, 1220 N Street, Sacramento, CA 95814.

California Citrus Pest and Disease Prevention Program
Outreach Subcommittee Meeting
October 1, 2014, 1:30 p.m.

Citrus Research Board Conference Room

217 N. Encina, Visalia, CA. 93279

- This meeting is open to the General Public –
https://www2.gotomeeting.com/register/477696602

AGENDA

1. Call to order, roll call, establish quorum, introductions – Hornbaker
2. Name Acting Chair - Hornbaker
3. Review of minutes from August 6, 2014 meeting – Acting Chair
4. Relevant updates from Operations Subcommittee meeting – Hornbaker
5. USDA outreach update - Yigzaw
6. Finance Review
    a. August and September financials – Siles
    b. NST/CCM invoices – Siles/Houtby
7. CPDPP industry outreach update
    a. Website stats and updates - Siles
    b. Grower/Liaison outreach – Siles
        i. Grower field trip and meetings
        ii. Monthly liaison calls
        iii. Area-wide protocol communication
    c. Trade media relations – Houtby
    d. Crisis Communication Management Team – Siles/Houtby
        i. San Luis Obispo crisis response
    e. Pesticide applicator outreach (PAPA and CAPCA) – Siles
    f. Packinghouse outreach - Siles
    g. Organic messaging/outreach – Siles
    h. Nursery outreach (CCNS meeting) – Siles
    i. Tactics brainstorm for 2014/2015 fiscal year
8. CPDPP homeowner outreach updates
    a. Website stats and updates - Siles
    b. PSA and updates – Siles
    c. Media outreach/buying schedule (English & Spanish) – Siles
        i. Spanish Radio Media Tour
        ii. SFO media event
    d. Priority focus areas – All (discussion)
    e. Tactics brainstorm for 2014/2015 fiscal year
9. UC outreach update
    a. Grower website – Grafton-Cardwell
    b. Nursery outreach - Daugherty
10. Legislative outreach update – Siles
    a. Recent progress
    b. California Contract Cities conference - Siles
    c. Priority focus areas – All (discussion)
11. Ventura County update – Leavens/Krist
12. CDFA outreach update – Lyle/Pegos
13. CCM update – Houtby
14. Other Items, schedule next meeting & adjournment – Acting Chair

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CPDPC Outreach Sub Committee Meeting

Join us for a Webinar on October 1

REGISTER NOW

Space is limited.
Reserve your Webinar seat now at:
https://www2.gotomeeting.com/register/477696602

Note: you may need to copy and paste the link

Title: *CPDPC Outreach Sub Committee Meeting*

Date: Wednesday, October 1, 2014

Time: 1:30 PM - 3:00 PM PDT

After registering you will receive a confirmation email containing information about joining the Webinar.

System Requirements
PC-based attendees
Required: Windows® 8, 7, Vista, XP or 2003 Server

Mac®-based attendees
Required: Mac OS® X 10.6 or newer

Mobile attendees
Required: iPhone®, iPad®, Android™ phone or Android tablet