California Citrus Pest and Disease Prevention Program
Outreach Subcommittee Meeting
April 15, 2015, 1:30 p.m.

Citrus Research Board Conference Room

217 N. Encina, Visalia, CA. 93279

- This meeting is open to the General Public –

https://attendee.gotowebinar.com/register/1037270838765842178

AGENDA

1. Call to order, roll call, establish quorum, introductions – Bernardi
2. Review of minutes from February 25, 2015 meeting – Bernardi
3. Relevant updates from Operations Subcommittee meeting – Hornbaker
4. USDA outreach update - Yigzaw
5. Finance Review
    a. February and March financials – Siles
    b. NST/CCM invoices – Siles
6. CPDPP industry outreach update
    a. Trade media relations
    b. Website stats and updates - Siles
    c. Grower/Liaison outreach – Siles
    d. Grower meetings – Siles
    e. CCM Citrus Showcase - Houtby
    f. Nursery outreach – Siles
    g. Packinghouse outreach – Houtby
7. CPDPP homeowner outreach updates
    a. Website stats and updates – Siles
    b. Media relations – Siles
    c. Advertising - Siles
    d. PSA update - Siles
    e. Master Gardener outreach – Siles
8. UC outreach update
    a. Grower website – Grafton-Cardwell
    b. Nursery outreach - Daugherty
9. Legislative outreach update – Siles
10. Ventura County update – Leavens/Krist
11. CDFA outreach update – Lyle/Pegos
12. CCM update – Houtby
13. Other Items, schedule next meeting & adjournment – Bernardi

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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