

**California Citrus Pest and Disease Prevention Program
Outreach Subcommittee Meeting**

April 9, 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/489269442>

AGENDA

1. Call to order, roll call, establish quorum, introductions – Olsen
2. Review of minutes from February 5, 2014 meeting – Olsen
3. Relevant updates from Operations Subcommittee meeting - Hornbaker
4. Finance Review
 - a. January and February financials – Siles
 - b. NST/CCM invoices – Siles/Houtby
5. CPDPP industry outreach update
 - a. Grower outreach – Siles
 - b. Grower field trip(s) - Siles
 - c. Packinghouse /FLC outreach – Siles/Houtby
 - d. Crisis Communication Management Team – Siles/Houtby
 - e. World Ag Expo – Houtby/Hornbaker
 - f. CCM Showcase – Houtby/Siles
 - g. Pesticide applicator outreach
6. CPDPP homeowner outreach updates
 - a. PSA performance/recommendations – Siles
 - b. Media outreach/buying schedule (English & Spanish) – Siles
 - c. Santa Barbara outreach
 - d. Priority focus areas – All (discussion)
7. UC outreach update –
 - a. Grower website – Grafton-Cardwell
 - b. Nursery outreach - Daugherty
8. Legislative outreach update – Olson/Siles
 - a. Priority focus areas – All (discussion)
9. Ventura County update – Leavens/Krist
10. USDA outreach update - Workabeba
11. CDFA outreach update – Lyle/Pegos
12. CCM update – Houtby
13. Other Items
14. Schedule next meeting & adjournment – Olsen

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

CPDPC Outreach Subcommittee Meeting

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April Meeting

Title: *CPDPC Outreach Subcommittee Meeting*

Date: Wednesday, April 9, 2014

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

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