

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

June 11, 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/666332250>

AGENDA

1. Call to order, roll call, establish quorum, introductions – Hornbaker
2. Name Acting Chair - Hornbaker
3. Review of minutes from April 9, 2014 meeting – Acting Chair
4. Relevant updates from Operations Subcommittee meeting - Hornbaker
5. Finance Review
 - a. March, April and May financials – Siles
 - b. NST/CCM invoices – Siles/Houtby
6. CPDPP industry outreach update
 - a. Grower/Liaison outreach – Siles
 - i. Grower field trip(s) and meetings
 - ii. Monthly liaison calls
 - iii. Liaison toolkit
 - iv. Area-wide protocol communication
 - b. Packinghouse/FLC outreach – Siles/Houtby
 - c. Crisis Communication Management Team – Siles/Houtby
 - d. Pesticide applicator outreach/PAPA conference – Siles
7. CPDPP homeowner outreach updates
 - a. PSA and Radio News Release (RNR) updates – Siles
 - b. Media outreach/buying schedule (English & Spanish) – Siles
 - i. Coastal area outreach/response - Siles
 - c. Asian media event(s) – Siles
 - d. Swap meet outreach - Siles
 - e. Priority focus areas – All (discussion)
8. UC outreach update
 - a. Grower website – Grafton-Cardwell
 - b. Nursery outreach - Daugherty
9. Legislative outreach update – Siles
 - a. Conference/outreach update – Siles/Hornbaker
 - b. Priority focus areas – All (discussion)
10. Ventura County update – Leavens/Krist
11. USDA outreach update - Yigzaw
12. CDFA outreach update – Lyle/Pegos
13. CCM update – Houtby
14. Other Items, schedule next meeting & adjournment – Acting Chair

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 Sub Committee Meeting

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June Meeting

Title: *CPDPC Outreach Sub Committee Meeting*

Date: Wednesday, June 11, 2014

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

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