

**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

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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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

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