The Outreach Subcommittee meeting was called to order by Mark McBroom at 2:00 p.m. on November 4, 2020.

**Outreach Subcommittee Members Present:**  
Aaron Dillion*  
Monique Rivera*  
Sylvie Robillard*  
Mark McBroom*

**Outreach Subcommittee Members Absent:**  
John C. Gless  
Nick Hill  
Kevin Severns

**Interested Parties:**  
Price Adams*  
Fidan Aghayarova*  
Bob Atkins*  
Kevin Ball*  
Teri Blaser*  
Karina Chu*  
Kiana Dao*  
Holly Deniston*  
Aaron Dillon*  
David Gutierrez*  
Subhas Hajeri*  
Amelia Hicks*  
Alyssa Houtby*  
Victoria Hornbaker*  
Laura Irons*  
Anmol Joshi*  
Melinda Klein*  
Jessica Leslie*  
Zachary McCormack*  
Mia Neunzig*  
Keith Okasaki*  
Maggie O'Neill*  
Curtis Pate*  
Cressida Silvers*  
Michael Soltero*  
Tamara Tollison*  
Jennifer Willems*  
Judy Zaninovich*  
Sandra Zwaal*

*Participated via Webinar

**Opening Remarks**  
Mark McBroom welcomed the Outreach Subcommittee members, staff, and members of the public participating online.
**Update on Strategy 5-Outreach and Collaboration**

**CPDPP Outreach Update**

**Grower Liaison Updates**

Price Adams presented the Grower Liaison (GL) Task Force Survey results and conclusions. An Industry Member Survey was conducted to identify and understand the different grower organizations' objectives. Information sources for industry members were identified. GLs were ranked as the third most popular source of information. The GLs’ outreach efforts were evaluated as “Extremely and Very Effective” by eleven different counties. According to the survey, the most effective activities identified were email and text updates, notification of detections, area-wide treatment schedules, and recommended products, and communication with Pest Control Advisers (PCA). Industry representatives suggested additional outreach activities, including individual calls/contacts with non-compliant growers, PCA scouting data in e-mail updates, as well as increased efforts to contact neglected groves. This survey was also conducted among the GLs and the results of that survey were similar to the results of the industry member survey. It was identified that more statewide GL meetings are needed to share information about the GLs current role, expectations, and general information. David Gutierrez added that the GL working group is working on documents to address expectations, responsibilities in different counties and regions, and statewide coordination.

**Other Items and Adjournment**

The meeting was adjourned at 2:40 p.m. The next Outreach Subcommittee meeting will be held on February 10th, 2021.