

**CALIFORNIA CITRUS PEST AND DISEASE PREVENTION PROGRAM
INTERIM OUTREACH SUBCOMMITTEE MEETING**

Meeting Minutes
Wednesday, November 4, 2020

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
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Interested Parties:

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

*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.