

CPDPC Outreach/Communications Subcommittee Meeting
December 5, 2012
Minutes
Citrus Research Board Conference Room

The meeting was called to order by Kevin Olsen at 1:30 p.m. on December 5, 2012 at the Citrus Research Board conference room, Visalia, California. The following were in attendance:

Subcommittee Members

Kevin Olsen, Chairman
Dan Dreyer
Kevin Severns
George McEwen
Shirley Kirkpatrick
Alyssa Nichols
Mark McBroom*
Gus Gunderson*
Beth Grafton-Cardwell*
Aaron Dillon*

CRB Staff

Louise Fisher
Teresa Ferguson
Ted Batkin

Others

Teresa Siles
Sharon Mc Nerney
Mark Olson*
Leslie Leavens-Crowe*
Linda Haque
Susan McCarthy
David Pegos*
Robert Leavitt*
Jim Gorden

*Participated via telephone

Kevin Olsen conducted the role call and announced that a quorum was present

Review of minutes

The minutes from the September 5 and November 7, 2012 meetings were approved as read.

Finance review

Louise Fisher reviewed the expenditures (\$7,489) through October 31 (handout).

Teresa Siles reviewed NST's activities and charges for the month of October (handout).

Adjusting outreach strategies

Louise said that the outreach program is evolving in response to the changes with ACP. Sharon Mc Nerney noted that it's difficult to have a statewide message because of the different infestations and differing responses. A discussion was scheduled for the following day to deal with outreach strategies, especially for the Tulare County situation.

Discussion ensued on how to ensure that information gets down to sales employees at retail centers.

Strategies related to nutritional claims

Kevin Severns stated his concerns that growers will use nutritionals in lieu of removing trees and that it's important to have a message ready to counter the nutritionals message. More discussion to be held at a later date.

Website update

Louise noted that there is CPDPC information on two websites, one linked to the CRB website and one at CDFA. Discussion centered on what types of information are presented on the two sites – with the upshot being that different information is being presented on the two sites and that it may not be possible to have certain kinds of information on the CDFA-maintained site. Ted added that it might be important to maintain both sites so that information could be made

available to growers that could not be provided on the CDFA site. Beth Grafton-Cardwell added that it will be important for the grower liaisons to have access to relevant information.

Teresa Siles said one goal is to improve outreach by better utilizing feature space on the web site. She also provided an overview of proposed improvements to the site. Teresa said she would like input from the Committee on what the “call to action” should be, and added that it will vary throughout the State because of different situations with ACP. For instance, the recommendation to call CDFA’s hotline would still be used in the San Joaquin Valley but not in Southern California.

Strategic recommendations stemming from grower survey

Teresa reviewed the steps outlined in the handout, “Recommendations & Next Steps Following Grower Survey”. At the next meeting, Teresa will present a proposed plan for industry-specific messaging and associated costs for the group to review.

Media training update

Kevin noted that a media training was scheduled for the following day.

Grower meeting

Louise announced that a grower meeting would be held December 11 in Tulare to acquaint Tulare County growers with the requirements of the eradication zones established there.

Nursery Outreach

Sharon Mc Nerney said that CANGC is including articles on ACP in their newsletter. Louise added that she had given a presentation on outreach activities at the CCNS annual meeting.

Ventura County ACP/HLB Task Force update

Leslie Leavens-Crowe announced that a grower workshop is tentatively scheduled for January 11.

Legislative/elected official outreach

Mark Olsen reported on his outreach activities meeting with local officials and service clubs.

Subcommittee items to be brought up to the full committee

None, as the full committee will not meet prior to the next Outreach Subcommittee meeting.

Agenda Items for Next Meeting

None listed.

The next meeting was scheduled for 1:30 p.m., January 2.