

CPDPC Outreach/Communications Subcommittee Meeting
Citrus Research Board
217 N. Encina Street
Visalia, CA
April 3, 2013
Minutes

The meeting was called to order by Kevin Olsen at 1:30 p.m. on April 3, 2013. The following were in attendance:

Subcommittee Members

Dan Dreyer
Alyssa Houtby
Shirley Kirkpatrick
Kevin Olsen

CRB Staff

Louise Fisher
Rebecca Lowdermilk
Ted Batkin
Sharon McNerney*

Others

Teresa Siles
Susan McCarthy*
David Pegos*
Neil McRoberts
John Krist*
Victoria Hornbaker
Robert Leavitt
Craig Hanes
Jim Gorden
Linda Haque
Leslie Leavens
Beth Grafton-Cardwell

*Participated via telephone

Kevin Olsen conducted the role call and announced that there was not a quorum.

Dr. Leavitt introduced Victoria Hornbaker, CDFA Citrus Program Manager and Craig Hanes, Interim Statewide ACP Coordinator.

Review of minutes

The minutes of the March 6, 2013 meeting were approved.

Finance review

Teresa reviewed the NST invoices. Kevin asked for clarification on several of the invoiced charges and Teresa provided additional information.

Louise reviewed the outreach budget with the Subcommittee, making several recommendations to revise the budget, including:

- Rename “Traffic Spots” to “Traffic Spots; Radio, TV & Print Advertising” to more accurately reflect the actual tactics employed, reduce the traffic spot line item by an additional \$40,000. \$10,000 was previously reallocated for the grower website.

- The Spanish Media Tour will not be conducted in a week-long tour as in the past; as such this line item will be reduced by \$5,000.
- Reduce the Other-Event line item by \$7500.
- The Nursery Outreach line item will be reduced to \$30,000, as the UC obtaining a grant to develop a training module, study BMPs and perform monitoring. CPDPP will support program primarily by providing print material.
- Reduce the Grower Outreach-Newsletter line item by \$8,000 as newsletters have not been published.
- Reduce the Grower Outreach-Electronic Newsletter line item by \$10,200 as newsletters have not been published.
- Reduce line item for Administration-Staff Support by \$15,000 as there has been a reduction in staff.
- Reallocate \$6,000 from ProjMgmt-Consumer to ProjMgmt-Other to reflect the change in emphasis to grower outreach.

Total reduction in Outreach budget from February meeting and the current reductions would be \$122,700 resulting in a 13.5% reduction.

Website update

Louise Fisher and Teresa Siles reviewed potential components of the grower website with the group. The website will feature multiple sections including sections for detection and quarantine maps, information on ACP and HLB, Best Management Practices and a section highlighting information for specific counties within the treatment/quarantine are. Teresa said that she would send a list of potential links to CDFA for review. Louise and Teresa reiterated that SNT is creating the shell but the content will come from other sources such as CDFA Statewide Coordinator, Program Manager, UC IPM, etc.

Grower outreach

Louise Fisher discussed the upcoming grower meetings, to be held at Pala Indian Casino and/or Indian Wells Resort on either May 14th or 15th. These locations are preferable to the growers.

Media Training

Robert Leavitt requested media training for Victoria and Craig.

Nursery Outreach

Matt Daugherty reported on progress with his grant. The retail nursery training module is nearing completion; looking into blog for homeowner BMPs.

CDFA outreach

David Pegos provided a review of the successful Ag Day event on March 20. He also reported on grower and public held meetings in Ventura and Santa Barbara, and upcoming meetings in Visalia and Santa Barbara. Fisher & Batkin reported the CPDPC booth held a prime location and acknowledged fruit and personnel donations.

Ventura County update

Leslie Leavins reported that Ventura County continues exploring the feasibility of setting-up a Pest Control District. Fisher acknowledged efforts by Ventura County Master Gardeners.

CCM update

Alyssa Houtby provided an update on CCM outreach activities which included a newsletter written with the assistance of NST for Senator Ross. She also advised that Ross created his own PSA which is being run in his district.

The next meeting was scheduled for May 1 at 1:30 p.m.

Meeting adjourned at 4:00 p.m.