

CPDPC Outreach/Communications Subcommittee Meeting
Tulare Agricultural Commissioner's Office
4437 S. Laspina
Tulare, CA
February 13, 2013
Minutes

The meeting was called to order by Dan Dreyer at 1:30 p.m. on February 13, 2013. The following were in attendance:

Subcommittee Members

Dan Dreyer
Alyssa Houtby
Shirley Kirkpatrick*
Linda Haque
Gus Gunderson*
Steve Birdsall
Aaron Dillon*

CRB Staff

Louise Fisher
Ted Batkin
Brent Eickelberg

Others

Teresa Siles
Susan McCarthy
David Pegos
Jim Gorden
Sharon McNerney*
John Krist*
Matt Daugherty*
Austin Webster

*Participated via telephone

Dan Dreyer conducted the roll call and announced that a quorum was present.

Review of minutes

The minutes of the January 2, 2013 meeting were approved as read.

Finance review

Louise reviewed expenses to date (handout), and noted that a staff person had been reassigned to data management. Teresa Siles then reviewed NST's costs to date (handout).

Website update

Louise Fisher reported on updates to the California Citrus Threat website.

Grower outreach

Sharon McNerney reported that they are exploring organizing grower outreach meetings through packing houses. Ted Batkin added that grower outreach has become extremely important and that he and John Krist discussed holding only one grower outreach meeting in Ventura since the Ventura County Task Force has already conducted a lot of grower outreach. In other areas, several meetings would be held.

Teresa Siles presented three mock-ups of potential grower-centric web sites. Discussion ensued on methods of periodically updating growers and the public, including newsletters and list serves and whether there should be a new website specifically for growers or whether it should be added to a current site. Teresa added that they've been working with Beth Grafton-Cardwell on

content for the website. Newsletters or news alerts would still be used in order to get out important news immediately.

It was moved, seconded and approved to proceed with developing a grower web site based on the third option presented by Teresa.

David Pegos provided a brief description of Ag Day activities, scheduled for March 20. It was moved, seconded and approved to sponsor Ag Day at the sponsorship level - a \$3,500 expenditure.

Timeline of outreach activities

Teresa Siles discussed NST's calendar of outreach activities for the coming year (handout).

Nursery outreach

Matt Daugherty provided a brief update on his AFRI grant activities. They are monitoring outreach activities in urban areas and evaluating effectiveness of pesticide treatments. Additionally, they're doing some message development for use by master gardeners.

CDFA outreach

David Pegos provided an update on ongoing activities. David told the group that Robin Wall of Customs and Border Protection (CBP) had asked for 1000 copies of the "flip books" for CBP agents. Following discussion, it was agreed to provide the copies to CBP.

Legislative/elected official outreach

Teresa Siles and David Pegos provided an update on outreach activities to local elected officials and civic groups.

Summary of Hotline Calls

Susan McCarthy reviewed a summary of 2012 calls to the CDFA ACP hotline (handout).

CCM update

Alyssa Houtby provided an overview of CCM outreach activities.

Subcommittee items to be brought up to full committee

None

The next meeting was scheduled for March 6 at 10:00 a.m.

Meeting adjourned at 3:00 p.m.