

CPDPC Outreach/Communications Subcommittee Meeting
Citrus Research Board
217 N. Encina Street
Visalia, CA
March 6, 2013
Minutes

The meeting was called to order by Kevin Olsen at 10:00 a.m. on March 6, 2013. The following were in attendance:

Subcommittee Members

Dan Dreyer
Alyssa Houtby
Shirley Kirkpatrick
George McEwen
Kevin Olsen

CRB Staff

Louise Fisher
Rebecca

Others

Teresa Siles*
Susan McCarthy
David Pegos*
Tom Roberts*
Sharon McNerney*
John Krist*
Dave Machlitt*

*Participated via telephone

Kevin Olsen conducted the role call and announced that the meeting was one short of a quorum.

Review of minutes

The minutes of the February 13, 2013 meeting were approved as corrected.

Finance review

Louise reviewed CRB outreach expenses to date (handout).

Website update

Louise Fisher and Teresa Siles reviewed potential grower websites with the group. Teresa said that she would send a list of potential links to CDFA for review.

Grower outreach

Louise Fisher discussed where grower meetings may be held and potential bullet-point messaging directed at growers.

Teresa Siles reviewed ongoing public service announcement activities, followed by a discussion of yard-signs for use in the San Joaquin Valley.

Teresa also reported on Mark Olson's outreach to elected officials.

Teresa Siles and Robin Wall of Customs and Border Protection have been in discussion regarding a media event at the Los Angeles airport. The event could focus on Asian outreach.

Louise and Teresa reviewed the outreach activities calendar (handout).

Other outreach

Louise reported that CRB will be donating 2,415 flipbooks for use by USDA. David Pegos asked, and Louise agreed, for an additional 100 for use by California border station staff.

CDEA outreach

David Pegos provided an update on the upcoming Ag Day 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.

Ventura County update

John Krist reported on the well-attended grower meeting in Ventura. He also reported on master gardener's activities, who have done the majority of outreach to homeowners (handout).

Outreach budget reallocation

Louise reviewed CRB's proposal for re-allocating funds within the Outreach budget (handout). The groups agreed to recommend these reallocations to the full committee.

CCM update

Alyssa Houtby provided an update on CCM outreach activities.

Subcommittee items to be brought up to full committee

Budget reallocations and grower website.

The next meeting was scheduled for April 3 at 1:30 p.m.

Meeting adjourned at 11:45 a.m.