

CPDPC Outreach/Communications Subcommittee Meeting
Citrus Research Board
217 N. Encina Street
Visalia, CA
May 1, 2013 Minutes

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

Subcommittee Members

Dan Dreyer
Alyssa Houtby
Kevin Olsen
Beth Grafton-Cardwell*
Gus Gunderson*

CRB Staff

Louise Fisher
Rebecca Lowdermilk
Ted Batkin

Others

Teresa Siles
Susan McCarthy*
David Pegos*
Neil McRoberts
Victoria Hornbaker
Bob Wynn
Sharon McNerney*
John Krist*
Craig Hanes
Jim Gorden
Linda Haque
Leslie Leavens
Austin Webster*
Etienne Rabe
Earl Rutz

*Participated via telephone

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

Review of minutes

The minutes of the April 3, 2013 meeting were approved with minor corrections.

Finance review

Teresa Siles provided a copy of NST's billing codes and reviewed the codes with the subcommittee.

Louise Fisher reviewed the outreach budget with the Subcommittee. Budget report includes original, revised and forecast budget columns.

Website update

Louise reminded the subcommittee that they are waiting for input from CDFA on the grower liaison updates. Victoria Hornbaker and Craig Hanes stated that they will review the existing content and provide content for the regional grower liaison page.

Grower outreach

Louise discussed the upcoming grower meeting, to be held at Indian Palms Country Club in Indio on May 15th. She also stated that the CPDPP would not be conducting a grower outreach meeting in San Diego, because the county just finished a series of meetings for San Diego growers.

Bob Wynn shared Secretary Ross's concerns about increasing grower outreach with the subcommittee. Secretary Ross wants the Outreach Subcommittee to make grower communication the top priority. The commercial citrus growers need to be notified when meetings are scheduled in their area, this should include notification of the CDFA public meetings. Bob suggested using grower newsletters or email blasts to ensure that information is getting out to the growers in a timely manner. Teresa stated that there is a budget authority for a newsletter and that NST has developed a template, but that she would need content. Victoria and Craig stated that they will work on developing content for a grower newsletter.

Bob also stated that the subcommittee should be prepared well in advance of upcoming community issues. He mentioned the Goleta "bee" issue; messaging on this issue was not clear and he recommended that the subcommittee prepare messaging that can be used in advance of similar issues. Several issues were discussed including pollinator concerns in other communities and human health issues. Teresa said she would work on messaging for pollinators.

Other CPDPP outreach

Louise will be distributing flip books and samples of all CPDPP ACP/HLB outreach materials to all Agricultural Commissioners.

Teresa reported that the PSA's continue to have good pick up and to date, have had 4,070 airings which translates to 14,282,622 impressions and \$285,529 in donated media value. Additionally, traffic spots were recently run in Ventura.

Teresa stated that they are working with LAX to secure approval to conduct an Asian Media event in conjunction with CBP on June 6th. They will have Asian language speaking scientists and staff present to work with media.

Subco reviewed yard signs and decided to postpone their use.

Media Training

Staff expressed frustration about the lack of responsiveness to interview requests by trained committee members. It was determined a larger pool from which to draw is needed. Training has been offered to all grower liaisons. To that end, training for Victoria, Craig Hanes, Sylvie Robillard and Brian Taylor will be conducted after the subco meeting.

Nursery Outreach

Louise reported on progress of Matt Daugherty's AFRI grant. The draft nursery training module was presented to CANCG for input on Monday (4/29). CANCG will host the module and assist with pulling together a group of nurserymen for testing. Ultimately, this training module will be a requirement of the nursery compliance agreements.

CDFR outreach

David Pegos provided a quote of \$65,000 for CDFR to produce PSA's in house, which includes tracking. David is to provide details of quote to Teresa for comparison.

Ventura County update

Leslie Leavins reported that Ventura County will be interviewing candidates for a grower liaison position. She also mentioned that the bee issue may expand into Ventura County and she agreed that the outreach committee should be proactively messaging the issue in anticipation of community interest.

CCM update

Alyssa Houtby provided an update on Assembly Bill (AB) 571, which is intended to fund biocontrol activities for ACP. The bill has passed out of the Agriculture Committee.

The next meeting was scheduled for June 5th at 1:30 p.m.

Meeting adjourned at 3:45 p.m.