

CPDPC Communications Subcommittee Meeting
July 12, 2011
Citrus Research Board Conference Room
10:35 a.m. – 12:00 p.m.

The meeting was called to order by Dan Dreyer at 10:35 on July 12, 2011 at the Citrus Research Board conference room, Visalia, California. The following were in attendance

Subcommittee Members

Dan Dreyer
Shirley Kirkpatrick
Mark McBroom
Kevin Severns
Steve Birdsall

CRB Staff

Louise Fisher
Ted Batkin
Lynn Sanderson
Brian Taylor
Brent Eickelberg

Others

Sharon McNerny
Susan McCarthy
Dave Machlitt
Leslie Leavens-Crowe
Beth Grafton-Cardwell

Call to order, roll call, establish quorum, introductions:

Review of May 3, 2011 minutes: Minutes were approved as read.

Susan McCarthy reported that she has been working on a CPDPC newsletter using Microsoft Publisher and that she has signed up to take a class in using that software.

Louise Fisher reviewed the status of CPDPC outreach funds and noted that CRB is operating well within the budget. Ted Batkin added that the outreach expenditures will increase as plans for traffic spots & media tours are implemented. He also noted that CRB has changed its fiscal year to match CPDPCs which should alleviate some of the past funding issues.

Lynn Sanderson, Ted and Louise provided updates on public outreach. Lynn noted that it's apparent that the outreach needs to expand beyond home and garden shows in order to reach the multitude of homeowners who don't attend those types of shows. She pointed out that at the 4th of July Festival in Huntington Park, 80% of the attendees were citrus owners, 95% or greater are of a demographic that would not attend a home & garden show & close to 100% were Hispanic.

Louise provided an overview of current public outreach methods, (websites, social media, PSAs, traffic spots, radio news releases, home and garden shows, and media tours) as well as introducing more involvement in community events, farmers markets, etc in targeted areas. She also discussed outreach strategies to reach stakeholders (master gardeners, nursery growers, service clubs, blogger/advocates, homeowner associations and landscape/tree organizations) and government/legislators (private meetings, city council attendance

Ted reported that, while the "Save Your Citrus" still works with the public, it doesn't have much impact with elected officials. Therefore, the new slogan for legislative outreach will be, "Protect Your Community Citrus". He also discussed the upcoming media tours which will be about 50:50 print as well as radio & television. This year, growers from selected areas will be included in the media tour. Ted also reported that outreach efforts are being refocused from a wider/regional approach, to target areas that are most impacted by the psyllid. For instance, since CDFA has begun intensive treatments in the Maywood area, there will be a focus on a 10-mile

radius surrounding that area. Ted also reported that he had met with officials in Pasadena & Los Angeles. A side note is that as a result of the meeting in Pasadena, the city has added a link on their web site to our PSAs.

Since the CRB was not ready to discuss the 2012 budget plan or their proposal for an addition to their outreach staff, those items were postponed until the next subcommittee meeting.

Brian Taylor led a discussion on formalizing a communication process when ACP is detected either by CDFA staff or by CPDPC/CRB staff. The discussion was based on a draft document developed by Leslie Leavens-Crowe of the Ventura County ACP Task Force. Susan said she would take the document back to CDFA for discussion.

The next subcommittee meeting is scheduled for 9:00 a.m., August 9, 2011. Meeting adjourned at 12:00 p.m.