

CPDPC Communications Subcommittee Meeting  
May 3, 2011  
Citrus Research Board Conference Room  
10:33 a.m. – 11:11 a.m.

The meeting was called to order by Kevin Olsen at 10:33 on May 3, 2011 at the Citrus Research Board conference room, Visalia, California. The following were in attendance

Subcommittee Members

Kevin Olsen  
Dan Dreyer  
Shirley Kirkpatrick  
Mark McBroom  
Kevin Severns

CRB Staff

Louise Fisher  
Ted Batkin  
Brent Eickelberg  
Lynn Sanderson

Others

Sharon McNerny  
Susan McCarthy  
Justin Brown  
Nick Hill

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

Review of March 1, 2011 minutes: Minutes were approved as read

Review of 3/31/11 financial report: Louise Fisher provided an update on the communications program budget. She noted that a new grant for the \$135,000 previously spent by CRB on behalf of CPDPC has been generated and sent to Susan McCarthy for next steps. An additional Scope of Work with budget has been generated for the 2010-11 enhancement of \$165,000 with fiscal year date of October 1, 2010-September 30, 2011. These will cover the \$300,000 approved by CPDPC in FY 2009-10

Public outreach update: Lynn reported on numerous outreach activities, including: live interviews on the radio, Del Mar Home and Garden Show, Orange County Home & Garden Show, Balboa Park Earth Day, Western Municipal Water District Earth Night. She reported on training programs performed by Tom Shea for San Bernardino Master Gardener's, event seminars and contact with Rare Fruit Growers.

Upcoming events include participating in the Pomona Home & Garden Show, Ventura County Fair, California Strawberry Festival, California Association of Nurseries & Garden Centers, National Orange Show in San Bernardino ("The Festival").

Louise reported on Ventura County ACP/HLB Task Force outreach activities, including packing house outreach, and paycheck inserts. She suggested this is a venue for CPDPC to pursue in other locations.

Outreach to public officials: Ted Batkin reported on his previous and upcoming meetings with elected city officials in various Southern California cities. He noted that the response from city officials has been very positive. He & Earl Rutz will be attending the CCCA Conference in Indian Wells next week. Louise added that she, Craig Armstrong and Chad Collin will be manning a booth at the Southern California Association of Governments at La Quinta this week.

Sharon McNerney provided an update on outreach plans, including outreach to public officials, developing banners for the Association of Governments meeting, securing bids on next level of

PSAs, updating web site map on a continuous basis, and that the English media tour has been scheduled for July, followed by the Spanish media tour in August. She reported that PSAs have reached 19.3 million impressions. She asked if she could obtain the zip codes for all areas quarantined for ACP.

The next subcommittee meeting is scheduled for July 12, time TBA. Meeting adjourned at 11:11.