

CPDPC Communications Subcommittee Meeting
August 9, 2011
Citrus Research Board Conference Room
9:00 a.m. – 10:20

The meeting was called to order by Kevin Olsen at 9:00 a.m. on August 9, 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
Kevin Olsen

CRB Staff

Louise Fisher
Ted Batkin
Lynn Sanderson

Others

Sharon McNerney
Susan McCarthy
Leslie Leavens-Crowe
Beth Grafton-Cardwell
John Krist
Jim Gorden

Chairman Olsen called the roll and established that a quorum was present.

Review of July 12, 2011 minutes: Minutes were approved as read.

Susan McCarthy shared a draft CPDPC newsletter with the Committee. The Committee elected to recommend proceeding with the newsletter. Susan to work with CRB in getting more articles and also on printing and distributing the newsletter.

Susan reported that David Pegos and CRB staff have been sharing outreach materials with each other to assure that messages are coordinated. Sharon McNerney reported that they will be providing media training to appropriate CDFA staff and may be developing a video loop to be used by CDFA at their public meetings.

Leslie Leavens-Crowe reviewed the Ventura County communications protocol which she and John Krist developed in conjunction with the Ventura County agricultural commissioner. The protocol was developed to provide for clear communication guidelines after an ACP find.

Louise Fisher reviewed CRB outreach expenditures to date and noted that the CRB is well within budget. Kevin asked Louise to provide a forecast of projected expenditures for the remainder of the fiscal year.

Lynn Sanderson provided an update of CRB outreach activities at various community events.

Ted provided an overview of CRB's outreach strategy for the upcoming year. He noted that CRB will be refocusing efforts away from the large garden/trade shows towards smaller community oriented events, and that outreach to elected officials will be targeted to those heavily infested areas where CDFA is conducting treatments. He added that NST staff will be conducting most of the outreach activities to these local governments, and that it might become necessary to have one person overseeing the outreach activities.

Louise reviewed the CRB proposal for outreach in the next fiscal year (2011-12 CPDPP outreach detail). Kevin asked that Louise, prior to the full committee meeting, prepare an expenditure report that can more easily be compared to the proposal.

The next subcommittee meeting will be held in September prior to the full committee meeting. Actual date to be determined. Meeting adjourned at 10:20 p.m.