

CPDPC Communications Subcommittee Meeting
September 30, 2011
Citrus Research Board Conference Room
10:30 a.m. – 12:00

The meeting was called to order by Kevin Olsen at 10:30 a.m. on September, 2011 at the Citrus Research Board conference room, Visalia, California. The following were in attendance

Subcommittee Members

Dan Dreyer
Shirley Kirkpatrick
Kevin Olsen
Gus Gunderson

CRB Staff

Louise Fisher
Ted Batkin

Others

Sharon McNerney
Susan McCarthy
Nick Hill

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

The minutes of August 9 and September 9, 2011 meetings were reviewed, with no changes.

Louise Fisher reviewed the Outreach forecast for the remainder of the fiscal year (attached).

The Subcommittee discussed content of the newsletter and decided that it should at least include:

- Notification of the assessment reduction and why it was possible to make the reduction
- An overview of Outreach activities
- An overview of the trapping program
- Committee members

Next steps are for Susan to develop a draft of the newsletter, work with Shirley on polishing it and then distribute to the Subcommittee.

The Subcommittee then discussed outreach to nurseries. Sharon McNerney reviewed the results of the meeting held August 23, 2011 between CDFA and CRB staff and NST. Main points for nursery outreach:

1. Educate the consumer on the need for inspect and treat their trees and not to move citrus outside of quarantine area.
 - Develop and place tree hangers statewide on trees in retail nurseries. There are about 1.2 to 1.3 million trees sold in California.
 - Develop a specific ACP hotline number that links to CDFA's hotline number and to their pest notification form.
 - Change messaging in ongoing consumer communication to include homeowner self-treatment.
 - Work with production nurseries to place the hangers. The CCNS's annual conference is Oct 10, 11, 12. Sharon McNerney, Louise Fisher and Susan McCarthy to attend to get input from production nurseries on hang tags.
2. Look for sponsorship from chemical companies.
 - Encourage chemical companies to launch marketing campaigns to educate nursery/garden center employees and homeowner about treatment options and to support use of Point of Sale displays.

- During the discussion, it was noted that the California Association of Pest Control Advisers (CAPCA) will be meeting in Reno in October and that would provide an opportunity to meet pesticide company officials and begin getting them involved in outreach activities.

The action items for the outreach project are:

- Attend the CCNS meeting
- NST to conduct message testing on hang tags and consider other methods of consumer outreach
- Attend the CAPCA meeting

Chairman Olsen reminded everyone to keep in mind that the hang tags are just one of several possibilities for outreach.

The meeting adjourned at noon.

CPDPP Outreach Forecast to 9/30/11

	July 2011	YTD Jul 2011	Annual Budget	YrToGo Jul 2011	Aug 2011	Sep 2011	Amended Forecast to Sep 2011	YTG Amended Forecast vs. Budget
Spanish Outreach								
Spanish Language Media Tour	1,253.76	12,000.00	27,000.00	15,000.00		15,000.00	27,000.00	0.00
Spanish Radio News Release	0.00	7,200.00	14,400.00	7,200.00		7,000.00	14,200.00	200.00
TV & Radio redistribution	0.00	0.00	16,500.00	16,500.00		16,500.00	16,500.00	0.00
Spanish PSA hard cost	0.00	15,000.00	15,000.00	0.00			15,000.00	0.00
<i>Total Spanish Outreach</i>	1,253.76	34,200.00	72,900.00	38,700.00	0.00	38,500.00	72,700.00	200.00
English Outreach								
English Language Media Tour	5,140.00	5,140.00	22,100.00	16,960.00	13,917.28	2,082.72	21,140.00	960.00
English Radio News Release	0.00	0.00	7,200.00	7,200.00		7,000.00	7,000.00	200.00
English TV PSA hard cost	0.00	15,000.00	15,000.00	0.00			15,000.00	0.00
TV & Radio PSA redistribution	0.00	0.00	16,500.00	16,500.00		16,500.00	16,500.00	0.00
Newsletter	0.00	0.00	4,000.00	4,000.00			0.00	4,000.00
Leverage Grower video	0.00	0.00		0.00			0.00	0.00
Social Media Monitoring	0.00	0.00	3,000.00	3,000.00			0.00	3,000.00
<i>Total English Outreach</i>	5,140.00	20,140.00	67,800.00	47,660.00	13,917.28	25,582.72	59,640.00	8,160.00
Local Govt/Community Outreach								
Briefing book/printing	0.00	0.00	4,000.00	4,000.00			0.00	4,000.00
Organized Outreach	0.00	48,872.20	105,000.00	56,127.80	7,736.25	22,263.75	78,872.20	26,127.80
<i>Total Legis/Community Org Outreach</i>	0.00	48,872.20	109,000.00	60,127.80	7,736.25	22,263.75	78,872.20	30,127.80
Media Outreach								
* Eng/Span Radio PSA Prod/Distr	0.00	10,048.00	20,048.00	10,000.00			10,048.00	10,000.00
Traffic Spot Tags (SoCal)	66,183.00	66,183.00	123,000.00	56,817.00		66,000.00	132,183.00	-9,183.00
<i>Total Media Outreach</i>	66,183.00	76,231.00	143,048.00	66,817.00	0.00	66,000.00	142,231.00	817.00
Home & Garden/Trade Shows								
Registration	2,930.00	13,944.51	18,850.00	4,905.49			13,944.51	4,905.49
Staffing/Coordination of shows	12,989.17	88,927.21	140,651.94	51,724.73	24,294.32	28,000.00	141,221.53	-569.59
Supplies & materials	3,434.82	16,502.88	41,776.67	25,273.79	196.87	200.00	16,899.75	24,876.92
Booth Design/Purchase	0.00	530.86	14,461.39	13,930.53			530.86	13,930.53
<i>Total Home & Garden/Trade Shows</i>	19,353.99	119,905.46	215,740.00	95,834.54	24,491.19	28,200.00	172,596.65	43,143.35
Outreach Development								
Project Mgmt (NST)	8,316.57	78,256.82	126,506.00	48,249.18	22,510.15	31,000.00	131,766.97	-5,260.97
Creative Development (NST, et al)	3,649.25	4,436.75	30,006.00	25,569.25			4,436.75	25,569.25
Reserves	0.00	0.00	0.00	0.00			0.00	0.00
<i>Total Outreach Development</i>	11,965.82	82,693.57	156,512.00	73,818.43	22,510.15	31,000.00	136,203.72	20,308.28
ACP Treatment Analysis								
ACP Treatment Analysis	0.00	5,090.84	20,000.00	14,909.16			5,090.84	14,909.16
<i>ACP Treatment Analysis</i>	0.00	5,090.84	20,000.00	14,909.16	0.00	0.00	5,090.84	14,909.16
	103,896.57	387,133.07	785,000.00	397,866.93	68,654.87	211,546.47	667,334.41	117,665.59

Notes:

- (1) CPDPC authorized \$20,000 for analysis of the CDFA ACP treatment program in Feb. 2011; CPDPC authorized \$165,000 enhancement on 4/20/11; Documentation for \$165K enhancement completed 5/12/11;