

CPDPC Outreach/Communications Subcommittee Meeting
June 6, 2012
Citrus Research Board Conference Room

The meeting was called to order by Dan Dreyer at 1:30 p.m. on June 6, 2012 at the Citrus Research Board conference room, Visalia, California. The following were in attendance:

Subcommittee Members

Dan Dreyer
Kevin Severns
Gus Gunderson
Steve Birdsall
Alyssa Nichols

CRB Staff

Louise Fisher
Fe Sylvester
Emma Torres

Others

Sharon McNerney
Susan McCarthy
David Pegos

Report on Public Outreach Activities

Louise reminded the group that Lynn Sanderson had resigned from CRB, and that CRB is reviewing how they will proceed with outreach activities. She also noted that flyers have been re-designed, including additional messages regarding the detection of HLB in California and about not moving plant materials.

Louise reported that CRB has organized a grower outreach meeting for June 8 in Riverside to inform growers of status of ACP and importance of treatment.

HLB JIC Report

Louise noted that there had been little activity recently with this group.

Report on Legislative Outreach Activities

Louise referred to the NST handout (attached) and reviewed Mark Olson's outreach activities to elected officials.

Signs for HLB Quarantine Area

David Pegos reviewed his proposal (attached) for permanent signage to replace the temporary signage erected by the LA County agricultural commissioner in the HLB quarantine area.

Nursery Outreach Project

Sharon McNerney reported that they've been working with Bayer on regionalizing their point of sale material and on developing outreach materials for homeowners.

Review of April 30, 2012 Financial Statement

Louise Fisher reviewed the April 30, 2012 financial statement (attached) and noted that the changes approved during the May meeting were reflected in the statement.

Media Tours

Louise reported on a training session for two members of the CPDPC (five had committed to attend the session). Kevin Severns and Jim Gorden participated in the session and added that it was very worthwhile.

Outreach Committee Items to be Brought up to Full Committee

Dan Dreyer reviewed items to be brought before the CPDPC, including, signage for HLB quarantine area and the media tour.

Other Business

Louise reported that NST has developed a grower survey to ascertain the knowledge level among growers regarding ACP/HLB. CCM, Citrograph and Sunkist will aid in disseminating the survey.

The next meeting was scheduled for 1:30 p.m. July 11, 2012 at CRB headquarters

Meeting adjourned at approximately 2:30 p.m.