

CPDPC Outreach/Communications Subcommittee Meeting
July 11, 2012
Minutes
Citrus Research Board Conference Room

The meeting was called to order by Kevin Olsen at 2:00 p.m. on July 11, 2012 at the Citrus Research Board conference room, Visalia, California. The following were in attendance:

Subcommittee Members

Kevin Olsen
Kevin Severns
Dan Dreyer
Beth Grafton-Cardwell
Shirley Kirkpatrick
Aaron Dillon

CRB Staff

Louise Fisher
Ted Batkin
Tom Shea

Others

Sharon McNerney
Susan McCarthy
Robert Leavitt
Leslie Leavens-Crowe
John Krist
Mark Olson
Teresa Stiles

Review of minutes

The minutes of the June 6, 2012 meeting were approved as corrected.

Report on Outreach Activities

1. Public Outreach – Louise Fisher reported that the tri-fold is almost finalized. This tri-fold will be used heavily for outreach. Currently being used for cooperative extension, garden centers and nurseries, etc. Available in English only, the tri-folds cost about \$110/thousand if 50,000 are ordered. The tri-folds have a QR code which will take the user directly to the California Citrus Threat web site.

Tom Shea reported that a July 4th event had not been very successful. Most attendees were interested only in the fireworks. They talked to about 13 people.

Louise reported on possible outreach activities with a Ventura County master gardeners group and Tom noted that he will be addressing a San Bernardino County master gardeners' group on July 24.

Louise reported that Beth Grafton-Cardwell and MaryLou Flint had developed a “quick tip” document.

Sharon McNerney noted that they are working with Bayer to see if they could add some ACP-related articles to the web site.

2. HLB JIC Report – Louise said that there had not been an HLB JIC meeting for some time.
3. Legislative outreach – Mark Olson reported on his recent activities. He gave 11 presentations to a variety of groups, two notable ones were, 1) to the La Habra Lion's Club. The LA county ag commissioner also attended and gave a talk to the audience of about 60; and 2) the San Marcos city council in San Diego which David Pegos and Mark attended along with the San Diego county ag commissioner.

Mark also noted that the Los Angeles County public libraries have agreed to display ACP brochures.

Future activities include a meeting with the Gateway Cities Council of Governments on August 1 and a meeting with the West Covina City Council the week of July 16. In September, he will be meeting with the El Monte City Council.

4. Grower Outreach – Susan McCarthy reported that Nick Hill asked that she be included on projects in development such as the NST grower survey. Teresa Stiles said that the survey is in draft form. They are waiting on feedback from the Executive Subcommittee and then will send out to others for comment.

Louise reported on the grower meeting in Riverside on June 8. John Snyder emceed the meeting which was attended by more than 100. Robert Leavitt gave a presentation and fielded a lot of questions.

Nursery Outreach project and Bayer report

Sharon Mc Nerney reported that she and Louise will be meeting with Chris Zanobini on July 23 and they will be making a presentation at the Citrus Nursery Workshop on July 31. She also reported that Bayer is working on point-of-purchase materials.

Finance Review

Louise Fisher reviewed the May, 2012 financial statement (attached). She noted that expenditures are on track and that the heaviest expenditures will occur the last 1/3 of the year.

Media training and tours

Teresa Stiles reported that NST has conducted two media trainings, including practice interviews. Further, she reported that they are planning the English media tour for the last week in July.

Teresa added that NST is considering developing an Asian media briefing – a one day event. For ~\$15,000, NST would provide translated materials, conduct the event and provide follow up reporting.

This project would not change the bottom line of the CPDPC grant to CRB for outreach. The group decided to advise the full committee that they were moving ahead with this project.

The group discussed whether or not it was useful to try to include information with utility billings. In Ventura County, they noted that it was crucial to this type of project to find the right contact.

Kevin Severns asked if we should be re-thinking our messaging since the situation is evolving. Teresa replied that they have been discussing this since the focus is changing from ACP to HLB. The message would be that HLB has been found in California, imparting a sense of urgency that homeowners examine their citrus trees. The next step would be to emphasize taking action by looking for psyllids and disease symptoms. Ted added that they've discussed the pros and cons of emphasizing that citrus growers are funding the program. They are concerned about backlash as in the Medfly program where it looks like the industry is being heavy handed. The message

would stay focused on the homeowners' trees. The objective is to avoid pitfalls of previous pest eradication programs. Kevin agreed and added that it will be difficult to explain to homeowners should treat their trees themselves because they're not in a treatment area. Louise asked David what happens now when a resident from inside the blue line calls the CDFA hotline. David replied that homeowners are advised to call their local home and garden centers.

The group discussed the content of the permanent signs for the HLB quarantine area, particularly which web site would be referenced on the signs and made it clear that it was their desire, as well as Chairman Hill's, that the California Citrus Threat website be used.

Kevin asked for a budget from NST for the Asian media event.

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

Meeting adjourned at approximately 3:35 p.m.