

CPDPC Outreach/Communications Subcommittee Meeting
August 1, 2012
Minutes
Citrus Research Board Conference Room

The meeting was called to order by Kevin Olsen at 2:00 p.m. on August 1, 2012 at the Citrus Research Board conference room, Visalia, California. The following were in attendance:

Subcommittee Members

Kevin Olsen
Aaron Dillon
Dan Dreyer
Beth Grafton-Cardwell
George McEwen
Gus Gunderson
Kevin Severns
Mark McBroom
Jim Gorden

CRB Staff

Louise Fisher
Ted Batkin
Emma Torres

Others

Teresa Siles
David Pegos
Sarah Snider
Susan McCarthy
Leslie Leavens-Crowe
Sharon McNerney

Review of minutes

The minutes of the July 11, 2012 meeting were approved as corrected.

Asian media event

Kevin Olsen stated that the Subcommittee needed to formalize a recommendation on the Asian Media Event – funds to move from Nursery Outreach. Teresa Stiles said that one of the key differences between this and other outreach is that this will be a one-day briefing, held in one location, to which Asian media representatives would be invited. The proposal which includes several Asian languages would be \$20,000, plus \$500 in hard costs. A motion was made seconded and passed to proceed with this project.

Media tour

Ted Batkin shared a video clip from Channel 7 (Los Angeles) taken at the CRB lab in Riverside. This was part of the open house that was included in the media tour. One television station and four radio stations attended the open house. The video clip was shared with other stations and will be aired in other markets.

Finance review

Louise Fisher reviewed the June 30th financial statement (attached). She noted that expenditures will be greater in July and August because of increased outreach prior to fall flush; such as media tours, traffic spots & PSA production/distribution. She will have an expenditure forecast at the next meeting.

Proposed budget

Louise Fisher reviewed the proposed budget (attached). The budget includes a placeholder for an additional language media event and for attending elected official events. Susan McCarthy noted that the CPDPC program will be up for renewal in 2013 and it's important that growers know of the activities of the Committee. Louise replied that NST has developed a grower survey to learn what growers know, what they want to know, how they found out and how they prefer to find out then outreach methods will be developed accordingly and will most likely include an electronic newsletter. Additionally, at the October citrus conference, growers will be interviewed as to how they would like to receive information. Kevin Olsen said it appears to be a self-fulfilling prophecy to contact only via email and ask how growers

would like to receive information. Kevin asked about the possibility of putting a page in the Citrograph that would include the survey and provide an address for reply. Louise will check on the cost for this.

Louise noted that an Admin component has been added to the Outreach budget. This will recoup partial compensation costs of her and a communications specialist position to be hired as well as travel associated with CPDPC business.

Kevin Olsen suggested that the media training budget should be increased to cover 3 trainings (current proposal would cover 2), and the title should be changed to media/messaging training.

Jim Gorden added that there may be a referendum next year on the CPDPC so it's a good idea to have some outreach sooner rather than later on CPDPC activities. Kevin asked Louise and Teresa to look into this.

Kevin Olsen will present the proposal to the full Committee on August 8 and then it may be further revised by this Subcommittee.

Public outreach

Louise reported that new PSAs are being recorded. She also reviewed the new tri-fold and the Quick Tip.

Legislative outreach

Mark Olson reported that he had given 11 presentations to elected officials in July. He's gearing up for the League of California Cities annual summit – which will be attended by about 800 officials. He's working with the San Diego County Board of Supervisors to get them to formally adopt a communications outreach plan for ACP. They want to add their contact information to a PSA and have it posted on a local government channel. Mark added that Lisa Leondis has been very helpful with the community outreach efforts.

Ted noted that State Assemblyman Perez from Imperial County has put out an email blast to his constituency talking about the ACP/HLB issue.

Grower Outreach

Susan reported that by June 30, 2013, the Secretary must hold at least one public hearing to determine if there is substantial opposition to the program – so it's important that the message about CPDPC activities be taken to growers prior to that.

Nursery Outreach and Bayer Report

Sharon McNerney reported that she and Louise have had several meetings with nursery representatives. They met with Chris Zanobini who offered the opportunity to participate in workshops and/or provide articles for the nursery newsletter about ACP/HLB as well as provide an order form for their retail nurseries to obtain materials that can be distributed to their customers.

She reported on a meeting between herself, Louise, Ted and Bayer to ensure that ACP is high on their list. They're also asking Bayer to beef up their media tour efforts. She reported that Bayer has developed hang tags and shelf toppers depicting ACP for their markets in FL, TX, & CA. They are also willing to include the CPDPC outreach materials at their trade shows.

The next meeting was scheduled for 1:30 p.m., September 5.