

CPDPC Outreach/Communications Subcommittee Meeting
September 5, 2012
Minutes
Citrus Research Board Conference Room

The meeting was called to order by Kevin Olsen at 1:30 p.m. on September 5, 2012 at the Citrus Research Board conference room, Visalia, California. The following were in attendance:

Subcommittee Members

Kevin Olsen
Alyssa Nichols
Dan Dreyer
Kevin Severns

CRB Staff

Louise Fisher
Brent Eickelberg

Others

Linda Haque
Susan McCarthy
Teresa Siles
Linda Haque
Sharon McNerney

Kevin Olsen asked for self-introductions and announced that there were not enough members present to constitute a quorum.

Review of minutes

The minutes of the August 1, 2012 meeting were approved as corrected.

Finance review

Louise Fisher reviewed the expenditures to date and the revised forecast (\$767,416) for the current fiscal year.

Public outreach

Louise reported on filming of English and Spanish PSAs. She noted that CRB no longer has staff to participate in fairs and local community events, and added that the current Citrograph has a “tear out” to reach those growers who don’t have access to the electronic version of the grower survey.

Teresa Siles reported on the upcoming Asian media event to be held in the city of Walnut.

ACP/HLB JIC Report

Louise reported that there are no updates from the JIC and gave a brief review of Larry Hawkins’ outreach efforts.

Legislative outreach

Teresa Siles reported on Mark Olson’s outreach to elected officials and noted that an op-ed piece had been placed in the North County Times.

Grower Outreach

Louise and Teresa reported on the survey responses to date.

Nursery Outreach

Louise reported CANGC has agreed to include ACP/HLB-related information in their weekly newsletter to retail nurseries. The newsletter would also provide a link for nurseries to order tri-folds.

Budget

Since the FY 12/13 budget proposal was discussed during the previous Outreach meeting, Louise only reported on changes to that proposal:

- Public outreach changed from \$5,000 to \$7,500
- Travel was increased to \$10,000
- \$2,000 was added for supplies

The consensus of the group was to recommend the amended budget to the full committee.

The next meeting was scheduled for 1:30 p.m., October 3.