

CPDPC Outreach/Communications Subcommittee Meeting
November 7, 2012
Minutes
Citrus Research Board Conference Room

The meeting was called to order by Kevin Olsen at 1:30 p.m. on November 7, 2012 at the Citrus Research Board conference room, Visalia, California. The following were in attendance:

Subcommittee Members

Kevin Olsen, Chairman
Dan Dreyer
Kevin Severns
George McEwen
Shirley Kirkpatrick
Alyssa Nichols

CRB Staff

Louise Fisher
Teresa Ferguson

Others

Teresa Siles
Sharon Mc Nerney
Mark Olson
Leslie Leavens-Crowe
Linda Haque
Susan McCarthy

Kevin Olsen conducted the role call and announced a quorum was present

Review of minutes

Tabled until the next meeting.

Finance review

Louise Fisher reviewed the expenditures to date and the revised forecast (\$767,416) for the current fiscal year and the proposed budget (\$907,200) for the 12/13 fiscal year (handouts). Teresa Siles reviewed the NST recap of their September billing (handout) and stated that NST would be providing similar information each month to the Subcommittee.

2012 Outreach Recap

Teresa Siles reviewed NTS's outreach activities for the current fiscal year (handout). Louise reviewed CRB outreach activities for the year and reported on new messaging based on the HLB find. Discussion ensued on targeting messages based on the risk-based survey.

Kevin Olsen recommended that Alyssa Nichols accompany Ted Batkin on media tours and scheduled interviews. A motion was made, seconded and passed to have Alyssa participated in tours and media interviews. Teresa added that it's important to have growers participate in media events, as well.

PSAs

Leslie Leavens-Crowe asked about the availability of Spanish language PSAs. Teresa replied that NST is reviewing media outlets in the Ventura County area.

The new English language PSA was reviewed by the group.

JIC Reports

Louise reported that Larry Hawkins has received funding and will be setting up 29 mobile billboards on delivery trucks during the winter.

Legislative/elected official outreach

Mark Olsen reported on his outreach activities meeting with local officials and service clubs.

Media Training

Discussion centered on continuing with media training and encouraging additional CPDPC members or subcommittee members to participate.

Grower Survey Results

Teresa reviewed the results of the grower survey (handout). She noted that the message to homeowners provides concrete suggestions for homeowners but not for growers. We need a clear call to action for growers. The survey shows that respondents are knowledgeable about the ACP but unclear about how they should react. Discussion ensued about establishing an email system or other method for periodic outreach to growers. Teresa agreed to have specific recommendations for the next Outreach meeting.

Nursery Outreach

Louise noted that she will be reporting to the CCNS on outreach efforts.

She reported on a study underway by Matt Daugherty of UCR to monitor the effectiveness of biocontrol releases and another study to investigate watering practices' impact on effectiveness of imidacloprid at nurseries. The goal of the second study is to develop training materials based on results of study.

Agenda Items for Next Meeting

- Update on Ventura County
- Strategy of traffic spots
- Update of web site
- Outcome of grower survey and associated activities

Kevin Severns expressed concern about the nutritional program for HLB that is beginning to be marketed in California. He would like to see some grower outreach to counteract the message.

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