

CPDPC Outreach/Communications Subcommittee Meeting
April 4, 2012
Citrus Research Board Conference Room

The meeting was called to order by Kevin Olsen at 1:30 p.m. on April 4, 2012 at the Citrus Research Board conference room, Visalia, California. The following were in attendance:

Subcommittee Members

Dan Dreyer
Mark McBroom
Gus Gunderson
Beth Grafton-Cardwell
Shirley Kirkpatrick
Steve Birdsall

CRB Staff

Louise Fisher
Ted Batkin
Brian Taylor
Lynn Sanderson
Brent Eickelberg

Others

Sharon McNerney
Susan McCarthy
Linda Haque
Leslie Leavens-Crowe

The minutes of the February 1, 2012 meeting were approved as read.

Review of February 2012 financial statement

Louise Fisher reviewed the February 2012 financial statement (attached). She noted that expenditures were low in February but would increase in March as outreach activities ramp up.

Report on Outreach Activities

Lynn Sanderson provided highlights of her recent activities. Louise added that collaborative efforts with DPR, USDA, Master Gardeners, etc. are really taking off.

Louise reported that she, Lynn and NST staff had met with a representative from Texas on conducting an outreach campaign.

Ted Batkin informed the committee that he had been involved in close to 20 media interviews as a result of the positive HLB find.

Regarding legislative outreach, Louise reported that Mark Olson has been meeting with various governmental representatives and civic organizations.

Grower Outreach

Susan McCarthy reported that she and Nick Hill had had some discussions with Judy Stewart-Leslie regarding a grower liaison position. She said that she has to do some research on a mechanism of funding the position. Currently, the idea is to fund a part time position.

Susan then said that if another newsletter is to be generated, she needed ideas for articles. After discussion, the subcommittee decided that a one-page update on the HLB find would be a good idea. Susan agreed to draft a grower letter and schedule a teleconference for 2:00 p.m., April 16th to discuss with the Outreach Subcommittee prior to the full Committee meeting on the 18th.

Discussion ensued on ideas for future newsletters, including treatment protocols, what it means to a grower if they fall within an ACP and/or HLB quarantine, what if ACP is found in a grove, etc.

Nursery Outreach Project

Sharon McNeerney reported on a March 9th meeting with retail nursery representatives on how to cooperate in outreach to purchasers of backyard citrus trees.

Review/revise outreach strategies

Sharon McNeerney reported that the messaging is being revised because of the HLB find and to emphasize that control of ACP is necessary to control HLB, and that removal of HLB-infected trees is necessary. The message of not moving citrus outside of the quarantine area will be more prominent. Leslie Leavens-Crowe pointed out that most consumers would not know what the quarantine area is and that although Ventura County is in the ACP quarantine, there are no ACP in Ventura. She added that people are moving fruit with stems and leaves from the infested areas into Ventura County. Aaron Dillon noted that information on why there are restrictions on movement should be included. Sharon noted that traffic spots and PSAs were being updated and ended by saying that the overall strategy is to develop both a statewide effort and a hyper-local HLB verification effort.

Kevin Olsen asked Sharon to prioritize a list of outreach options and related budget impacts for discussion at the next Outreach Subcommittee meeting.

In regards to nursery outreach, Sharon noted that the goal is to establish an awareness of ACP/HLB and treatment options, to support education of citrus nursery purchasers, including tree treatment, and create an understanding and acceptance of CDFR's quarantine actions. Kevin asked that Sharon also prioritize the nursery outreach efforts for discussion.

The next meeting was scheduled for 1:30 p.m. May 2, 2012 at CRB headquarters

Meeting adjourned at approximately 2:45 p.m.