

**CALIFORNIA CITRUS PEST AND DISEASE PREVENTION PROGRAM
OUTREACH SUBCOMMITTEE MEETING**

Meeting Minutes
Thursday, November 7, 2013

Opening:

The regular meeting of the Outreach Subcommittee was called to order at 8:00 a.m. on November 7, 2013 in Visalia, California by Subcommittee Chair Kevin Olsen.

Committee Members Present:

Dan Dreyer	Beth Grafton-Cardwell*	Shirley Kirkpatrick
George McEwen	Gus Gunderson*	Kevin Olsen

Committee Members Absent:

Steve Birdsall	Mark McBroom	Kevin Severns
Aaron Dillon		

CRB Staff:

Chad Collins	Brent Eikleberg	Louise Fisher
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Interested Parties:

Bob Atkins*	Victoria Hornbaker	Sylvie Robillard
	Alyssa Houtby	Katie Rowland*
Craig Hanes	Steve Lyle*	Teresa Siles

*** Participated via telephone/webex**

Opening Comments:

Chairman, Kevin Olsen, welcomed the Committee, staff, and members of the public participating in person and online. Kevin announced that there was a quorum for this meeting.

Public Comment:

There were no public comments.

Review of Minutes:

Chairman Olsen asked if anyone had any comments, questions, or edits to the Outreach Committee meeting minutes from October 02, 2013. The minutes were approved via consensus.

Finance Review:

Louise Fisher reviewed the September expenditures which include the August 2013 invoices. She also reviewed the October expenditures which included all invoices that had been received through October 18, 2013. Victoria Hornbaker reminded the Subcommittee that the budget was

reverted back to the original budgeted amount of \$907,200 to provide outreach activities through the end of November. Louise wanted to point out that additional activities have occurred due to the increased finds in the Central Valley. The year to go (proposed) through October and November would be \$217, 378.37. Teresa Siles reviewed some adjustments to the budget line items that are being proposed to better address the needs of the Committee. Louise discussed the grower website costs, they have increased due to the maintenance and update costs, the budget amount was only supposed to cover the initial set up.

Shirley asked who would be handling the invoices in the future. Teresa stated that as the contractor she and her staff would be preparing the invoices, but that the invoice template may look different than what CRB uses. Kevin asked Louise if she would be providing a final report in December and she stated that she would.

Grower Outreach Update:

Louise discussed several of the last grower meetings; Riverside and Dinuba were both very well attended and received. George McEwen asked about the Dinuba meeting and the sound system. Victoria and Louise stated that the acoustics were very poor and that they would not use that venue again for that type of meeting.

PCA/Grower Field Trip

Sylvie Robillard reviewed the field trip that occurred on October 29th that took growers and PCA's from the Central Valley to the Southern California to have an opportunity to see psyllids in the field and to get a firsthand look at the biocontrol effort. Sylvie reported that the bus was full approximately 40 to 45 attendees. Shirley Kirkpatrick attended and felt that it was very useful. Louise reported that there was good media interest; Tom Burfield from the Packer put together a good article. There was also a local elected official from the Redlands area in attendance.

Packing house/FLC/Worker Outreach

Louise discussed a poster that they are working on to reach out to farm laborers. Teresa reported that NST and CCM reached out to packing houses and they are all on board and are willing to help. The packing houses identified that having more meetings and developing a best practices agreement for farm labor contractors would be most effective. Teresa presented a list of recommendations for moving forward with packing house/farm labor contractor outreach that included, hosting a workshop for farm labor contractors, creating a best management practices agreement for packing houses to use with labor contractors, provide billboard advertising in conspicuous locations, develop a YouTube video for farm labor contractor best management practices and provide printed materials to both the packing houses and the farm labor contractors.

Motion: Approval moving forward with the packing house/farm labor contractor/worker training as stated by NST.

First: Dan Dreyer

Second: Shirley Kirkpatrick

Motion Passes: All in favor

Dan Dreyer suggested that this training be combined with the annual registration process that the farm labor contractors have to do with the Counties to get more leverage. Teresa stated that they will work on this with the Counties.

Other Outreach Updates

a. PSA Performance

Teresa has reported that there have been 279 broadcasts of the new PSA's. 235 airings have been on English radio in San Francisco and Los Angeles and 44 have been on English television in Bakersfield and San Francisco.

b. Media Outreach

English Media Relations

Placement of the messaging was earned in 28 outlets throughout the state in the month of October. This included several op-ed pieces and several television interviews.

Spanish Media Relations

Working with Jessica Alba from Orange Cove Sanger Citrus Association and Manual Jimenez from the University of California, Spanish-language interviews were conducted with two Spanish-language television stations, three Spanish-language radio stations and one Spanish-language print media, earning key placements in Los Angeles, Fresno and Bakersfield.

c. Advertising

In an effort to reach the Spanish speaking market, NST will be conducting a paid advertising campaign in the Central Valley in print and radio media in the month on November.

Print placements were secured in 3 newspapers, with circulations totaling 79,000.

Radio advertising spots will run on seven stations.

Dan Dreyer mentioned that there might be an opportunity to place posters or flyers at mini-marts or gas stations and Alyssa recommended doing the same at catering trucks.

Beth Grafton-Cardwell mentioned a Spanish outreach professional at the University that might be able to give the Subcommittee ideas on the best way to reach the Spanish speaking community. One idea is to develop a cell phone app that will give periodic text updates on best management practices, heat illness tips, or ACP updates for the local area.

d. Elected Official Outreach

Teresa reported that Mark continues to work with local elected officials and service clubs. He was able to get mail inserts for messaging in Simi Valley and Camarillo and was able to get the PSA airtime at the movie theaters in San Luis Obispo.

UC Outreach Update

Beth Grafton-Cardwell's website is up and active. There are links to her website on both the Citrus Insider and the California Citrus Threat. Dan asked if Beth has been tracking visits to her website, she said that she is working on that.

Louise reported on the work that Matt Daugherty is doing for retail nursery workers. It was originally thought that it would be a compliance agreement between the citrus nursery industry and the retail nurseries, they are reviewing the process and she is hopeful that it will be approved and that Matt's training will be available on line once approved.

CDFA Outreach Update

Victoria and Steve Lyle reported on the 21st Century Symposium and the ISCC Meeting. Both events went very well, David Pegos did a wonderful job organizing the events and John Hooper from the PDEP Branch provided a very good update on the ACP program to the Agency Chiefs at the ISCC.

CCM Update

Alyssa reported that the AB 571 was vetoed by the Governor even though the bill passed both the House and the Senate. She stated that there is support from several key legislators to proceed with the regular budget process this year.

Progress Report for the 2013/2014 Outreach RFP

Victoria stated that CDFA staff reviewed the proposals on October 3, 2013. The process was handled in a very confidential and fair manner to insure that all proposals were impartially evaluated. The winning proposal was submitted by NST. The Contract has been signed by NST and sent back to CDFA. It will have to go through a 10-day Department of General Services (DGS) review. Victoria was asked if there is anything that might slow the process down and she responded that DGS might have questions or a competitor could file an objection. She is hopeful that the contract will be in place by December 1st.

The meeting was adjourned at 9:50 a.m. The next meeting will be held in Visalia, California on December 11, 2013 at 1:30 p.m.