

CPDPC Outreach/Communications Subcommittee Meeting
Citrus Research Board
217 N. Encina Street
Visalia, CA
June 5, 2013 Minutes

The meeting was called to order by Kevin Olsen at 1:30 p.m. on June 5, 2013. The following were in attendance:

Subcommittee Members

Dan Dreyer
Alyssa Houtby
Kevin Olsen
Kevin Severns
Shirley Kirkpatrick*

CRB Staff

Louise Fisher
Ken Keck
Ted Batkin

Others

Sharon McNerney*
Earl Rutz
Victoria Hornbaker
Craig Hanes
Teresa Siles*
Jim Gorden

*Participated via telephone

Kevin Olsen conducted the role call and announced that there was not a quorum.

Review of Minutes

The minutes the May 1, 2013 and May 13, 2013 outreach subcommittee meetings were approved as presented.

Financial Review

Louise Fisher reviewed the outreach budget and expenditures for April. Teresa Siles reviewed the types of tasks that NST bills and how the tasks are categorized for each job.

Grower Website

Louise and Teresa discussed the grower website, which was live June 5, 2013 and reviewed the website content. Jim Gorden recommended adding content to the Citrograph to draw people to the grower website.

Grower Newsletter

Louise and Teresa reviewed the newsletter due to be e-blasted to the growers June 6, 2013. Several typos were identified and will be corrected prior to the e-blast. Dan Dreyer recommended handing out a print version at meetings and events. Craig Hanes handed out copies of the Pierce's Disease Program newsletter for review. **An action item for NST is to develop a print version of the newsletter for distribution via US Mail.**

Grower Outreach

Louise recapped the grower meeting held at Indian Palms Country Club in Indio on May 15th. The meeting was very well received with about 35 to 40 growers in attendance. There are no

additional grower meeting currently planned. San Diego County recently held a series of grower meetings. Earl Rutz stated that the meetings focused on area-wide treatments.

Other CPDPP Outreach

Louise reported that flip books and samples of all CPDPP ACP/HLB outreach materials were distributed to all Agricultural Commissioners at the CACASA Spring Conference held in Visalia.

Teresa briefed the Subcommittee about the media event to be held in conjunction with the CBP at LAX on June 6th. It was originally intended to be an Asian media event, but it has been expanded to include Spanish, Indian, and English media as well. NST received confirmation from 9 Asian media outlets, Univision, CBS and the LA Times.

Victoria Hornbaker updated the Subcommittee on the Citrus Disease Prevention Hearings. They will be held in three locations; June 19th in Visalia, June 25th in Oxnard and June 26th in Ontario. Subcommittee Members were encouraged to be in attendance at least one hearing.

Teresa and Louise updated the Subcommittee on talks with CDFA about developing PSA's. The CDFA would be able to produce and track PSA's for approximately \$65,000, but when the distribution and pitching is included under NST's scope of work, the total cost would be more than \$80,000, which was the amount budgeted for this fiscal year. NST can do everything for \$80,000. The Subcommittee recommended via a consensus vote that the NST proceed with the PSA's.

Media Training

Teresa reported that several CDFA and CRB staff and one Grower Liaison completed the media training on May 1, 2013.

Nursery Outreach

Louise reported that Beth Grafton-Cardwell is working on information for growers that will be linked to the grower website. Matt Dougherty continues to work on the Nursery Best Management Practices (BMP) and a nursery staff training module. He is working with key persons in the nursery industry to have the module and BMP's reviewed prior to release.

CDFA Outreach

CDFA staff will be participating in local government meetings in Santa Barbara County on June 18th.

Legislative Update

Teresa reported that Mark Olson attended two local government conferences and three meetings with elected officials. He has made good contacts and will be arranging more informational meetings/presentations.

CCM Update

Alyssa Houtby reported that Assembly Bill (AB) 571 is intended to fund biocontrol activities for ACP. The bill has passed out of the Agriculture Committee, gone through Appropriations and is now with the Senate.