

**CPDPC Outreach Subcommittee Meeting
Minutes
August 7, 2013**

Committee Members

Kevin Olsen, Chairman
Dan Dreyer
Kevin Severns
Gus Gunderson*
Shirley Kirkpatrick

CRB Staff:

Louise Fisher

Interested Parties:

Sylvie Robillard
Linda Haque
Sharon McNerny
Teresa Siles
Dr. Beth Grafton-Cardwell
Alyssa Houtby

CDFA Staff

Victoria Hornbaker
David Pegos*
Scosha Wright

*Participated by Phone
and/or Webex

Call to Order

Chairman Olsen welcomed all in attendance. Roll call was taken to confirm attendance.

Review of Minutes

Chairman Olsen asked if anyone had any comments, questions or edits to the Outreach Committee meeting minutes of July 3, 2013. There were no comments, questions or edits.

Finance Review

Louise Fisher reviewed the outreach budget and the expenditures through June 30th; this includes NST invoices for April and May. The public service announcement filmed in July should be billed in August.

Grower Outreach Update

Sharon McNerny and Teresa Siles reviewed the Gower Outreach Crisis Communication Plans which will include Primary and Secondary messaging for use in various situations. The Subcommittee edited the documents, verifying the accuracy of the messaging. CRB/NST is also developing specialized messaging for pollinator issues, nutritional programs, farm laborer messaging/training, and proactive messaging/plans in anticipation of the Organic Trade Association gear up.

Grower Website

Louise and Teresa reported on the grower website, which has been active for two months. Teresa presented a report summarizing the website and newsletter statistics. The website was visited 434 times in June and 254 times in July for a total of 688 visits. The top newsletter/website articles viewed per month were discussed. The newsletter eblasts sent with teasers directing readers back

to the website generated more interest than newsletters which included full stories. There were 124 unsolicited sign ups to the website which is very encouraging. The website needs to be updated regularly and new content should be added on a regular basis. Louise mentioned that the grower liaison's introductory websites will be posted on the website very soon.

Grower Meetings

Louise reported on the grower meeting held in Tulare on June 30th to address the finds in Porterville. The meeting was a collaborative effort with participation from CPDPP, UC, Tulare County Department of Agriculture, CRB and CDFA. There were several news outlets in attendance, both print and television.

Sylvie Robillard reported that the Grower Liaisons and Beth Grafton-Cardwell held an informational meeting at Lindcove Station for PCA's from the Porterville area.

Louise reported that there is a meeting scheduled for Riverside County Growers at the Riverside Citrus Park on September 25th. The agenda will be similar to the agenda used at the Tulare meeting.

Other CPDPP Outreach Updates

Teresa reported on the 2013 Media Tour, in July the English and Spanish media tours each added six new media exposures from radio, print or television. That makes the total exposures for the English media tour 15, with 8 exposures for the Spanish media tour in June and July.

Teresa presented a final report for the LAX media event that reached out to Asian media. This event resulted in 23 placements, including print and television and reached Chinese, Korean, English and Spanish markets and resulted in 751,300 impressions.

NST will begin intensive outreach in Northern San Diego County to remind residents and small growers of the importance of treating for ACP, including information on the newly initiated Tamarixia releases in Northern San Diego. They will also continue with Radio, Print and Television opportunities in the Central Valley.

UC Outreach

Dr. Beth Grafton-Cardwell demonstrated her new website and recommended that the Citrus Insider link be moved from her old webpage to the new one.

Ventura County Update

Teresa reported that they will have a focused Print and Radio campaign in Ventura County the week of either August 19th or 26th. Linda Haque reported that the Ventura County Fair was held last week and the Master Gardeners, Women in Agriculture and the Ventura County Farm Bureau all handed out literature about ACP and HLB.

CDFA Outreach

David Pegos reported that CDFA has issued several press releases including the CPDPC continuance and the establishment of the quarantine in Porterville. He also reported that CDFA

has been asked to participate in an Agricultural Round Table meeting on August 23rd with Fresno Assemblyman Patterson. CDFA is also participating in a Farm to Fork event in September.

Progress for the 2013/2014 Outreach RFP

Victoria Hornbaker reported that the outreach RFP was posted on BidSync in July.

Legislative Update

Teresa reported that Mark he has provided ACP/HLB presentations to four of the seven major cities in San Luis Obispo. The San Luis Obispo library system will be carrying the ACP trifolds and bookmarks. In addition, Mark attended a Porterville city council meeting.