

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

Meeting Minutes
Wednesday, December 11, 2013

Opening:

The regular meeting of the Outreach Committee was called to order at 1:30 p.m. on December 11, 2013 in Visalia, California by Subcommittee Chair Kevin Olsen.

Subcommittee Members Present:

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

Subcommittee Members Absent:

Steve Birdsall	George McEwen	Kevin Severns
Aaron		

CRB Staff:

Chad Collins	Louise Fisher
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Interested Parties:

Bob Atkins	Sharon McNerny*	Teresa Siles
Victoria Hornbaker	Sylvie Robillard	Scosha Wright

*** Participated via telephone/webex**

Opening Comments:

Chairman, Kevin Olsen, welcomed the Subcommittee, staff, and members of the public participating in person and online. Kevin announced that there was not 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 November 07, 2013. There were a few corrections made to the attendees list.

Finance Review

Louise Fisher reviewed the October expenditures which included only CRB staff time, because invoices we not received until mid to late November. Therefore November expenditures included October's charges as well. Louise pointed out the tour sponsorship and registration fees for

November's expenditures, stating that there are still a few pending expenses from the tour. Louise stated that \$820,296.75 was spent out of \$907,200 total budget, but there may be outstanding invoices that will come in next month. 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. The unexpended balance of approximately \$86,903 will revert back to the 12/13 reserve.

Teresa Siles reviewed the NST invoices with the Subcommittee noting that last few months have been heavy in industry outreach. NST has developed a lot of collateral material for growers, packinghouses and farm labor contractors. She reviewed the billings for October and November and pointed out several items, including that a new YouTube account specifically for the CPDPC was developed, media training with Kern County Ag commissioner's office, and increased advertising costs focusing Spanish media in the Valley. Teresa noted that she will present an outreach recap at the full committee meeting on January 8th.

Louise reviewed the year-end financial document which showed the amount expended each month by category. She noted that most line items came in under budget, except for the project management line which was a little over budget.

Teresa presented the format for the 2013/2014 contract billings, noting that the format and categories have changed in response to the also went over the CDFA request for proposal. She pointed out several new classifications, including the subcontract with CCM and grower advocacy training as a way of enlisting more grower support and involvement.

Grower Outreach Update

Teresa reported that NST will continue to update website and send out eblasts. The Subcommittee discussed adding general content to the website on a regular basis.

Teresa and Alyssa Houtby met with some of the Central Valley packinghouses to discuss outreach opportunities. They gathered some good ideas for reaching packinghouse and contractor employees. In addition, they received a commitment from the packinghouses to help with outreach to the FLC's, and to assist in the development of a best practices agreement for the packinghouses to use with FLC's. The packinghouses contacted have also agreed to distribute outreach materials, such as posters and pamphlets.

Teresa, Katie, Louise and Alyssa organized a meeting with the Agricultural Commissioners from Kern, Fresno and Tulare and the grower liaisons to brainstorm outreach ideas. Several of the ideas that came from that meeting include, mention the CDFA list serve on the CitrusInsider website, work with PCA groups and swap meets to get outreach materials distributed, Work with Commissioners to get time at their educational workshops, potential for advertising at Fresno airport and potentially participate in Chinese New Year activities. There was also discussion about holding a monthly meeting to keep lines of communication open once the statewide coordinator is in place.

Other Outreach Updates

a. PSA Performance

The new PSA's are being aired in a few locations, but things are slow due to the season.

b. Media Outreach

English Media Relations

Placement of the messaging was earned in 14 outlets throughout the state in the month of November. This included 166 television broadcasts with 253,500 impressions and 296 radio broadcasts with 8,912,600 impressions.

Spanish Media Relations

Placement of the Spanish language messaging was earned in 3 radio outlets. This included 115 broadcasts with 497,000 impressions in the San Francisco and Sacramento areas.

c. Advertising

The Subcommittee discussed the possibility to use billboard advertising in the future. NST will look into the feasibility of billboard advertising.

d. Elected Official Outreach

Teresa reported that Mark continues to work with local elected officials and service clubs.

UC Outreach Update

Dr. Beth Grafton-Cardwell reported that maps on the website are as up to date as possible and she is getting good feedback from that. She is spreading the word about the Citrus Insider website and is directing people to visit the website. She did point out that the website should be updated regularly to make sure current maps are posted and she recommended an automatic link to other map websites. She also mentioned that she will be hosting a citrus tasting at Lindcove on Friday, December 13th for growers and Saturday, December 14th for homeowners.

Ventura County Update

Nothing reported

C DFA Outreach Update

Nothing reported

CCM Update

Nothing reported

Other Items Discussed

The Subcommittee discussed removing trees from properties where elderly people want trees removed, but cannot physically take the trees out. Ag teachers may be able to get students to volunteer to help. The elimination of unwanted citrus trees will remove a potential bacterial reservoir. The focus should be community outreach so that unwanted citrus is voluntarily taken out.

Teresa mentioned that NST is revisiting the crises communication plan. The plan will include activities for NST, CCM, and CDFA and address the necessary communication activities in the event of an HLB find. The plan should include items such as tree removal issues, organic issues and answers to questions regarding public health and pesticides. If HLB is found again the plan will be implemented to quickly address the program's needs.

The meeting was adjourned at 3:30 p.m. The next meeting will be held in Visalia, California on February 5, 2014 at 1:30 p.m.