

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

Meeting Minutes  
Monday, December 11, 2014

**Opening:**

The meeting of the California Citrus Pest and Disease Prevention Committee (CPDPC) was called to order at 10:00 a.m. on December 11, 2014 via conference call by Committee Vice-Chairman Craig Armstrong.

**CPDPC Members Present:**

Craig Armstrong\*                      Kevin Severns\*

**CPDPC Members Absent:**

Richard Bennett	Nick Hill	James McFarlane
Bob Felts, Jr.	Link Leavens	Kevin Olsen
John Gless	Scott Mabs	Etienne Rabe
Gus Gunderson	Mark Mc Broom	Brian Specht
Jim Gorden	George McEwen	

**CDFA Staff:**

Victoria Hornbaker                      Scosha Wright                      Bob Wynn

**Guests:**

Franco Bernardi\*                      Katie Nieri

**\* Participated via telephone**

**Opening Comments:**

Vice-Chairman, Craig Armstrong, welcomed the Committee, staff, and members of the public participating on the phone and stated there was not a quorum for the meeting.

**Public Comment:**

There was no public comment.

**REVIEW PROPOSAL FOR NORTHERN CALIFORNIA OUTREACH RESEARCH**

Katie Nieri from NST reviewed a proposal to conduct an online survey and online focus group for the objectives of the research are to identify the likelihood of resistance to and/or cooperation with residential treatments and to develop customized messaging that elicits support for program activities. Katie stated that NST would be using a subcontractor to conduct the research and that the estimated cost would be \$25,000. The committee members present on the call agreed that, with the psyllid being found in the bay area and Northern California, it would be in the programs best interest to conduct the research as presented. The committee members on the call also

discussed the appropriate funding source for the research. They were told that there is money available in the existing budget to cover the costs, but they were also provided with several other options, including a non-competitive bid to add funds to the existing contract, CDFA entering into a contract with the vendor that would do the research, adding money to the CRB grant and having them administer the research, or finding a university or governmental agency that can do the research. The committee members present felt that in the essence of time, it would be best to using the existing contract and reserve the ability to seek additional funding if the need arises.

The meeting was adjourned at 10:30am.