

CALIFORNIA CITRUS NURSERY BOARD

Education Committee

Minutes of Meeting

April 20, 2007

Lindcove, California

A meeting of the California Citrus Nursery Board's Education Committee was called to order by Committee Chairman Gary Moles at 10:35 a.m. at the Lindcove Research and Extension Center on Friday, April 20, 2007. Roll was taken showing a quorum was present with the following in attendance:

Committee Members

Beth Grafton-Cardwell
Gary Moles
Mary Lou Polek
Bob Zuckerman, Ex-Officio

Staff

JD Allen, Assistant Manager
Jim Melban, Manager

Discussion of Education Ideas

Chairman Moles distributed to each of those present a copy of the book titled, "Info-Book for Citrus Nurseries", stating the main purpose of this meeting is to establish a plan for updating this publication. He said it has been at least five years since the book was updated and much longer for some sections.

During a lengthy session, the Committee went through each section, marking up where necessary and assigning Committee members and staff to update the various sections. Moles said once this document is updated, the Board would need to make sure every assessed entity receives either a hard copy, or, if they have web access, a digital version that they can download and print out themselves. The Committee then discussed the obvious need for a website where this publication, along with past research reports, meeting notices, updates, newsletters, etc. could be posted. Allen stated his Celery Board is currently developing such a website and said he would ask the local developer whether or not he would be willing to develop a similar website for the Citrus Nursery Board. Allen said the cost for the Celery site was about \$3,000 and he would see if there might be even more savings for the Citrus site. He also said that Monfort Management Services, Inc. (MMS) has the ability to scan and digitize documents for uploading to a website in a "pdf" format. Zuckerman said he has a new "optical character recognition" scanner that has the ability to scan documents not just as a digital picture, but as a fully operational document, which would make updating these documents much easier.

Committee Action #07-01 – Polek moved, seconded by Grafton-Cardwell, that the Committee approve a maximum of \$3,000 for the development of a website that is capable of being updated and administered by staff.

MOTION CARRIED UNANIMOUSLY

Allen asked if the Board had ever developed a "Pest Management Strategic Plan" (PMSP) and Grafton-Cardwell said the CRB had developed one, but not the Nursery Board. Grafton-Cardwell

explained that the PMSP document is a tool that commodity's develop for use as a long-term plan to address the pest management needs of their respective industries and identify critical research, regulatory and education needs. Grafton-Cardwell said she would talk with Rick Melnicoe of the Western Regional IPM Center about the possibility of helping develop a PMSP for the California Citrus Nursery Board.

Other Outreach

Newsletter - Moles related that in the previous incarnation of the Board, there was a very informative newsletter that contained continually updated varietal information as well as other informative articles several times during the year. Moles said he would like the Committee to consider the possibility of starting up a newsletter again and Melban suggested that the Board's annual report could serve as one of the newsletters, around the first of each year. The Committee agreed and suggested maybe a mid-year newsletter as well, however, they agreed that the newsletter would start next January once the "Info-Book" is updated.

Foreign Plant Material Outreach - Zuckerman asked the Committee to consider some type of outreach to let those who bring plant material into California know that there are restricted pests and diseases which are very detrimental to citrus in California. He said that most people do not realize the plants they are bringing into the state are illegal and are unaware of the restrictions involved. Other ideas suggested were to utilize radio spots and/or posters in strategic areas, an advertisement in the Rare Fruit Growers Newsletter and some type of information dissemination with the Master Gardener Program.

Other Business

Zuckerman reminded the Committee that they need to bring their budget to the Board before the May 8th Board meeting. Moles said the Committee already had \$10,000 in their budget, but suggested they might want to consider an additional sum in case there are other ideas or opportunities for educational outreach during the year.

Committee Action #07-02 – Polek moved, seconded by Grafton-Cardwell, that the Committee recommend the Board add an additional \$10,000 to their budget, giving them a total of \$20,000.

MOTION CARRIED UNANIMOUSLY

There being no further business, the meeting was adjourned at 1:55 p.m.



I, JD Allen, Assistant Manager of the California Citrus Nursery Board, do hereby certify, that to the best of my knowledge, the foregoing is a true and correct copy of the minutes of a meeting of the Citrus Nursery Education Committee held on April 20, 2007 in Lindcove, California.

JD Allen, Assistant Manager