

CALIFORNIA CITRUS NURSERY BOARD

Education Committee

Minutes of Meeting

April 17, 2015

A conference call meeting of the California Citrus Nursery Board's Education Committee was called to order by Committee Chairman Gary Moles at 10:03 a.m. on Friday, April 17, 2015. Roll was taken showing a quorum was present with the following in attendance:

Members

Jim Bethke
Aaron Dillon
Beth Grafton-Cardwell
Gary Moles
Aimee Smith
Bob Zuckerman

Staff

JD Allen, Asst. Manager
John Gilstrap, Manager

Approval of Minutes

On a motion by Dillon and a second by Zuckerman, the minutes of the meeting of May 1, 2014 were approved as written.

Spanish Language Instructional Program

Bethke said the video was nearly ready and we should discuss how to roll out. Grafton Cardwell said the end of the month was a good target date for the program being completely ready. She explained she was having 50 DVD's cut and 200 posters made and asked the Committee for input on the posters. The Committee advised Grafton-Cardwell to make 150 in Spanish and 50 in English.

The Committee discussed the possibility of presenting the program as part of some other industry function, or possibly having Grafton-Cardwell hold regional training meetings. Zuckerman mentioned the Subject Matter Experts (SME's) planned 3 day visit set tentatively for June 15,16, and 17, might be a good venue for a rollout. Zuckerman explained that Day 1 would be spent touring nurseries. Day 2 would be an open industry meeting. And Day 3 would be the SME's meeting with a smaller industry and government group.

Another possible roll out vehicle could be meetings held by the Citrus Nursery Society and Gilstrap said he would follow up with Tom Delfino regarding that possibility.

Website Management

The Committee discussed the continuing issues with the website and Moles said that none of the members of the committee had the time to do a comprehensive review, and the Board and website management did not have the required nursery knowledge for

the job. Moles suggested the Board contract with someone with the required nursery knowledge, and the necessary computer skills to get the website in shape and then maintain the contractor to do periodic checks of the website and work with the Board and website managers to make sure useful information was available to the nurseries.

Moles suggested Dan Wiley might be able to handle the website duties and Moles and Smith volunteered to talk to Wiley about the job.

Committee Action 04-17-15 #1 Zuckerman moved with a second from Dillon, that the Committee approved up to \$7,000 for the website update project.

MOTION CARRIED UNANIMOUSLY

Future Meetings

The Committee decided to schedule the next meeting for Thursday May 7th at 10:00am.

There being no further business, the meeting was adjourned at 11:11 a.m.



I, John Gilstrap, 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 conference call meeting of the Citrus Nursery Board's Education Committee held on April 17, 2015.

John Gilstrap, Manager