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West Nile Virus Technical Advisory Committee
February 3, 2016 Meeting Minutes
Parks Conference Room

Members in Attendance: Chet Moore, Broox Boze, Katie O'Donnell, Greg McMaster, Dana Koonze, Eric Levine

Staff in Attendance: Dan Weinheimer, Matt Parker, Tyler Marr

Welcome, Introductions, and Agenda Review

- Dan Weinheimer reviewed agenda

January 6th Minutes Approval

- Minutes were unanimously approved

Subgroup 1: Data Presentation

- Priorities:
 - 1) Improve risk awareness via online data presentation
 - 2) Streamline data archive
- Goals for Priority 1:
 - Make the first thing people see on the website a heat map.
 - Group needs to discuss the thresholds for colors and other risk indicators in the future
 - Graphic representation of trap counts over time
 - Broad representations of data to help convey the sense of risk (CDC risk by age chart, for example)
 - Levine recommended included an easy-to-access link to national pesticide information (relatable dosage amounts, specifically)
- Goals for Priority 2:
 - Combine annual spreadsheets into one, easy to access, master spreadsheet that contains the entire archive of data.
- Timing: Goal is to be complete by May.
- Subgroup Meetings
 - Wednesday, February 17th at 4:30
 - Matt will bring an update to this meeting and group will discuss specifics of what they want to see on the website.
 - Wednesday, March 23rd, at 4:30
 - Locations to be determined
- Deliverables may change as the group moves through their meetings.

Subgroup 2: Messaging/Target Audiences

- Target the following audiences:
 - Elderly Populations (nursing homes, senior living facilities)
 - Sick People (Hospitals)
 - Spanish Speaking Population
 - Low-income and Homeless Population
 - Sports leagues/running clubs
 - CSU sports camps/Student Rec Center
 - New residents
- Messaging – How and When?
 - Trail-heads, outdoor
 - Parks
 - Spring Creek Garden Sale
 - Various boards and commissions
 - Food truck rally
- Budgeting Questions to Address
 - How to allocate the communication budget over the course of the next two years
 - Kiosks vs New West Fest
 - Are there ways to determine which means of communication are the most effective, what gives us the biggest bang for the buck?
 - Spending additional money upfront to provide good data back, isolating outreach in alternating years, learning which groups are receiving our information, etc.?

Update on up-coming board presentations

- Staff is preparing a presentation to give to nine different boards, with key questions tailored for each specific board.
- These meetings will take place over the next couple of months

Zika Update

- Chet provided the group with an update regarding the spread of the Zika Virus and the potential risk of the virus spreading to the United States.
- Possibility of the virus spreading to Colorado seems very minimal.

Public Comment

- There were no members of the public present.

Future Meetings

- Next meeting March 2nd, 4:30 – 6:00