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West Nile Virus Technical Advisory Committee

January 20, 2021 Meeting Agenda

4:30 p.m. – 6:00 p.m.

Microsoft Teams

TAC Members Present: Dana Kunze, Will Schlatmann, Greg McMaster, and Katie O'Donnell

Public Present: None

Meeting Convened: 4:30 pm

Public Comment: None

Introductions

Review of 2020 Operations, VDCI

- 2nd lowest recorded WNV human cases in Colorado history
- 33 pools collected.
- Hot and dry summer. 60 days with over 90-degree weather
 - End of season drop off in abundance likely connected to the temperature drop off toward the end of the season
- Reduction in backyard inspections due to COVID-19 – significantly increased storm drain treatments in response.
- Plan to maintain the storm drain and backyard treatment in 2021.

Review of WNV Outreach 2020, Amy Resseguie, CPIO

- Continued 4 Ds approach
- Encouraged community members to register for spray notifications
- Notifications were slightly delayed due to COVID-19
 - Allowed condensed timeframe to focus during the peak
- Due to COVID-19 and the decrease in foot traffic to coffee shops and other businesses typically used poster distribution was canceled.
- Banners, bus benches, and utility bills were the main outreach tools utilized.
- Shifted paid advertising dollars to social media advertising as well
- Phase 2 efforts were not needed this year since spraying did not occur.
- 5,700 door hangers were distributed over two weeks in mid-august for hot spot areas
- Budget cuts for the 2021 budget will impact marketing dollars, most significantly with paid advertisements.

Preview of 2021 Budget Reductions and Discussion

- Decrease of \$39,000
- Staff plans to request reappropriation for money not spent in 2020.
- Discussion
 - Concern about cutting back core functions of the program/budget (larviciding). Reducing larviciding may result in the need to spray, increasing overall costs.
 - Staff support for maintaining larviciding
 - Suggestion to consolidate the timeframe for outreach, similar to what was done last season due to COVID.
 - Suggestion to focus outreach when transmission is highest and to target groups with medical conditions or other immediate concerns.
 - Staff alignment with TAC comments –
 - Staff suggestion to maintain door hangers as an outreach method, especially in high-risk areas, and reduce other, less effective advertising options. Door hangers have been cost effective and successful in prior years.

Next Meeting:

- February 24th from 4:30-6:00 pm
 - Future opportunities discussion

Public Comment:

None

Meeting adjourned: 5:46 pm