

FLORIDA BED BUG WORKGROUP

FLORIDA DEPARTMENT OF AGRICULTURE
AND CONSUMER SERVICES



FACILITATOR'S SUMMARY REPORT OF THE SEPTEMBER 22, 2011 TELECONFERENCE MEETING II

TALLAHASSEE, FLORIDA

FACILITATION, MEETING AND PROCESS DESIGN BY



CONSENSUS CENTER

REPORT BY JEFF A. BLAIR
FCRC CONSENSUS CENTER
FLORIDA STATE UNIVERSITY



jblair@fsu.edu

<http://consensus.fsu.edu>

FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES
SUMMARY REPORT OF THE WORKGROUP'S SEPTEMBER 22, 2011 MEETING

TABLE OF CONTENTS

<i>TABLE OF CONTENTS</i>	1
<i>TABLE OF ATTACHMENTS</i>	2
ATTENDANCE AND MEETING OBJECTIVES	3
WORKGROUP SCOPE AND PURPOSE	4
MEMBER'S EXPECTATIONS FOR SUCCESS	5
ORGANIZATIONAL AND PROCEDURAL POLICES AND GUIDELINES	8
WORKGROUP GUIDING PRINCIPLES	8
WORKGROUP MISSION STATEMENT	9
WORKGROUP VISION OF SUCCESS	10
WORKPLAN DEVELOPMENT	12
MEMBER GENERAL COMMENTS	15
NEXT STEPS	15

ATTACHMENTS	16 - 24
I. MEETING PARTICIPATION.....	16
II. WORKGROUP MEMBERSHIP	17
III. KEY TO ACRONYMS.....	18
IV. PROJECT OVERVIEW	19
V. PROCEDURAL POLICES AND GUIDELINES.....	22

FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES
SUMMARY REPORT OF THE WORKGROUP'S SEPTEMBER 22, 2011 MEETING

SUMMARY OF FLORIDA BED BUG WORKGROUP'S KEY ACTIONS

THURSDAY, SEPTEMBER 22, 2011

OPENING AND MEETING ATTENDANCE

The meeting was opened at 1:00 PM, and the following thirteen (13) Workgroup members were present: John Cooksey, Monique Donahue, Phil Koehler, Mike Page, Cheryl Urbas, Chip Guy, Tom Jarzynka, Jennifer Leggett, Geoff Luebke, Mark Ruff, Tanya Peak-Smith, Kathy Torian, and Louis Witherington.

FDACS Staff Present

Joe Parker.

(ATTACHMENT I—MEETING PARTICIPATION)

MEETING FACILITATION

The meeting was facilitated by Jeff Blair from the FCRC Consensus Center at Florida State University. Information at: <http://consensus.fsu.edu/>



PROJECT WEBPAGE

Information on the project, including agenda packets, meeting reports, and related project documents may be found in downloadable formats at the project webpage below:

<http://consensus.fsu.edu/DACS/bbwg.html>

WORKGROUP MEMBERS

Public Sector (9): Rick Akin, Rosanna Barrett, Steven von Bodungen, Julie Dudley, Jon Hamrick, Phil Koehler, Faith Oi, Mike Page, and Cheryl Urbas.

Private Sector (13): John Cooksey, Monique Donahue, Jerry Graziose, Cliffard (Chip) Guy, Scot Haislip, Tom Jarzynka, Jennifer Leggett, Geoff Luebke, Mark Ruff, Kathy Torian, Jim Warneke, and Louis Witherington.

(ATTACHMENT II—MEMBERS AND REPRESENTATION)

AGENDA REVIEW AND APPROVAL

The Workgroup voted unanimously, 13 - 0 in favor, to approve the agenda amended, including the following objectives:

- To Approve Regular Procedural Topics (Agenda, Report, Workplan and Meeting Schedule)
- To Build Consensus On a Shared Long Term Vision of Success for the Workgroup
- To Hear an Overview of FDACS Bed Bug Workgroup Project Scope
- Introduce Action Planning on Workplan Tasks/Issues and On-Line Survey
- To Consider Workgroup Member's Comments and Issues
- To Identify Needed Next Steps, Assignments, and Agenda Items For Next Meeting

Amendments:

None were proposed.

APPROVAL OF AUGUST 24, 2011 SUMMARY REPORT

The Workgroup voted unanimously, 13 - 0 in favor, to approve the August 24, 2011 Summary Report as presented/posted.

Amendment(s):

None.

OVERVIEW OF FDACS BED BUG WORKGROUP SCOPE AND PURPOSE

Mike Page, Bureau Chief of the Bureau of Entomology and Pest Control, FDACS, provided members with an overview of the Workgroup's scope and purpose and answered member's questions. Following is an overview of the Workgroup's scope and purpose:

FDACS is establishing a state-wide interagency workgroup to address concerns over the impact that the spread of bed bugs will have on the health, safety and welfare of Florida residents and its economy.

The Initial Scope of Issues for the Workgroup is as follows:

- Coordinate agency efforts to develop a consistent message (among state agencies and industries) targeted toward the development of "bed bug awareness" for consumers in Florida.
- Development of sound *bed bug management principles* that stress integrated pest management (IPM) relevant to avoidance and control are necessary to educate the public and change behaviors.
- Develop and disseminate information on effective control methods as part of "bed bug awareness".
- Coordinate consumer protection activities.
- Develop training for state and local government personnel/inspectors on how to avoid contact with bed bugs and serve as messengers to disseminate information related to the prevention of and control of bed bugs.
- Develop/recommend bed bug inspection standards for the use of K-9 scent dogs.

- Develop recommendations for post treatment and monitoring (to prevent re-infestation from occurring).
- Address the rights and responsibilities of landlords, tenants and homeowners.
- Develop a series of pamphlets/brochures that help people understand how to react to and control bed bugs.
- Develop materials for reacting to and treating specific circumstances, such as for homeowners, hotels, movie theaters, transit, schools (day care), assisted living and nursing homes, and other medical establishments.
- Develop materials specifically for professionals that potentially will come into contact with bed bugs.
- Develop a means of tracking and reporting bed bug infestations to help control the spread of bed bugs, helping to identify trends in areas where resources can be focused to prevent the spread of this pest.

(ATTACHMENT IV—PROJECT OVERVIEW)

WORKGROUP MEMBER EXPECTATIONS FOR SUCCESS

Jeff Blair, Workgroup Facilitator, asked Florida Bed Bug Workgroup members in turn to provide their name, affiliation, and a brief statement of what success for the Workgroup would be from their particular stakeholder's perspectives. The Workgroup member's expectations for success in their own words are summarized as follows:

John Cooksey (Pest Control Operator): It is important for me to do our part in the pest control industry by staying on top of the current ways to combat bed bugs. It's also very interesting to me to hear from everybody else on where they are seeing these things, and what the whole perspective on the whole State is. I'll be happy to contribute my part, but it's great to hear what everyone else is dealing with.

Monique Donahue (American Hotel and Lodging Association): I'm still kind of wrapping my head around what this group is and what the direction and the mission and objective are for the group, but primarily what I want to get out of this is I just want to understand where the industry is going, what the concerns are, and the strategies to address bed bugs. Any Educational programs that we develop, specifically for the hotel and lodging industry should be in alignment with what the experts are saying regarding treatments, and programs and prevention.

Phil Koehler (University of Florida, College of Entomology and Nematology): Let me address the question in a roundabout way. I received an email yesterday from a woman who lives in Royal Palm Beach, Florida, she has a 988 square foot condo that ended up with bedbugs and they started out treating it themselves. They couldn't control them and hired a PCO and paid \$1400 for the treatment, In two to four weeks they noticed that bed bugs were still in their place, so they call the company back and the company says they would charge them \$1200 this time to do a retreatment. This type of scenario has been going on indefinitely. I would like to have a good answer for consumers regarding treating for bed bugs. I'd like to figure out exactly what I should tell her. She's spent a lot of money and she still has bed bugs and maybe this is one of these cases where people are spending a lot of money for this kind of control, and maybe

they are coming from furniture that they're buying, maybe coming from apartments next door, or maybe it has to do with housing, or perhaps they stayed at a hotel and picked the bed bugs up. However, this is the situation that we end up with, that people are spending thousands of dollars and then not being able to control them even after spending thousands. I would like for the Workgroup to develop strategies to prevent this from occurring. The Facilitator noted that Phil was describing an effective campaign to educate the public regarding preventing infestation and treating for bed bugs.

Mike Page (FDACS, Division of Agricultural Environmental Services): What I'm hoping for first and foremost is that we help consumers and visitors to the State be aware of bed bugs and the potential for bed bug problems, and that we develop some materials that will be useful in helping people avoid contact with bed bugs as well as ensure that our economy not to be devastated by these pests.

Cheryl Urbas (Florida Department of Health, Healthy Homes/Public Housing): I know this might be kind of a lofty goal but I've gotten calls from people stating they have bed bugs in their truck bed, in their condo apartment. I would like to see a single location where people can report a bed bug infestation and get resources for where they can go, such as to the Department of Business and Professional Regulation, kind of like a one stop shop bed bug hot line type of thing. I don't know if that's feasible or not, where of example a person has a bed bug problem and they can call a specific number and not get routed around to so many people. They can find out: this is what I need to do, here is who I need to contact to get help, and so on and so forth. I don't know if that's too lofty a goal but just in my experience with what I have to deal with in calls, this would be a great resource to have. The Facilitator noted that Cheryl's goal fits in perfectly with the scope and purpose of the Workgroup.

Chip Guy (Rent-To-Own/Rental Industry): What I'm looking at is pushing the "goal" a little more long term. That eventually the Florida Bed Bug Workgroup is providing such great role in what we are doing that our success, and the reliability of the programs we set forth actually starts to become more of a regional (national) role. Where we see other states looking to Florida to mirror our protocols and procedures. I see Florida as leading the way in bed bug awareness and education by creating a new mind-set in Florida residents. Pushing this ideal out to the residents is really important to me as well, and the mind-set is going to have to emerge from programs and BMPs or better business practices for Florida residents and business owners that they're going to believe and trust. The programs and procedures should be factual and reliable. So I'm looking for factual, reliable programs that eventually spread on a regional basis.

Tom Jarzynka (Pest Control Operator): As a service provider our goals are to educate our consumers and determine what their needs are, what challenges they are going to face, and what could be the best and most effective means of preventing and resolving these questions. These strategies work in the commercial market place as well as the consumer so we look forward to taking advantage of any opportunity to help educate folks and give them information that will help them make informed decisions to protect themselves, and then make reasonable decisions in finding a solution when they need it. We want to contribute to identifying products and services that can be provided responsibly both in terms of the materials that are selected as well as to the costs that are involved, and then make sure that whatever solutions are out there end up being effective for all consumers and our tourists.

Jennifer Leggett (Pest Control Operator): I'm looking forward to everything that's been stated so far, but overall, it's the collaboration of all the groups that have come together. We have consumers out there, and visitors to our State, and we don't want to lose our visitors, but our consumers really need quality education features, and some of it is already out there and a lot of this stuff does not have to be re-

invented, but I'm looking forward to everybody working together on one cohesive effort. There are a lot of bad products and misinformation out there right now that consumers have to deal with and we can correct this.

Geoff Luebke (Florida Restaurant and Lodging Association): I'm probably going to mirror some of what you've heard from others. First, I think our mission needs to be focused on protecting the public health, the environment and the economy and providing a single reliable resource for all stakeholders regarding bed bugs. Whether they be lodging operators, apartment stakeholders, residents, operators of all of the industries involved here, so I would like for us to provide a single reliable source to provide education for all stakeholders as well as help solve problems to protect these three main legs (health, environment, and economy).

Mark Ruff (Legal Advisor Pest Control Industry): Was not present during the introductions.

Tanya Peak-Smith (Walt Disney World Pest Management): I look forward to sharing across the industries and to the multiple disciplines that we have represented. I think all disciplines represented here have probably had some small successes here and there, and I'm really looking forward to sharing those and hearing from everyone else. I would like of us to develop some BMPs to present in classes. Our organization is here to work with all of the members to develop strategies to protect our consumers, both residents and tourists.

Kathy Torian (Tourism, Visit Florida): I would just give a quick little bit of background, that during the oil spill we figured out that the best way to get the information out there and counter a lot of the misperceptions, whether like during the oil spill it was coming from the news media who were doing their very best to cover a big story but quite often what you would see in the news media and therefore, what our potential visitors were seeing and basing their travel planning decisions on were things like a split screen of oil gushing out of a well, and the other half of the screen was an interview with Governor Crist, so they thought that that oil was gushing right off our coast. Another example is they would show the images of the oiled pelicans or the soiled beaches again with an image right next to one of the Florida's State officials and understandably, our visitors would mistake that information as being what was going on currently in Florida. So, what we (tourism industry) did to counter this was to create what we ended up calling Florida Live which was a platform that shared real time photos, videos, fishing reports, webcams, twitter feeds, anything and everything we could collect and put on this platform that was real people in Florida sharing the real story about what was going on here. This turned out to be a huge success for us, we ended up being up 4% total in our visitor numbers over the period of the oil spill. In other words, getting the real time message out there by real people turned out to be very important but at the same time, we provided accurate information on the home page of our website, and provided links to scientific updates so that they could follow those in real time as well. So, what I would hope to get out of this is a similar ability to be knowledgeable on the science of the bed bug issue, but figure out a way to have real people in Florida tell those stories so that potential visitors come away both understanding the science of what bed bugs are and what it could mean to them, and then what the real story is going on at whatever local point in Florida they are hoping to come and visit.

Louis Witherington (Pest Control Operator): Was not present during the introductions.

REVIEW OF WORKGROUP ORGANIZATIONAL AND PROCEDURAL POLICIES AND GUIDELINES, AND SUNSHINE LAW REQUIREMENTS

Jeff Blair reviewed the Workgroup's decision-making and procedural policies and guidelines, and the applicability of the Sunshine Law, and answered member's questions. The Workgroup's *Procedural Policies and Guidelines* are provided as *Attachment V* of this Report.

Sunshine Law Requirements Applicability to Workgroup Members

Jeff Blair explained that Workgroup members are subject to the requirements of Florida's Government in the Sunshine Law, commonly referred to as the Sunshine Law (Section 286.011 F.S.), and may not discuss with each other, outside of properly noticed meetings, issues that may foreseeably come before the Workgroup for discussion.

Following is a summary of key applicable points:

1. Meetings of public councils, advisory groups or commissions must be open to the public;
2. Reasonable notice of such meetings must be given; and
3. Minutes of the meeting must be taken.

Equally applicable to elected and appointed groups (workgroup), the Sunshine Law applies to any gathering of two or more members of the same group to discuss some matter which will foreseeably come before that workgroup for action.

Applies to:

- Written reports circulated among workgroup members for comments.
- Telephone conversations and computer communication.
- Delegation of authority to a single individual.
- Use of nonmembers as liaisons between workgroup members.

(ATTACHMENT V—WORKGROUP PROCEDURES AND POLICIES)

REVIEW AND APPROVAL OF WORKGROUP GUIDING PRINCIPLES

Jeff Blair, Workgroup Facilitator, reviewed a draft of proposed Guiding Principles for the Workgroup. The Workgroup reviewed the draft set of Guiding Principles and following questions and answers, and discussion the Workgroup took the following action:

Workgroup Action:

Motion—The Workgroup voted unanimously, 13 - 0 in favor, adopt the Guiding Principles as presented. Following are the Florida Bed Bug Workgroup's Adopted Guiding Principles:

PRINCIPLE 1: The overall purpose of the Florida Bed Bug Workgroup is to serve as an advisory body to the Division of Agricultural Environmental Services (FDACS).

PRINCIPLE 2: The Florida Bed Bug Workgroup shall adhere to their scope and charge.

PRINCIPLE 3: The Florida Bed Bug Workgroup shall strive to achieve consensus on substantive recommendations made to FDACS, other agencies and state universities.

PRINCIPLE 4: The Florida Bed Bug Workgroup shall operate under clear, concise, consistent, and fair policies and procedures.

PRINCIPLE 5: The Florida Bed Bug Workgroup shall serve as an accessible liaison between the Division of Agricultural Environmental Services, regulated industry, and consumers thereby protecting the interests of the public.

REVIEW AND APPROVAL OF WORKGROUP MISSION STATEMENT

Jeff Blair, Workgroup Facilitator, reviewed a draft of a proposed Mission Statement for the Workgroup. Jeff explained that a mission statement should address the following criteria:

- Establishes the identity of the Bed Bug Workgroup
- States the Workgroup's purpose
- Is consistent with its mandates and resources
- Motivates action and inspires support
- Is clear and concise

Following was the original Draft Mission Statement:

The mission of the Bed Bug Workgroup is to advise the Commissioner of Agriculture regarding the regulation and enforcement of Bed Bug regulations and policies and to advise government agencies, including the State University System, with respect to those activities related to their responsibilities regarding Bed Bugs. Duties include recommending appropriate scientific studies, developing educational materials, communicating with affected stakeholders, and recommending regulations, policies and procedures regarding the control and prevention of Bed Bugs relative to protecting the environment and/or human health from adverse effects of Bed Bugs. The Workgroup shall serve as the statewide forum for the coordination of Bed Bug-related activities to eliminate duplication of effort and maximize protection of the environment of the state and the health of the public.

The Workgroup reviewed the draft Mission Statement and following questions and answers, and discussion the Workgroup decided they preferred a simplified statement similar to that offered by Geoff Luebkekmann. Following is Geoff's proposed version:

The mission of the Bed Bug Workgroup is to protect the Florida public health, environment, and economy from the adverse effects of Bed Bugs.

Following further discussion Jeff Blair suggested that he draft a revised Workgroup Mission Statement to ensure all key points are included for consideration at the November 10, 2011 meeting. Following is the revised proposed Workgroup Mission Statement for consideration at the November meeting:

The mission of the Florida Bed Bug Workgroup is to protect Florida's public health, environment, and economy from the adverse effects of Bed Bugs through research, education, training, dissemination of accurate information, and development of affordable prevention and treatment strategies.

DEVELOPING A VISION OF SUCCESS FOR THE FLORIDA BED BUG WORKGROUP

Jeff Blair, Workgroup Facilitator, explained that a collaborative Workgroup vision is important for the Workgroup to achieve its vision for success. Jeff explained that:

- Effective planning begins with a shared vision.
- A vision can establish the common ground upon which to build a plan for the future.
- A vision shows where you want to go—it provides strategic direction.
- A plan explains how you get there.

The Workgroup was requested to consider where they are today in 2011, where they would like to be ten years from now in 2021, and how the Workgroup will get where they want to be. In order to achieve success the Workgroup will need to articulate a vision of success, with specific steps to achieve the vision. A Workgroup Workplan should be developed and contain the specific tasks identified for achieving the vision.

Identifying Potential Undesirable Florida Bed Bug Workgroup Futures

Workgroup members were asked to consider the following question:

“What is a potential but Undesirable future for the Florida Bed Bug Workgroup?”

Following are the member’s statements regarding an undesirable future for the Workgroup:

John Cooksey (Pest Control Operator): I think failure would be if the economy in Florida is negatively impacted from bed bugs, and I think that everything else that was said. I think if we can accomplish the positive vision goals we would offset those economic effects.

Monique Donahue (American Hotel and Lodging Association): A few people have talked about needing an emphasis on educating individuals, and from my perspective being associated with the lodging industry, I think there is a need to educate businesses as well, as far as how to deal and react and how to teach businesses to educate their customers, and so, if we didn’t do that then I would say that might be a failure.

Phil Koehler (University of Florida, College of Entomology and Nematology): It would be a failure to provide affordable solutions and fail to provide a way to communicate those affordable solutions to people to solve bed bug problems.

Mike Page (FDACS, Division of Agricultural Environmental Services): The undesirable future would be that we fail to adequately address messaging and communication of the bed bug problem and the economy of Florida has been devastated as a result.

Cheryl Urbas (Florida Department of Health, Healthy Homes/Public Housing): I’d say undesirable would be not being able to accomplish some of the things that we want to do on the workgroup, you know, not being able to provide information to the public about what they need to do.

Chip Guy (Rent-To-Own/Rental Industry): I would hate if the focus of the group was to change from safety and awareness as the majority of the focus to extermination. I feel that we would be fighting a losing battle against the bed bugs if that was our main focus. I truly believe that bed bugs are here to stay for a while and the only way to win in Florida is through public education.

Tom Jarzynka (Pest Control Operator): I agree an undesirable future would be not being able to educate individuals on bed bugs or provide quality solutions.

Jennifer Leggett (Pest Control Operator): Did not provide a response.

Geoff Luebke (Florida Restaurant and Lodging Association): Too much talk, no action, no traction.
Mark Ruff (Legal Advisor Pest Control Industry): Imposing undue regulatory requirements on the pest control industry.

Tanya Peak-Smith (Walt Disney World Pest Management): I would not like to see what someone stated earlier, the focus is on the extermination aspect of it, I'd like to look at this holistically, at all the different elements.

Kathy Torian (Tourism, Visit Florida): An undesirable would look like our potential visitors seeing us as not having provided them with real time information. That they would be uneducated about the current situation in Florida and make a decision not to come to Florida based on misinformation. So, for me, the undesirable outcome would be that Florida sticks their head in the sand and doesn't address this issue from an educational standpoint in a way that visitors can understand.

Louis Witherington (Pest Control Operator): We don't want to get a reputation as a highly insensitive bed bug state wrought with fraudulent pest control operators.

Discussion on Desired Florida Bed Bug Workgroup Future

Workgroup members were asked to consider the following question:

"Its 10 years from now, 2021, and everything went right with the Florida Bed Bug Workgroup, what will the Workgroup be doing, and what will the Workgroup be doing differently than from today?"

Following are the member's statements regarding a desired future for the Workgroup:

John Cooksey (Pest Control Operator): I'd say that we use what we set up here for the next big problem because we know that bed bugs are not the first problem like this that the State of Florida has had, and it will not be the last one, and we use the system we develop for dealing with bed bugs in the future to battle similar problems.

Monique Donahue (American Hotel and Lodging Association): It would really be the opposite of what I stated earlier: that the lodging industry be involved in educating travelers on this topic.

Phil Koehler (University of Florida, College of Entomology and Nematology): Public awareness among various industries about bed bugs regarding the way they're acquired, and also effective and affordable control strategies.

Mike Page (FDACS, Division of Agricultural Environmental Services): Success would be that we successfully developed public awareness, that is protective of health safety and welfare of Florida residents and visitors.

Cheryl Urbas (Florida Department of Health, Healthy Homes/Public Housing): We have that one stop website, or that one stop hot-line that groups can go to for education that has already been developed and we already have it out there, what we are doing would be more of a maintenance thing.

Chip Guy (Rent-To-Own/Rental Industry): I'd like to see this grow into a regional thing where states that are being traumatically hit by bed bugs are turning to Florida for guidance because our policies and procedures have taken so much effect and been successful in our own local communities. I'd almost like to see in 10 years where we are leading the way for a region or for an entire part of the United States.

Tom Jarzynka (Pest Control Operator): I agree with Phil and Chip, their two comments combined is the direction that I was leaning.

Jennifer Leggett (Pest Control Operator): In 10 years, we have mastered the bed bug and if it's still around it's just another insect that everyone has accepted and we don't have to go through all the work that we currently have to in order to kill the little buggers. That's where I'd like to be in 10 years.

Geoff Luebke (Florida Restaurant and Lodging Association): Two parts, we'll have created a reliable, highly trafficked resource center, and then we'll continue to meet annually or semi-annually to eliminate obsolescence, identify new needs and then initiate solutions to them.

Mark Ruff (Legal Advisor Pest Control Industry): Nematology): Public awareness among various industries about bed bugs regarding the way they're acquired, and also effective and affordable control strategies.

Tanya Peak-Smith (Walt Disney World Pest Management): In 10 years from now, I'd like for Florida to be leading the way, for us to be the model for other states.

Kathy Torian (Tourism, Visit Florida): Two fold. That we have educated Florida residents enough that they are now serving as advocates for the bed bug issue, and able to tell the accurate story to people outside the state that might be potential visitors, their friends and family and then at the other end of that we have put out a strong educational product in the workplace that visitors, both around the US and in foreign languages that our international visitors can understand and clearly understand what the current situation is and feel comfortable visiting Florida.

Louis Witherington (Pest Control Operator): Clear concise, awareness and education campaign that results in all stakeholders cooperating to keep Florida cities off the top 50 most infested cities list.

The facilitator commented that the Workgroup had articulated clear and achievable vision of success for itself. Jeff summarized the comments as an educated and very aware public, industry, regulators and other stakeholders, with effective and affordable control strategies in place, with an effective and factual resource date base. The Workgroup strategy/process would serve as a national leader and be replicated for other pests.

WORKPLAN ISSUES/TOPICS IDENTIFICATION SURVEY AND PRIORITIZATION EXERCISE

INTRODUCTION

Jeff Blair, Workgroup Facilitator, explained that he had prepared a draft Workplan template to track Workgroup key tasks and sub-tasks. The Workgroup's Workplan will provide a set of discrete tasks for achieving the Workgroup's mission, goals and vision. Jeff explained that the on-line survey is designed to solicit an initial set of key issues and questions that need to be addressed from the Workgroup members' perspectives. The survey responses will be compiled, shared and serve as the basis for identifying key workplan tasks at the Workgroup's November 2011 meeting.

Jeff explained that the Workplan was organized based on the following key tasks (A – G):

- A. Workgroup Functionality—Communication, Planning, Participation, Representation, Process, Decision-Making
- B. Research and Funding Priorities and Strategies
- C. Development and Dissemination of Information—Control, Prevention and Treatment
- D. Coordination and Tracking—Communication and Cooperation Between and Among Agencies and Affected Interests
- E. Enhancing Communication Between and Among Agencies, Industry and Public
- F. Development of Regulation and Enforcement Strategies
- G. Education and Training—Development and Dissemination

Jeff explained further that members will be asked to provide the various sub-tasks for each of the seven (7) key tasks (A – G), and the results from the on-line survey will be used to develop the first draft of the Workplan. Members were e-mailed the Survey URL and requested to complete the Survey by COB on October 4, 2011.

Following is the Florida Bed Bug Workgroup’s Workplan Template:

A. WORKGROUP FUNCTIONALITY—COMMUNICATION, PLANNING, PARTICIPATION, REPRESENTATION, PROCESS, DECISION-MAKING
The Bed Bug Workgroup shall strive to achieve consensus on substantive recommendations made to FDACS, other agencies and state universities. The Bed Bug Workgroup shall operate under clear, concise, consistent, and fair policies and procedures.
1. Workgroup shall meet as needed and initially every 6-8 weeks.
2. Workgroup will review and adopt procedures, polices, and consensus-building and decision-making procedures at the September 2010 meeting.
3. Workgroup will develop, prioritize and maintain a project Workplan.
B. RESEARCH AND FUNDING PRIORITIES AND STRATEGIES
Recommend, based upon review of state Bed Bug laws and regulations, appropriate scientific studies regarding the control, prevention and treatment of Bed Bugs. The Workgroup shall strive to ensure there are adequate resources available for needed public assistance.
C. DEVELOPMENT AND DISSEMINATION OF INFORMATION—CONTROL, PREVENTION AND TREATMENT
Coordinate agency efforts to develop a consistent message (among state agencies and industries) targeted toward the development of “bed bug awareness” for consumers in Florida.
1. Develop sound <i>bed bug management principles</i> that stress integrated pest management (IPM) relevant to avoidance and control are necessary to educate the public and change behaviors.
2. Develop and disseminate information on effective control methods as part of “bed bug awareness”.
3. Develop a series of pamphlets/brochures that help people understand how to react to and control bed bugs.
4. Develop materials for reacting to and treating specific circumstances, such as for homeowners, hotels, movie theaters, transit, schools (day care), assisted living and nursing homes, and other medical establishments.

D. COORDINATION AND TRACKING—COMMUNICATION AND COOPERATION BETWEEN AND AMONG RESPONSIBLE AGENCIES AND AFFECTED INTERESTS

Provide advice or information to appropriate governmental agencies, including the State University System, with respect to those activities related to their responsibilities regarding regulating and controlling Bed Bugs.

1. Coordinate consumer protection activities.
2. Develop a means of tracking and reporting bed bug infestations to help control the spread of bed bugs, helping to identify trends in areas where resources can be focused to prevent the spread of this pest.

E. ENHANCING COMMUNICATION BETWEEN AND AMONG AGENCIES, INDUSTRY AND PUBLIC

The Bed Bug Workgroup shall serve as an accessible liaison between the Division of Agricultural Environmental Services, the regulated industry, and consumers thereby protecting the interests of the public.

1. Address the rights and responsibilities of landlords, tenants and homeowners.

F. DEVELOPMENT OF REGULATION AND ENFORCEMENT STRATEGIES

The Bed Bug Workgroup shall strive to develop effective and affordable strategies.

1. Develop/recommend bed bug inspection standards for the use of K-9 scent dogs.

G. EDUCATION AND TRAINING—DEVELOPMENT AND DISSEMINATION

Develop training for state and local government personnel/inspectors on how to avoid contact with bed bugs and serve as messengers to disseminate information related to the prevention of and control of bed bugs. Promote public education regarding Bed Bug control, prevention and treatment. The Workgroup shall strive to ensure strategies consider the issue of affordability and providing assistance where needed.

1. Develop recommendations for post treatment and monitoring (to prevent re-infestation from occurring).
2. Develop materials specifically for professionals that potentially will come into contact with bed bugs.

WORKGROUP MEMBER COMMENTS

Workgroup members were offered an opportunity to make any additional comments they wished to offer. Following are Workgroup member's comments and relevant answers:
There were no additional comments offered.

AGENDA ITEMS AND ASSIGNMENTS FOR THE NOVEMBER 10, 2012 MEETING

- Summary Report of the September meeting—Blair
- Workplan Identification Survey Results—Blair
- Draft Workplan—Blair and Page

NEXT MEETING DATE AND LOCATION

November 10, 2011—Tallahassee, Florida and Teleconference

FUTURE MEETING DATES AND LOCATIONS

January, 2012	Tallahassee, Florida and Teleconference
March, 2012	Tallahassee, Florida and Teleconference
May, 2012	Tallahassee, Florida and Teleconference

ADJOURN

The Council voted unanimously, 13 – 0 in favor, to adjourn at 2:31 PM.

ATTACHMENT I
MEETING PARTICIPATION

NAME	AFFILIATION
INDUSTRY/ASSOCIATIONS/OWNERS	
Phil Koehler	University of Florida (College of Entomology and Nematology)
Mike Page	FDACS (Division of Agricultural Environmental Services)
Cheryl Urbas	Florida Department of Health (Healthy Homes/Public Housing)
STATE AGENCIES/LOCAL GOVERNMENT	
John Cooksey	Pest Control Operator
Monique Donahue	American Hotel and Lodging Association
Cliffard (Chip) Guy	Rental Industry (Rent-To-Own/Rental Industry)
Tom Jarzynka	Pest Control Operator
Jennifer Leggett	Pest Control Operator
Geoff Luebke	Florida Restaurant and Lodging Association
Mark Ruff	Legal Advisor Pest Control Industry
Tanya Peak-Smith	Walt Disney World Pest Management
Kathy Torian	Tourism (Visit Florida)
Louis Witherington	Pest Control Operator
FDACS STAFF	
Joe Parker	FDACS
FACILITATION AND PROCESS DESIGN	
Jeff Blair	FCRC Consensus Center @ Florida State University
 	

ATTACHMENT II

WORKGROUP MEMBERS AND REPRESENTATION/AFFILIATION

MEMBER	AFFILIATION
STATE AGENCIES/LOCAL GOVERNMENT	
Rick Akin	DBPR (Division of Hotels and Restaurants)
Rosanna Barrett	Florida Department of Health (Healthy Homes)
Steven von Bodungen	DBPR (Division of Hotels and Restaurants)
Julie Dudley	Florida Department of Health (Public Housing)
Jon Hamrick	Florida Department of Education (Office of Educational Facilities)
Phil Koehler	University of Florida (College of Entomology and Nematology)
Faith Oi	University of Florida (College of Entomology and Nematology)
Mike Page	FDACS (Division of Agricultural Environmental Services)
Cheryl Urbas	Florida Department of Health (Healthy Homes/Public Housing)
INDUSTRY/ASSOCIATIONS/OWNERS	
John Cooksey	Pest Control Operator
Monique Donahue	American Hotel and Lodging Association
Jerry Graziose	Florida School Plant Managers Association (BCSB)
Cliffard (Chip) Guy	Rental Industry (Rent-To-Own/Rental Industry)
Scot Haislip	National Apartment Association
Tom Jarzynka	Pest Control Operator
Jennifer Leggett	Pest Control Operator
Geoff Luebkemann	Florida Restaurant and Lodging Association
Tanya Peak-Smith	Walt Disney World Pest Management
Mark Ruff	Legal Advisor Pest Control Industry
Kathy Torian	Tourism (Visit Florida)
Jim Warneke	Cruise Ship Industry Pest Management
Louis Witherington	Pest Control Operator
FACILITATION AND PROCESS DESIGN	
Jeff Blair	FCRC Consensus Center @ Florida State University

ATTACHMENT III
KEY TO COMMON ACRONYMS

ACRONYM	DEFINITION
AES	Agricultural Environmental Services (Division of FDACS)
BMP	Best Management Practices
DACS or FDACS	Florida Department of Agriculture and Consumer Services
DEP for FDEP	Florida Department of Environmental Protection
DOH or FDoH	Florida Department of Health
EPA	U.S. Environmental Protection Agency
FAW	Florida Administrative Weekly
FCCMC	Florida Coordinating Council on Mosquito Control (FDACS)
FIFRA	Federal Insecticide, Fungicide, and Rodenticide Act
IFAS	University of Florida Institute of Food and Agricultural Sciences
IPM	Integrated Pest Management
NIH	National Institutes of Health
NPDES	National Pollutant Discharge Elimination System
NSF	National Science Foundation
PCEAC	Pest Control Enforcement Advisory Council (FDACS)
PCO	Pest Control Operator
RED	Soil Fumigation Registration Eligibility Decision
PRC	Pesticide Review Council (FDACS)
RUP	Restricted Use Products (pesticides)

ATTACHMENT IV

PROJECT OVERVIEW

OVERVIEW

The resurgence of bed bugs is well documented in many states and large municipalities and is becoming a concern for Floridians. The Department of Agriculture and Consumer Services (DACs) has an opportunity to act proactively to minimize potential outbreaks of bed bug infestations that will impact its citizens, the state's tourism industry and other industries, including those related to agriculture. Public buildings, public housing, public transit, hotels, medical facilities such as hospitals, nursing homes and assisted living facilities, schools and day care facilities, and private residences are all vulnerable to infestations and disruptions as a result of the spread of bed bugs. Bed bug infestations are a public health concern, not because of any disease they vector, but because of the cost to control the pest, the potential for misuse of pesticides and other chemicals, the potential for secondary infections like MRSA and the effect on mental health of those affected.

Developing "bed bug awareness" is important to minimizing and controlling this tenacious pest. Dissemination of available information on how to prevent the spread of the pest and how to treat the pest once a bed bug is first detected is important to controlling and minimizing the spread of bed bugs. This is especially important in situations where infestations must be controlled with only limited use of residual pesticides (schools, day care, nursing homes, etc.).

FDACS can take an active role in preparing Florida's citizens and institutions to combat the resurgence of this public pest by creating a "task force" of appropriate individuals and institutions to coordinate efforts and develop a clear preventative message on how to deal with this pest.

This task force should be comprised of professionals with expertise pest control, tourism (hotel/restaurant), entertainment, public health, public housing, schools and medical establishments.

FDACS is establishing an interagency task force under the auspices of the Department of Agriculture and Consumer Services, "The Florida Bed Bug Workgroup", that will coordinate agency efforts in bed bug control and education, disseminate public information with a consistent message, and work together to encourage the use of safe, effective control measures.

PROCESS

Work products generated by the Florida Bed Bug Workgroup will be a facilitated process. Support for this will be provided by the Division of Agricultural Environmental Services in the Florida Department of Agriculture and Consumer Services. Organizational guidelines and meeting schedules will be agreed upon at the inaugural meeting. Materials developed or approved by the working group will be disseminated and promoted through websites and media outlets.

STRATEGY

1. Develop a *consistent* message (among state agencies) targeted toward the development of “bed bug awareness” in Florida. In the 1950s, bed bugs were a common pest in the United States prior to the use of chlorinated pesticides like DDT. People living in the US then were keenly aware of the pest. Then, people understood and behaved in a manner that avoided contact with the pest. It is important that accurate information on bed bugs be provided to the citizens and businesses so that they are aware of the facts about bed bugs.

Bed bug awareness and education are critical to early detection and prevention. However, early detection is only part of the solution. The development of sound *bed bug management principles* that stress integrated pest management (IPM) relevant to avoidance and control are necessary to educate the public and change behaviors.

Bed bug awareness can be promoted in news media; public service announcements; and grassroots campaigns that start with school children that can raise the consciousness of consumers. The task force can develop information that target behaviors such as what to look for, what to avoid, how to identify bed bugs. Materials helpful in promoting this would likely include, but not be limited to:

- Prevention and treatment of bed bug infestations in private dwellings
- Prevention and treatment of bed bug infestations in public accommodations and institutions, including schools, hotels, hospitals, jails, nursing homes, shelters, etc
- Disposal of bed bug infested items

2. Develop and disseminate information on effective control methods as part of “bed bug awareness”. The working group should identify those control methods and strategies shown to be effective in Florida and provide access to information and resources on these. Information on methods that are ineffective or even dangerous (such as overuse of pesticides) and should be avoided should also be provided.
3. Coordinate consumer protection activities. There is a need for consumer protection actions in some cases where unscrupulous individuals will take advantage of uninformed consumers anxious to control bed bugs. This takes the form of overcharging for ineffective control activities, and developing and marketing ineffective control products.
4. Develop training for state and local government personnel/inspectors on how to avoid contact with bed bugs and as messengers to disseminate information related to the prevention of and control of bed bugs.
5. Develop/recommend bed bug inspection standards. For example, the use of K-9s in the identification of bed bugs (and other pests) is becoming common. Standards for K-9s used for inspection should be established in Florida.
6. Develop recommendations for post treatment and monitoring (prevent re-infestation from occurring).

7. Address the rights and responsibilities of landlords, tenants and homeowners (likely something the legislature will need to deal with, but appropriate task force recommendations are necessary here to avoid legislation that can do more harm than good.)
8. Develop a series of pamphlets/brochures that help people know how to react to and control bed bugs. Recommend licensed pest control professionals.
9. Develop materials for reacting to and treating specific instances, such as for homeowners, hotels, movie theaters, transit, schools (day care), assisted living and nursing homes and other medical establishments. These materials should include health and safety of handling pesticides and stresses IPM.
10. Develop materials specifically for professionals that potentially will come into contact with bed bugs. Materials that describe the use of protection, such as “bed bug kits” that allow for containment of clothing that may transfer bed bugs are an important tool for individuals that work in public housing, medical professionals, school staff, hotel and restaurant staff, TV and Cable, corrections and police/jails, pest control and other professionals that have a high probability of coming into contact with bed bugs because they work in and around areas where bed bugs can be transferred.
11. Tracking and reporting of bed bug infestations is important to controlling the spread of bed bugs. This may require the development of a database application led by DACS but that provides access within state agencies including DOH, DOE, DBPR, IFAS (Extension) and others.

ATTACHMENT V

FLORIDA BED BUG WORKGROUP PROCEDURAL GUIDELINES AND POLICIES

PROCEDURAL GUIDELINES

MEMBER'S ROLE

- ✓ Keep to the agenda and meeting procedural guidelines.
- ✓ The meetings are an opportunity to explore possibilities. Offering or exploring an idea does not necessarily imply support for it.
- ✓ Listen to understand. Seek a shared understanding even if you don't agree.
- ✓ Be focused and concise—balance participation & minimize repetition. Share the airtime.
- ✓ Look to the facilitator to be recognized. Please raise your hand to speak.
- ✓ Speak one person at a time. Please don't interrupt each other.
- ✓ Focus on issues, not personalities. Avoid stereotyping or personal attacks.
- ✓ To the extent possible, offer options to address others' concerns, as well as your own.
- ✓ Participate fully in discussions, and complete meeting assignments as requested.
- ✓ Serve as an accessible liaison, and represent and communicate with member's constituent group.

FACILITATOR'S ROLE (FCRC CONSENSUS CENTER @ FSU)

- ✓ Design and facilitate a participatory Workgroup meeting process—guide the meeting process.
- ✓ Assist the Workgroup to build consensus on recommendations for delivery to the Florida Department of Agriculture and Consumer Services.
- ✓ Assist members to stay focused and on task.
- ✓ Assure that members follow guidelines and time limits.
- ✓ Prepare and post agenda packets, worksheets and meeting summary reports.

GUIDELINES FOR BRAINSTORMING

- ✓ Speak when recognized by the Facilitator(s).
- ✓ Offer one idea per person without explanation.
- ✓ No comments, criticism, or discussion of other's ideas.
- ✓ Listen respectfully to other's ideas and opinions.
- ✓ Seek understanding and not agreement at this point in the discussion.

THE NAME STACKING PROCESS

- ✓ Determines the speaking order.
- ✓ Members raise hands to speak. Facilitator(s) will call on participants in turn.
- ✓ Facilitator(s) may interrupt the "stack" (change the speaking order) in order to promote discussion on a specific issue or, to balance participation and allow those who have not spoken on a issue an opportunity to do so before others on the list who have already spoken on the issue.

WORKGROUP'S CONSENSUS PROCESS

CONSENSUS

The Bed Bug Workgroup seeks to develop consensus decisions on its recommendations and policy decisions. The Workgroup provides a forum for stakeholders representing different interests to participate in a consensus-building process where issues affecting the pesticide industry are discussed and evaluated on their technical merits and cost-benefits to the citizens of the State of Florida. In order to achieve the best possible decisions, the Workgroup strives to develop consensus recommendations on project specific issues.

Definitions

Consensus is a **process, an attitude and an outcome**. Consensus processes have the potential of producing better quality, more informed and better-supported outcomes.

As a **process**, consensus is a problem solving approach in which all members:

- Jointly share, clarify and distinguish their concerns;
- Educate each other on substantive issues;
- Jointly develop alternatives to address concerns; and then
- Seek to adopt recommendations everyone can embrace or at least live with.

In a consensus process, members should be able to honestly say:

- I believe that other members understand my point of view;
- I believe I understand other members' points of view; and
- Whether or not I prefer this decision, I support it because it was arrived at openly and fairly and because it is the best solution we can achieve at this time.

Consensus as an **attitude** means that each member commits to work toward agreements that meet their own and other member needs and interests so that all can support the outcome.

Consensus as an **outcome** means that agreement on decisions is reached by all members or by a significant majority of members after a process of active problem solving. In a consensus outcome, the level of enthusiasm for the agreement may not be the same among all members on any issue, but on balance all should be able to live with the overall package.

Levels of consensus on a committee outcome can include a mix of:

- Participants who strongly support the solution;
- Participants who can "live with" the solution; and,
- Some participants who do not support the solution but agree not to veto it.

BED BUG WORKGROUP TELECONFERENCE PARTICIPATION PROCESS

ATTENDANCE

- Facilitator will ask Workgroup members to identify themselves.
- Members will offer their names one at a time. To avoid confusion and to ensure accuracy, please wait until facilitator repeats and confirms a name before offering another.
- Once attendance is complete, the agenda will be reviewed and approved by the Workgroup.
- Workgroup members should announce if they have to sign-off before the teleconference meeting is complete, to ensure a quorum and an accurate count of votes.

PARTICIPANT ETIQUETTE

- Background noise from participants is picked-up and amplified on the conference leader's phone, especially if you are on a speaker-phone. Please refrain from sidebar conversations.
- Please place your phone on mute, unless you are speaking, to cut down on ambient background noise. Ensure your phone is muted if you leave the phone for any reason. Use the mute function on your personal phone, or the conference muting function as follows:
*6 to mute and #6 to un-mute.
- If your line creates a disturbance or has technical difficulties, the teleconference operator may be required to manually mute your line until the problem is resolved.
- Do NOT place your phone on hold (your system's background sound/music will play).

DISCUSSION PROCESS

- Facilitator will introduce discussion item or presenter.
- Presenter will provide overview of issue and recommendation(s) for Workgroup action.
- Hold questions until presentation is complete.
- Once presentation is complete, Facilitator will ask if Workgroup members have clarifying questions on the issue, create a speaker's list*, and call on members in-turn for clarification.
- Members participating via the internet shall indicate their desire to speak by using the "Raise Hand" function on the WebEx screen.
- Facilitator will ask if anyone from the public wishes to discuss the issue or propose alternative options, create a speaker's list*, and call on participants in-turn for discussion.
- Members of the public participating via the internet shall indicate their desire to speak by using the "Raise Hand" function on the WebEx screen.
- Facilitator will ask if any Workgroup member wishes to discuss the issue or propose alternative options, create a speaker's list, and call on members in-turn for discussion.
- Once clarification and discussion is complete, Facilitator will ask if a Workgroup member wishes to make a motion on the issue.
- Following a second for the motion, Facilitator will ask if there is any additional discussion.
- If the motion involves an option the public has already provided input on, then the vote is taken following any additional Workgroup discussion; if the proposed action (motion) is materially different from what was previously discussed, an additional opportunity is provided for public comment, and then the Workgroup votes on the motion.

**"Speaker's List" will be compiled from those in attendance, on the web, and participating solely by phone.*