

**CALIFORNIA CITRUS PEST AND DISEASE PREVENTION PROGRAM  
OUTREACH SUBCOMMITTEE MEETING**

Meeting Minutes  
Wednesday, April 09, 2014

**Opening:**

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on April 09, 2014 in Visalia, California by Subcommittee Chair Kevin Olsen.

**Subcommittee Members Present:**

Dan Dreyer	Gus Gunderson*	Kevin Olsen
Beth Grafton-Cardwell*	Shirley Kirkpatrick	Kevin Severns

**Subcommittee Members Absent:**

Steve Birdsall	Mark McBroom	George McEwen
Aaron Dillon		

**Interested Parties:**

Bob Atkins	Alyssa Houtby	Sylvie Robillard
Jim Gorden	Colleen Murphy*	Teresa Stiles
Victoria Hornbaker	Jessica Northrup	Leslie Leavens*

**\* Participated via telephone/webex**

**Opening Comments**

Chairman, Kevin Olsen, welcomed the Subcommittee, staff, and members of the public participating in person and online. There is a quorum for this meeting.

**Public Comment**

There were no public comments.

**Approval of minutes**

Chairman Olsen reviewed the minutes from the Outreach Subcommittee meeting which took place on February 05, 2014 in Visalia, California.

Motion: Approval of the February 5, 2014 Outreach Subcommittee meeting minutes as presented.

First: Shirley Kirkpatrick

Second: Kevin Severns

Motion Passes: All in favor

**Relevant updates from Operations Subcommittee meeting:**

Victoria updated the Subcommittee on important topics discussed at the Operations Subcommittee meeting. One item discussed was to begin work on outreach for abandon groves.

The second item discussed was the importance of areawide management outreach for both Southern California and the Central Valley. Beth stated that she has been working with Judy Zaninovich, Sylvie Robillard, Rick Dunn and CCM to develop maps and zones of grower communities who need to work together. The next step is setting up local meetings to bring the growers together and get people on board. Beth suggested the Outreach Subcommittee help by spreading the word to the growers, she suggested posting a PowerPoint on the grower website or sending out a PSA to explain and encourage attendance at the meetings. There will be a grower liaison meeting held at CCM on April 10, 2014, and areawide messaging will be revisited at that meeting.

#### **Finance Review:**

Teresa Stiles reviewed the January and February 2014 expenditures which include both NST and CCM invoices. There were some areas where there has not been a lot of activity or resources used, however while discussing the outreach plan over the next couple of months, a lot of the line items will increase quite a bit. The Subcommittee also requested the financial documents be sent out in advance that way they have a chance to review them in advance of the meeting.

#### **Grower Outreach:**

Teresa introduced Jessica Northrup to the Subcommittee. Jessica has been helping with grower and industry outreach. NST presented the Industry Relations Outreach Plan to the Subcommittee which was developed in conjunction with Bob Atkins, CCM and CDFA. The next step is to fill any gaps that need to be filled and go over this plan in more detail at the April 10, 2014 grower liaison meeting, so the plan can be finalized. There was further discussion about pollinators and how important outreach is in regards to pesticides. The Subcommittee is concerned that treatments will not be made due to opt outs from those concerned about pollinators. NST did receive confirmation that the *Santa Barbara Independent* agreed to run an op-ed from a local grower. The Subcommittee agrees that bee messaging should be included in outreach statewide. The message needs to include that the treatments are free and safe. The Subcommittee is considering holding a special meeting directed at pollinators issues.

#### **Grower Field Trips:**

Jessica stated that NST is in the process of coordinating the next grower field trip with the intent to do more throughout the year in priority areas. The next grower field trip will target the Santa Barbara, San Luis Obispo and Ventura areas. It is important that there are all life stages of ACP at the site that is viewed so that growers are educated and will know what to look for in the future. The tentative date for the upcoming tour is April 24, 2014.

#### **Packing House/FLC Outreach:**

Alyssa gave an update on the packing house outreach. She reported that she and Teresa have met with a number of packing houses and at those meetings they were able to produce best management practices (BMP's) to prevent spread of ACP. Those BMP's were to be implemented in by the FLC's and field crews. NST and CCM would like to hold additional packing house meeting to educate field crews and FLC's and keep them updated on new information. Alyssa reviewed a draft agenda for the upcoming meeting with the Subcommittee.

### **Crisis Communication Management Team:**

Teresa gave an update on the crisis communication management plan that was handed out at the last outreach meeting. She asked that the Subcommittee come to her separately with any questions due to time constraints. She reported that the crisis plan was activated due to the ACP find in San Luis Obispo which went well. In regards to the find in San Luis Obispo, the team has been providing some assistance with media relations with radio and television as well as moving forward with direct mail in that area.

### **World Ag Expo:**

Alyssa reported that the Ag Expo in February had a really good turnout. There were a lot of homeowners and growers who stopped by the booth and a good number of the growers signed up with the Citrus Insider. Victoria reported that all of the feedback she received when she was there was positive. Victoria asked if the Subcommittee would be interested in setting up another booth for next year. The chairman of the CRB communications Subcommittee approved the reservation of the same booth for next year's World Ag Expo. There is going to be a World Ag Expo booth activity planning session close to November/December of this year. At that point, CPDPC would get involved. It would be impactful for people to see the citrus booths in different locations so that people realize how important it is. Victoria suggested finding local staff to work the booth to reduce travel costs.

### **CCM Showcase:**

The CCM Citrus Showcase was held on March 06, 2014 at the Visalia Convention Center. Alyssa gave an update on how it went. Both CCM and CPDPC had a booth at the showcase, both did a great job and a few people signed up for the Citrus Insider at this event as well. Katie gave a presentation at the afternoon workshop about outreach and what has been done so far. There was also a workshop that was held in the morning that reported on the current status on Florida citrus. Overall the Showcase was a great event.

### **Pesticide Applicator Outreach:**

Teresa reported that NST has been working with PAPA on the seminars which were discussed earlier. She also reported the postcards were updated due to some concern at the last outreach meeting that the images on the postcards were not suitable for the targeted audience. Teresa stated that there is nothing additional to report at this time.

### **PSA Performance:**

Teresa reported that the current PSA is performing well. Currently, there is a combined viewership of approximately 10,000,000 impressions. However viewership has been trickling off in terms of airings due to timing. Teresa reported that there hasn't been a change in the messaging and recommends that rather than producing new PSA's, they distribute and follow up on the same ones currently being used, which would save costs. The English and Spanish PSA's are both at approximately \$40,000 and NST estimates those can both be reduced to \$25,000 each which would bring the Subcommittee to a total savings of \$30,000. The radio new releases, both English and Spanish can be reduced from \$8,000 to \$6,000. Money saved by using the existing PSA's will be redirected to other projects.

**Media Outreach:**

Teresa presented a 2014 Media Outreach Plan to the Subcommittee. The plan includes a mix of homeowner and industry outreach. There is also a focus on grower participation. Outreach is also increasing going North, including San Luis Obispo and Monterey Counties. There was discussion about developing a plan for some type of outreach along the Mexico border. NST has been in communication with Customs and Border Protection as well as talking to USDA to see if there is an opportunity there for collaboration. Teresa also reported that she looked into advertising in the Fresno airport, where advertisements can be placed there for a year at an approximate cost of \$7,500 to \$11,000 depending on the size and location. There was also discussion about advertising at truck stops and border stations.

**Santa Barbara Outreach:**

Teresa reported that NST has continued with direct mailers and she discussed the op-ed for the *Santa Barbara Independent*. There were inserts sent out in Carpinteria as well as radio interviews with growers and CDFA staff.

**Legislative Outreach Update:**

Teresa reported that Mark has been focusing most recently on the Coast and the Los Angeles area with a HLB specific message. Those meetings are continuing to go very well, working in conjunction with CDFA and the County Ag Commissioners.

**Ventura County Update:**

Leslie gave an update on Ventura County. Leslie reported that since the last meeting there has been a new grower liaison hired, Joanna O'Sullivan and she has been doing very well. So far she has followed up on several detections. CCM staff were in Ventura for farm labor contractor outreach and good representation was made from big packing houses. John Krist and Leslie have both met with a couple of rotaries as well. Leslie also gave a presentation to a local farm worker housing group particularly focusing on keeping ACP out of the County.

**USDA Outreach Update:**

Victoria reported that Abby is the new USDA outreach contact person. She has also been participating in the MAC group meetings along with Victoria and Ken Keck. Unfortunately she was not at the meeting however she reported to Victoria that the Save our Citrus campaign received \$300,000 from the farm bill.

**CDFA Outreach Update:**

Victoria reported that David Pegos has been working on drought issues recently. There was the Ag Day event in March held at the Capitol in which went well and was very well attended.

**Other Items:**

There was concern about some Subcommittee members not being included in updates. Victoria stated that she would include everyone on the ACP update list serve. There was further discussion about being prepared for HLB if it is found.

The meeting was adjourned at 3:40 p.m. The next meeting will be held on June 11, 2014 at 1:30 p.m.