

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

Meeting Minutes
Wednesday, February 25, 2015

Opening:

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on February 25, 2015 in Visalia, California by Subcommittee Chair Franco Bernardi.

Committee Members Present:

Franco Bernardi	George McEwen	Shirley Kirkpatrick
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Committee Members Absent:

Aaron Dillon	Gus Gunderson	Kevin Severns
Dr. Beth Grafton-Cardwell	Mark McBroom	

Interested Parties:

Bob Atkins	Linda Haque*	Sylvie Robillard
Erin Betts	Victoria Hornbaker	Cressida Silvers*
John Blasius*	Marilyn Kinoshita	Teresa Siles
Dan Dreyer	Leslie Leavens*	Austin Webster
Enrico Ferro*	Steve Lyle*	Judy Zaninovich
Ken Gilliland*	Pat Nolan*	Sandra Zwaal*

*** Participated via telephone/WebEx**

Opening Comments

Outreach Chair, Franco Bernardi, welcomed the Committee, staff, and members of the public participating in person and online. He reported that there was a quorum for the meeting.

Relevant Operations Updates

Victoria Hornbaker briefly discussed that the Cal Poly Pomona Greenhouse contract has been signed by the University and the Contractor and construction should be completed by June. The thought was that NST should prepare a press release for the opening of the greenhouse.

Approval of Minutes

The Subcommittee members in attendance reviewed the January 7, 2015 meeting minutes. There was one correction to remove the asterisk after Shirley Kirkpatrick's name as she was in attendance, not participating remotely. The consensus was to post the corrected minutes.

Finance Review

Teresa Siles reviewed the 2014-2015 expenditures for the month of January, which is the fourth month of the CPDPP fiscal year. She mentioned that there will be higher costs in the future as

work gets started on production of new public service announcements and spring advertising buys.

USDA Outreach

Abby Yigzaw is still on temporary assignment and was unable to attend the meeting, but Austin Webster from CDFA updated the Subcommittee on several items that CDFA is partnering with USDA on, including the “Don’t Pack a Pest” and “Hungry Pest” campaigns.

Industry Outreach Updates

Grower Website Review

Teresa Siles went over website visit numbers and newsletter statistics. In January there were 881 visits to the website with 617 unique visits. The top page being visited was the Area-wide Management Meeting for Fresno and Madera. There are currently 1,129 subscribers to the newsletter and the January 26, 2015 newsletter had a 48% open rate which is really good.

Grower/Liaison Outreach

NST will continue to support the grower liaisons with a monthly conference call and providing materials for distribution. The next conference call is scheduled for February 26, 2015.

Grower Meetings

There were several grower meetings, the February 3 meeting in Santa Barbara went very well and approximately 30 growers were in attendance. The Organic grower meeting in San Diego was well attended with very good discussions on IPM and biocontrol. There is an area-wide management meeting scheduled on March 12, 2015 in Kern County and a San Luis Obispo grower meeting scheduled on April 1, 2015.

Nursery Outreach

CANGC will be mailing the flier that NST developed in collaboration with Dr. Beth Grafton-Cardwell and Matt Daugherty. They will provide additional copies to nurseries that request them.

Area-wide Video

The video was completed and will be ready to use for upcoming meetings, to provide to trade media and it will be placed on the grower website and on YouTube. Judy was the spokesperson and she did an excellent job.

Packinghouse Outreach

The plan for packinghouses is CCM to send out a letter to make contact and NST and CCM will follow up with individual packinghouses to discuss BMPS and to make sure that they are getting the right tools.

Homeowner Outreach Updates

Homeowner Website

Teresa Siles reported that for both English and Spanish websites there were over 2,000 visits for January. The most popular pages remain for the English website was the “Areas at Risk” and for

the Spanish website, “The Disease.” It was noted that webpage traffic spiked 600 percent when the San Jose Op-Ed was published.

Master Gardener Outreach

NST will continue to work with the master gardeners to prepare a homeowner outreach toolkit for the Master Gardeners use.

Media Relations

Teresa Siles discussed the spring media plan which includes a focus on Northern California for both advertising and interviews. They also intend to conduct outreach on HLB around the Hacienda Heights area. The Subcommittee felt the approach was appropriate.

Northern California Message Research

Teresa Siles reported on the outcome of the Northern California messaging research, noting that over 400 people participated in the online survey. The survey area was focused on the Bay area and Sacramento Valley. Twenty five percent of the participants had heard of ACP. There was concern about pesticide use from participants, but when faced with a diseased tree, most participants would allow treatment or tree removal. The persons surveyed were concerned not only with the impact to their backyard tree, but also to the impact to growers.

World Ag Expo

The event went well, but there was concern that it was not staffed appropriately and that the booth could have been set up better.

Chinese New Year

NST prepared messaging for Chinese New Year that focused on gifting citrus from reputable sources rather than sharing backyard citrus. They ran advertisements in several in-language publications and issued a press release. NST also plans to do additional “grass roots” outreach to the Asian community.

Legislative Outreach Update

Paul Worlie has local elected official meetings in Fresno County on March 4th and in Santa Clara County on March 12th. He will also be attending several conferences for elected officials.

Ventura County Update

Leslie Leavens reported that a local grower provided an Op-Ed to the Ventura Star that was really well written. She also mentioned that the area-wide effort in Ventura is about one third of the way complete. She attended the HB Conference in Florida and reported that it was very well attended and that the presentations were timely and very interesting.

CDFA Outreach Update

David Pegos mentioned that CDFA is working with USDA on several national campaigns.

The meeting was adjourned at 3:40p.m. and the next meeting will be held on April 15, 2015 at 1:30 p.m.