

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

Meeting Minutes  
Wednesday, August 5, 2015

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on August 5, 2015 in Visalia, California.

**Committee Members Present:**

Gus Gunderson\*                                Shirley Kirkpatrick

**Committee Members Absent:**

Franco Bernardi                                Dr. Beth Grafton-Cardwell                                Kevin Severns  
Aaron Dillon                                        Mark McBroom

**Interested Parties:**

Tricia Blattler	Elise Larsen*	Cressida Silvers*
Chad Collins	George McEwen	Scosha Wright
Dan Dreyer	Katie Nieri*	Judy Zaninovich
Enrico Ferro*	David Pegos*	Sandra Zwaal*
Victoria Hornbaker	Sylvie Robillard	
Alyssa Houtby	Teresa Siles	

**\* Participated via Webinar**

**Opening Comments**

Victoria Hornbaker welcomed the Committee, staff, and members of the public participating in person and online. Chairman Franco Bernardi was not in attendance and there was not a quorum for the meeting.

**Approval of Minutes**

The Subcommittee members in attendance reviewed the June 24, 2015 meeting minutes. The consensus was to post the minutes with no corrections.

**HLB Update**

Victoria presented a timeline of ongoing activities in San Gabriel due to the HLB finds there. The initial tree was found as a result of the HLB risk-based survey. USDA confirmed the positive plant tissue on July 9, 2015. The homeowner allowed CDFA to treat and remove the tree on July 10, 2015. All adjacent properties were surveyed and treatments were completed on those properties as well. CDFA initiated quarantine procedures which will consist of a 5 mile radius around the find site. On July 13, 2015 the 800 meter visual survey was initiated and CDFA staff began survey activities at both production and retail nurseries in the proposed quarantine area, putting all host plants on hold.

On July 15, 2015 a second tree, adjacent to the initial find, was confirmed positive for HLB and the tree was removed the following day. A public meeting was held on July 16, 2015 and was very well attended. Notices were delivered to residents on July 17, 2015 to notify them of the insecticide treatments that began on July 20, 2015. The quarantine is combined with the Hacienda Heights quarantine totaling in 177 square miles in Los Angeles and 3 square miles in Orange County. The quarantine does cover a part of

the annual Rose Parade route which the Committee discussed would be a good opportunity for Outreach and informing people that HLB is here and give tips on what they can do to help. CDFA has reached out to the Rose Parade organizers and they were very understanding of the rules and boundaries.

### **Finance Review**

Teresa Siles reviewed the CPDPP budget summary and expenditures through June 2015. She stated that funding is low on the crisis management, printing, and advertising line items however the Nuffer, Smith, Tucker (NST) contract was approved for two more years and will be renewed in September. There were no additional budget issues.

### **Industry Outreach Updates**

#### **HLB Crisis Communication**

Teresa reported that following the HLB find, NST has provided media relation to support CDFA. NST has redistributed the release that was sent out by CDFA and has coordinated several media interviews. A direct mail piece was sent out in English, Chinese, Vietnamese and Korean. There were a few articles released in newspapers in the San Gabriel area, as well as online ads. Elected official outreach was done as well.

Victoria reported that CDFA has been working with Assemblyman Chau and his staff as well as the Mayor of San Gabriel and both have been very helpful. Victoria presented a “What to Expect when CDFA is Inspecting, Trapping and Treating” document which discusses ACP and HLB and what activities may be conducted on homeowner properties, etc. Treatment is complete in the 800 meter area, not including the 44 refusal properties. CDFA has already developed an abatement letter and has already received a warrant from the attorney general’s office which will be used if the refusal properties continue to be uncooperative. There was a question about Tamarixia releases, which will still be released around the 800 meter treatment area as a buffer.

#### **Trade Media Relations**

Aside from the outreach done following the HLB detections, NST has developed a frequently asked questions document that will be posted on the Citrus Insider. Additional story topics discussed include a Florida/California comparison and importance of area-wide treatments. Alyssa announced that California Citrus Mutual will be working with Florida Citrus Mutual on some trade media relations. There has been a lot of outreach done in Asian language media.

#### **Grower Website Review**

There were 470 visits in June and 694 visits in July. Teresa reviewed popular pages in June and July and also discussed the three newsletters that were sent in June and July. There are 1,132 subscribers to the newsletters with roughly 550 opened the three e-letters sent. NST is looking into opportunities to highlight the newsletter in Sunkist and Citrus Research Board publications, and through Farm Bureau chapters. Additionally, NST will examine the potential to place banner ads on Farm Bureau websites.

#### **Grower/Liaison Outreach**

NST continues to host the monthly grower liaison calls which have gone well and have been helpful.

#### **Grower Meetings**

There is another “field day” field trip being held on September 23, 2015 in Riverside. The day will start with a morning informational session for locals, lunch, and the same informational session in the afternoon for people traveling from outside the Riverside area. A location is still being determined. The San Diego task force is holding a meeting the week of August 10<sup>th</sup>. There new opportunities for PAPA seminars in Anaheim, Escondido and Fresno. There was further discussion about what precautions should

be taken to ensure ACP is moved from Southern California to the Central Valley during the “field day” trip. CRB hosted three grower meetings on June 26, 2015, June 30, 2015 and July 1, 2015 in Ventura, Palm Desert and Exeter. All grower meetings were very well attended.

### **Nursery Outreach**

NST has reached out to a few wholesale nurseries in Southern California. Two nurseries have agreed to send materials and flyers to their customers.

### **Packinghouse Outreach**

CCM has coordinated meetings with the field managers at the packing houses. One meeting will be held in Reedley on September 16, 2015 and another in Exeter on September 17, 2015 to discuss best practices that can be implemented in the field to mitigate the risk of spreading ACP between work sites. Victoria reported that the Executive Committee has approved hiring two seasonal staff to work in the Central Valley, primarily with the packinghouses.

CCM has begun outreach to packinghouses in the valley working off a prioritized list and offering various outreach opportunities, including paycheck inserts and tailgate trainings. It was recommended that CCM also consider reaching out to county agricultural commissioners for the names of hard-to-reach packinghouses. It was also discussed that packinghouse outreach is needed in Southern California, which CCM will look into.

### **Homeowner Outreach Updates**

#### **Homeowner Website**

Website traffic is holding steady. In June there were 3,049 visits to the website and in July there were 3,852 visits. The most popular pages were Areas at Risk, What to Look For, Biological Control and The Disease. Teresa also reviewed posts that are shared on social media sites such as Facebook and Twitter.

#### **Media Relations**

NST conducted several mini media tours recently including San Gabriel, the Bay Area, Monterey and Bakersfield. NST is focusing on being more aggressive in Spanish-language outreach as well.

#### **Advertising Campaign**

Based off survey findings that said residents go online for information about ACP/HLB, NST developed a digital advertising campaign incorporating banner ads and search engine marketing. Based on Google AdWords, from June 30 – July 29, 2015 there have been 108,353 total impressions with a total of 2.7 million people reached. With remaining resources NST plans to do a Spanish-language focused campaign to print and radio media in the Fresno and Bakersfield area for fall.

#### **PSA Update**

A vendor was approved for the new PSA. Teresa reviewed three concepts with the Committee to see which was most favored. There was discussion about the three concepts and the Committee decided to go with the first concept presented, which would show dramatic imagery of the long term effects of HLB to citrus groves.

#### **Asian American Outreach**

Alyssa gave a presentation at the Vietnamese Chamber of Commerce meeting in Sacramento and NST continues to look for other events to attend. Rather than host a single press event, NST’s current Asian American outreach plan spreads resources over several media and community outreach opportunities. NST is also developing outreach to various Asian businesses, including nurseries, in predominantly Asian neighborhoods in Los Angeles and the Bay Area.

### **Legislative Outreach Update**

NST continues to work with the County Board of Supervisors in conducting outreach throughout the Valley. There will be a presentation held the week of August 10<sup>th</sup> in Downey, CDFA staff will participate. The League of Cities meeting in San Jose is coming up and CPDPC will have a booth there for outreach and informational purposes. There will also be several presentations given including ACP/HLB updates and presentations from the dog teams.

### **CDEA Outreach Update**

David Pegos gave several updates on the upcoming League of Cities meeting as well as the California State Association of Counties meeting which is also coming up. ACP/HLB updates will be given at both of those meetings.

### **CCM Outreach Update**

Following the recent HLB finds, CCM has met with the offices representing San Gabriel and the surrounding districts to give an update on the finds. Senator Hernandez, whose district encompasses San Gabriel, sent out an e-newsletter to his constituents. An estimated 6,000 people received the e-newsletter which is great. Senator Hernandez will be sending out a hard copy of the newsletter as well. CCM is continuing to get similar outreach done with other offices.

The meeting was adjourned at 3:20 p.m. and the next meeting will be held on October 14, 2015 at 1:30 p.m.