

**CITRUS PEST AND DISEASE PREVENTION COMMITTEE (CPDPC)
OUTREACH SUBCOMMITTEE WEBINAR MEETING
Meeting Minutes
Tuesday, October 5, 2021**

Outreach Subcommittee Members Present:

Aaron Dillon

Outreach Subcommittee Members Absent:

John C. Gless
Nick Hill

Mark McBroom

Sylvie Robillard

CDFA Staff:

Fidan Aghayarova
David Gutierrez
Victoria Hornbaker
Sara Khalid-Davis

Daniel Lee
Zachary McCormack
Alex Muniz

Keith Okasaki
Michael Soltero
Jennifer Willems

Guests:

Price Adams
Teri Blaser
Natalie DeAngelo
Holly Deniston
Jessica Leslie

Dylan Lomanto
Marcy Martin
Neil McRoberts
Margaret O'Neill
Curtis Pate

Alexis Silveira
Cressida Silvers
Sandra Zwaal

Opening:

Aaron Dillon called the CPDPC Outreach Subcommittee (Subcommittee) meeting webinar to order at 1:30 p.m. on Tuesday, October 5, 2021. Aaron welcomed Subcommittee members, guests, and staff.

Outreach Budget Review:

Zachary McCormack reported on the outreach budget for fiscal year (FY) 2020-21, noting that the outreach expenditures to date total \$1,076,579.09.

Update on Strategic Priority 5: Outreach & Collaboration:

CPDPP Outreach Update:

Natalie DeAngelo of Nuffer, Smith, Tucker (NST), reported that in September 2021, in-person community events and trade shows were back and NST participated at the Oceanside Harbor Days event providing information on what residents can do to prevent the spread of huanglongbing (HLB). Grower Liaison Sandra Zwaal coordinated the program's first hybrid in-person and virtual grower meeting in response to the Oceanside HLB detections.

Homeowner Outreach:

Natalie gave an overview on recent media outreach activities such as an interview with a San Luis Obispo County media outlet for coverage regarding *Tamarixia radiata* releases and an interview with Kern Valley Sun to also garner coverage regarding *Tamarixia radiata*. California Department of Food and Agriculture staff participated in media training and had the opportunity to conduct mock interviews in both English and Spanish.

Industry Outreach:

Natalie gave a recap for targeting industry audiences in which they look for opportunities to connect with industry through various outlets to amplify program messaging and best practices. The NST team continues to work with their in-house digital manager to identify ways to improve site navigation and increase traffic for the Citrus Insider.

Elected Official Outreach:

NST held a deskside briefing with the city of Oceanside and communicated with elected officials and the city staff in neighboring cities on the implications of the new HLB quarantine. The NST team will conduct research within HLB quarantine areas on city-owned citrus trees to provide resources for managing those trees in residential areas.

Open Discussion on Outreach Activities

NST plans to develop a new social influencer campaign strategy and will work with Victoria and the Citrus Division to optimize user experience and search engine optimization for the California citrus threat webpage. The NST team will work to provide retail nursery education and will connect with their subcontractor to explore opportunities for a potential digital version of the train-the-trainer workshops.

UC Outreach Update:

No Update.

CCM Outreach Update:

Alexis Silveira reported that California Citrus Mutual will hold the citrus showcase on March 3rd of 2022. Alexis mentioned the registration is normally in October but will be pushed to November and the HLB conference will be held in 2022 with the citrus research board.

CRB Outreach Update:

No Update.

Grower Liaison Update:

Sara Khalid reported that treatment reminders will be sent out to growers. Additionally, the citrus map layer and contacts for Ventura county are continually being updated. Sara mentioned Asian citrus psyllid/HLB updates will be presented at the monthly San Bernardino Farm Bureau meetings and Sandra Zwaal is scheduled to present and monitor a booth at the San Diego Farm Bureau Farm and Nursery Expo in November.

New Issues - Discussion & Brainstorming:

Victoria Hornbaker asked the NST team to add the citrus showcase and HLB conference to the Citrus Insider calendar once dates are confirmed. Victoria added that there is a public member at large and a grower vacancy on the Citrus Pest Disease and Prevention Division committee. Holly Deniston confirmed that the HLB International Conference will be held October 25-28th, 2022 in Riverside, CA.

Other Items and Adjournment:

The meeting was adjourned at 2:18 pm. The next Outreach Subcommittee meeting will be held on February 9, 2022.