

**CALIFORNIA CITRUS PEST AND DISEASE
PREVENTION PROGRAM (CPDPD)
OUTREACH SUBCOMMITTEE MEETING**

Meeting Minutes
February 9, 2022

The Outreach Subcommittee meeting was called to order by Mark McBroom at 1:30 p.m. on February 9, 2022.

Committee Members Present:

Kevin Ball*	Aaron Dillion*	Mark McBroom*
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Committee Members Absent:

Craig Armstrong	Zac Green	Gregorio Rundini
John C. Gless	Nick Hill	

Interested Parties:

Price Adams*	Anmol Joshi*	Briana Russell*
Natalie DeAngelo*	Zachary McCormack*	Sara Khalid*
David Gutierrez*	Neil McRoberts*	Alexis Silveira*
Holly Heidemanns*	David Morgan*	Cressida Silvers*
Alyssa Houtby*	Keith Okasaki*	Jennifer Willems*
Victoria Hornbaker*	Margaret O'Neill*	Judy Zaninovich*
Jessica Leslie*	Curtis Pate*	Sandra Zwaal*
Dylan Lomanto*		

*Participated via Webinar

Opening Remarks

Zachary McCormack welcomed the Outreach Subcommittee members, staff, and members of the public participating online.

Outreach Budget Review

Zachary McCormack presented the outreach budget and expenditures. The budget for the last year, FY20-21, and the current year FY21-22, were presented. The presented amounts were based on the agreements and invoices. The current year's total budget is \$3,342,072.00 which includes \$272,816.77 expenditures to date and \$3,069,255.23 remaining budget.

Update on Strategy Priority 5-Outreach and Collaboration

Overview of Current and Upcoming Activities

On behalf of Nuffer Smith Tucker (NST), Price Adams introduced a new member of their team, Holly Heidemanns. Holly will be responsible for elected officials outreach activities. Natalie DeAngelo proceeded with the update. As a result of the Riverside quarantine zone expansion in January, a virtual meeting was held between the Riverside County Agricultural Commissioner, Grower Liaison Tom Mullen, and growers in the region. Outreach activities in previous months included the California Association of Pest Control Advisors - Spring Summit and the World Ag Expo which featured live presentations and booths with information on Asian citrus psyllid (ACP) and Huanglongbing (HLB).

NST continues to coordinate Facebook ads and deliver residential door hangers with information on ACP and HLB to support the work of the California Department of Food and Agriculture (CDFA) field staff. Upcoming activities include a Grower Liaison meeting, production of the annual report, participation at the California Citrus Mutual Citrus Showcase, development of a social media influencer campaign, participation in Ag Day at the Capitol, and facilitation of the Science Advisory Panel, as well as a refresh of the CaliforniaCitrusThreat.org website content and user experience.

Citrus Pest and Disease Prevention Program Logo Refresh

Natali DeAngelo presented new Citrus Pest and Disease Prevention Program (CPDPP) logo design ideas. Mark McBroom suggested presenting the logo ideas at the full committee meeting before replacing the existing CPDPP logo.

University of California Outreach Update

Neil McRoberts reported that the University of California is looking forward to filling the position previously held by Dr. Monique Rivera.

California Citrus Manual Outreach Update

Alexis Silveira announced she will be the new contact person for the Outreach Subcommittee. Currently, they are in search of new people to interview at the Citrus showcase for a podcast.

Grower Liaison Update

Sara Khalid noted that Kern County has had no new ACP detections since December 2021. Southern Tulare County had new detection of single adult ACP in a residential trap, with no commercial groves nearby. Grower Liaisons for Madera, Fresno, Ventura, and Santa Barbara counties continue to reach out to growers to assist with areawide grower treatment activities. Sandra Zwaal is coordinating with San Bernardino County growers for meetings and workshops in June before the areawide treatment activities begin. She is also working with San Diego County to host a workshop on ACP identification.

Open Discussion and Brainstorming

Victoria Hornbaker requested feedback on outreach activities. Kevin Ball inquired about the outreach mechanism for new finds, how long it takes for the outreach team to react to new finds, and how treatment refusals are addressed. Price Adams addressed the question by explaining that NST is required to wait for approval from the county and CDFA before acting. The refusals are addressed together with CDFA by distributing hyper-local informational brochures and door hangers to inform residents about the importance of CPDPP activities.

Neil mentioned that The Economist magazine plans to do a special feature article on global plant health, food security, and plant diseases. HLB will be included in this article and NST will use this opportunity in its outreach activities. Additionally, Neil suggested restoring three-way meetings between NST, the University of California, and CDFA to brainstorm new outreach activities.

Other Items and Adjournment

The meeting was adjourned at 2:34 p.m. The next Outreach Subcommittee meeting will be held on May 4, 2022.