

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

Meeting Minutes
Wednesday, December 10, 2014

Opening:

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on December 10, 2014 in Visalia, California by Acting Subcommittee Chair Victoria Hornbaker.

Committee Members Present:

Beth Grafton-Cardwell* George McEwen Kevin Severns*

Committee Members Absent:

Aaron Dillon Shirley Kirkpatrick Mark McBroom
Gus Gunderson

Interested Parties:

Dan Dreyer Steve Lyle* Dan Willy*
Franco Bernardi Katie Nieri Jay Van Rein*
Dusty Ference David Pegos* Judy Zaninovich
Victoria Hornbaker Sylvie Robillard Sandra Zwaal*

*** Participated via telephone/WebEx**

Opening Comments

Acting Chair, Victoria Hornbaker, welcomed the Committee, staff, and members of the public participating in person and online. She reported that there was not a quorum for the meeting. There is currently still no chair for the Outreach Subcommittee; however, the CPDPC Chairman Mr. Nick Hill has assigned Franco Bernardi as the Outreach Subcommittee Chair. Mr. Bernardi will assume the role once he is officially placed on the Committee.

Approval of minutes

The Subcommittee members in attendance reviewed the October 1, 2014 meeting minutes. There were no corrections made. The consensus was to post the minutes to the CPDPC webpage.

USDA Outreach Update:

Abby Yigzaw with USDA was unable to attend the meeting and had nothing to report.

Finance Review:

Katie Nieri reviewed the 2014-2015 expenditures for the month of October, noting that all expenses were normal, which include both NST and CCM invoices.

Grower Website Review:

Katie went over website visit numbers and newsletter statistics. In October and November there were over 1,000 visits to the website with 723 unique visits. The top page being visited was the new finds in Manteca and Lodi.

Grower/Liaison Outreach:

NST has continued to facilitate the monthly grower liaison meetings, giving the liaisons the opportunity to communicate with each another and stay up to date on activities throughout the state. NST is working with newly appointed grower liaisons to get their biography paragraphs for the website and to provide them with media training and their tool kit.

Nursery Outreach:

NST is working with nursery industry to develop outreach materials for wholesale and retail nurseries.

Farm Worker Outreach:

Dan Dreyer, Alyssa Houtby and Laura Brown participated in the Cooperative Extension training for farmworkers. There were two trainings with English and Spanish sessions at each meeting. The meetings were well attended; participants asked questions and the presenters all did an excellent job.

Area-wide Video:

It was suggested that NST put together a video to discuss area-wide protocol and why area-wide management is important. NST has developed a draft script and concept for the video and is working with Dr. Beth Grafton-Cardwell and Bob Blakely to refine the content. Judy Zaninovich will be the spokesperson on the video.

Packinghouse Outreach:

NST worked with Alyssa to set priorities for packinghouse outreach. The tactic that looks like it will work best will be to a "Road Show" with visits to the individual packinghouses. It was noted that the Chairman of the Board and packinghouse manager should be included in these meetings.

The group also discussed small packing operations and gunny sackers. NST will look into opportunities to reach out to them.

Pesticide Applicator Outreach/PAPA Conferences:

NST announced that the PAPA organization has offered additional speaking opportunities for 2015. NST will be sharing the locations and dates with the grower liaisons to see who would like to participate.

Dan Dreyer noted that he has been asked to participate in a Master Gardeners training in Tulare County and he will work with Dr. Beth Grafton-Cardwell to develop a presentation.

CPDPC Homeowner Outreach Updates:

Katie reported that for both English and Spanish websites there were over 6000 visits for October and November. The most popular page for the English website was the “Areas at Risk” and “The Disease” was the most popular page on the Spanish website.

Mountain Mandarin Festival:

Those who participated in the event noted that there was good attendance and that booth visitors were interested in the subject. It was noted that the booth placement could have been better. The recommendation was to have the booth outside by the grower displays next year.

The World Ag Expo was discussed; the CPDPP will have a booth again this year and staffing needs to be addressed. The grower liaisons may be able to participate.

Materials Distribution and Media Training:

Katie reported that NST has provided flyers and trifolds to city and county offices and other interested parties.

Several people have been media trained for Spanish media and additional training will be provided in Santa Clara for Ag Commissioner Staff.

2015 Outreach Plan:

Katie reviewed several highlights from the proposed outreach plan; these include developing new PSA's with a fresh look and perspective, strategic placement of ads and the use of direct mailers. NST also proposes to conduct outreach directed at Master Gardeners and rare tree fruit growers. They also feel that continued presence at key trade shows and events such as the World Ag Expo, League of California Cities and the Citrus Showcase would be great outreach opportunities. NST also feels that additional research for determining the appropriate outreach messaging for the bay area and Northern California.

UC Outreach Update:

Beth reported that she is continuing to assist with the pest management area development. She will also be developing training for the nurseries on the proper way to use protective structures to keep diseases and insects out.

Legislative Outreach Update:

Paul Worlie has been working to get meetings set up with local elected officials in key areas. He recently organized visits with multiple cities in the Coachella Valley. The meetings went really well, with Paul securing opportunities for PSA and written information placement.

Ventura County Update:

The Taskforce recently held a meeting to begin organizing psyllid management areas in the Santa Clara River Valley

CDFA Outreach Update:

David Pegos reported that the Madera County press release went out for the find near Madera Lakes. He also reported that NST and CDFA will partner with the California Firewood

Taskforce to make a presentation at the 2015 League of California Cities. David also mentioned the CCM's "Citrus Strong" campaign and the USDA's "Don't Pack a Pest" campaign.

CCM Update:

Dusty Ference reported that CCM and NST are working with Bayer Crop Science to provide information at the point of sale for citrus pests. He also noted that Bayer is working on a campaign called "Citrus Matters."

Other Items:

The meeting was adjourned at 4:05 p.m. and the next meeting will be held on January 7, 2015 at 1:30 p.m.