

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

Meeting Minutes
Wednesday, February 05, 2014

Opening:

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on February 05, 2014 in Visalia, California by Subcommittee Chair Kevin Olsen.

Committee Members Present:

Dan Dreyer	Gus Gunderson*	Kevin Olsen
George McEwen	Shirley Kirkpatrick	

Committee Members Absent:

Steve Birdsall	Beth Grafton-Cardwell	Kevin Severns
Aaron Dillon	Mark McBroom	

Interested Parties:

Matt Daugherty*	Alyssa Houtby	Colleen Murphy
Craig Hanes	John Krist*	Sylvie Robillard
Linda Haque*	Steve Lyle*	Teresa Siles*

*** Participated via telephone/webex**

Opening Comments:

Chairman, Kevin Olsen, welcomed the Committee, staff, and members of the public participating in person and online.

Public Comment:

There were no public comments.

Review of Minutes:

Chairman Olsen reviewed the minutes from the Outreach Subcommittee meeting which took place on December 11, 2013 in Visalia, California.

Motion: Approval of the minutes from the Outreach Subcommittee meeting held on December 11, 2013 as presented.

First: Dan Dreyer

Second: Shirley Kirkpatrick

Motion Passes: All in favor

Relevant updates from Operations Subcommittee meeting:

Craig Hanes updated the Committee on important topics discussed at the Operations Subcommittee meeting. Affective tomorrow, Robert Atkins will be the new statewide grower

liaison coordinator. His most recent position as the San Diego County grower liaison will be advertised and hopefully filled soon. The Operations Subcommittee also discussed the Biocontrol program, there have been approximately 7,000 Tamarixia released in February already. The Tamarixia are being released in a new grid oriented pattern rather than the previous random “hot spot” releases.

Finance Review:

Teresa Stiles reviewed the December 2013 expenditures which include both NST and CCM invoices. January invoices are not included in the budget summary. NST and CCM are both reporting invoices in the same format to make things easy for the Subcommittee. There were questions about staff being paid at an hourly rate, and Alyssa confirmed that staff is paid at an hourly rate. The Subcommittee likes the new format of the invoices presented. The year to go (proposed) budget through December is \$723,006.55.

Grower Website/E-blasts Update:

Teresa presented a report that showed the key statistics for the grower website. In January, the site had 315 visits of which 235 were new visitors. Also included in the report was a list of the most popular web pages. The brief recap of ACP in the Valley was the most viewed web page excluding the home page. The top three referral sources were CCM, Maddock Ranch Nursery, and CDFA’s website. Teresa also reviewed the e-blasts in terms of open and click through rates. The open rates are at 46%, which is high compared to other newsletters sent out. There were questions about what the open rate is normally for other e-blasts and Teresa stated approximately 20%. There is a new feature added on the website for subscribers to receive automatic updates when new information is added to the site. Teresa is working on sending an email to everyone currently in the data base, asking them to update their profiles by indicating what they would like to see updates on, so that the information is what they want. Also, the order form which allows people to order various resources is now available on the website (brochures, posters, etc.) The committee voiced that the site needs more subscribers. The site is currently the main focal point, when people ask for more information they are told to view the site. The Subcommittee suggested getting people’s email at the World Ag Expo County next week to gain more subscribers. Alyssa suggested we reach out to the Farm Bureau and ask them to put a link on their website as well.

Packing house/FLC Outreach:

Alyssa gave an update on the packing house outreach. There have been 20 FLC posters distributed to each packing house and CCM is in the process of making hand deliveries as well. CCM is requesting that packing houses educate their crews. There was a FLC meeting in Tulare County that went very well, NST thought it would be a great idea to see replicate that meeting in other areas. Teresa spoke with John & Leslie in Ventura about having an FLC meeting there and John thinks it is a great idea. The potential meeting date is March 4, 2014 at the Santa Paula Community Center. CCM is also sending updates to the packing houses about materials available as well as best practices agreement that CCM drafted which is also available on CCM’s website.

Crisis Communication Management Team:

Teresa reported that NST has been working closely with CCM and CDFA to get the crisis plan in motion. The plan is now finalized including the protocol for managing both a crisis situation and an issue that has potential to escalate toward a crisis. Hard copies of the crisis plan were passed out to the Subcommittee for review. There was further discussion about how activation points are defined. Teresa explained what triggers an activation point, which would be additional discovery of HLB or the discovery of ACP in new regions of the state where the psyllid has not already been found. An activation point can also be determined if one of the issues escalates to a point that we think warns of a crisis situation. Anyone in the crisis communication management team can raise their concern of what they think may become a crisis. Chairman Olsen suggested the Subcommittee and all interested parties review the crisis plan before the next meeting and give any feedback at the next meeting. If a crisis happens in the meantime, use this as the template. There will be a vote at the next meeting on this.

World Ag Expo:

The Ag Expo is being held on Tuesday through Thursday of next week and the CPDPC has a booth which will be set up on Monday. CDFA will have three staff members there working the booth. Three staff members from CCM will be there as well, along with Linda Haque from the Ventura Master Gardeners. Alyssa welcomed the Subcommittee to come check the booth out and let them know they can volunteer to work the booth as well if they'd like. There was discussion about getting the citrus insider website out there, and getting more subscribers for the e-blasts. Shirley suggested bringing a laptop or an iPad to show people the website.

CCM Citrus Showcase:

The CCM Citrus Showcase is being held on March 6, 2014 at the Visalia Convention Center. The CPDPC has a booth there as well. CRB is having a separate concurrent workshop to CCM's traditional workshop which will be researched focused. Two of CCM's workshops are ACP/HLB related. The first workshop will discuss where money has been previously spent and will discuss this Committee as well as USDA's outreach program and what CPDPC has accomplished over the last for years. The second workshop will discuss the area wide treatment program, focusing on what the components of an area wide treatment program would be.

Pesticide Applicator Outreach:

NST has met with the Ag Commissioners in Tulare, Kern and Fresno Counties. A suggestion that came from that meeting was to put together collateral that was specific to pesticide applicators. NST has developed a post card, and is now working with the Ag Commissioners offices to get those distributed. NST has also reached out to the Pesticide Applicators Professional Association (PAPA) and they have agreed to run an article quarterly in their newsletter. The article was written and has been approved by Victoria. The PAPA has also agreed to let NST make some presentations at their meetings they have scheduled throughout 2014. There was further discussion about another PCA field trip since the last trip went so well.

PSA performance:

NST has not yet received their tracking report therefore there was no update for the PCA performance at this meeting.

Media Outreach:

There was a news release for the Chinese New Year which was distributed a few weeks ago. There will be an update next month in terms of the results from that.

Priority Focus Areas for Homeowner Outreach:

Sylvie stated that she is focusing on informing homeowners of Tamarixia releases and the importance of ant control in their yards to help the Tamarixia successfully establish. NST will work on making new flyers with language including how to control ants, what pesticides will work best, etc. and provide those for review at the next meeting. Teresa also stated that she wanted input from the Subcommittee when it comes to homeowner outreach and elected official outreach on whether or not there are certain areas that are a higher priority than others. There was discussion about what types of outreach would work best for particular areas whether it should be a city wide mailer, utility bill inserts, increased outreach to city officials, or advertising in community newspapers. It was also stated that the priority focus items should be an agenda item in the future as well.

UC Outreach Update

Beth Grafton-Cardwell was not at the meeting to give an update on her grower website however it is up and active.

Nursery Outreach:

Matt Daugherty gave an update on nursery outreach. On the homeowner side of things, Beth and Matt recently updated the UC IPM-Pest note as well as the quick tip book mark with more information about ant control. Beth has also done a homeowner fruit display and tasting in Lindcove, CA. She conducted a homeowner survey at that which 86 percent of people polled had citrus on their properties and of those 80 percent have both heard of ACP and HLB. But 10 to 20 percent of the homeowners did not know what the psyllid looked like or what to do if it was found, which is a problem. Beth has developed a 45 minute online course for Master Gardeners, the course is 45 minutes and is open to public. Matt has been conducting presentations throughout Southern California. In regards to retail nursery, Matt has recently finished a "homeowner quick tip" which focuses on homeowner best management practices and can be out by nurseries. Matt also reported that Dr. Mark Hoddle has been doing some outreach as well. Dr. Hoddle had an article come out in the Citrograph. Matt, Beth and Dr. Hoddle have given some interviews to a wide range of media outlets as well.

Legislative Outreach Update:

Teresa gave an update on the current legislative outreach. In January, Mark delivered seven presentations in Kerman, Kingsburg, Fowler and a few others. There was an agreement secured from Fresno and San Bernardino County library directors to distribute tri-fold brochures throughout their library branches. The meetings have continued to go very well.

Ventura County Update:

John Krist gave an update on Ventura County. John stated that he is regularly in communication with State and Federal lawmakers. He feels as if things have been very effective in Ventura. There was a detection in Ohai in December 2013. There was a story in the Ohai Valley news that

discussed the appropriate response to that detection. Growers held a meeting to strategize before the town hall meeting. The town hall meeting went well. John also stated that he has been working closely with NST to get more outreach going on in Ventura. Ventura is recruiting a new candidate for the grower liaison position. Bryce Belgium has now taken over his new position.

CDFA Outreach Update:

Craig Hanes stated that there were two recent finds, one in late November through a Winterhaven border station coming from Florida and one in early January found by a dog team at the Yolo County postal center. The citrus found at the Yolo County post office was uncertified, and also tested positive for HLB. CDFA staff is currently working on a draft article to put on the citrus insider website. Steve Lyle stated that there is a news release that is going to be sent out tomorrow announcing an expansion of the quarantine in Tulare County due to a single psyllid find west of Porterville. The expansion will add 13 square miles to the existing quarantine. CDFA staff is working on getting maps up on our website.

CCM Update

There were no updates.

Other Items:

There were no other items discussed.

The meeting was adjourned at 3:00 p.m. The next meeting will be held in Visalia, California on March 05, 2014 at 1:30 p.m.