

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

Meeting Minutes  
Wednesday, June 11, 2014

**Opening:**

The regular meeting of the Outreach Committee was called to order at 01:30 p.m. on June 11, 2014 in Visalia, California by Subcommittee Acting Chair Shirley Kirkpatrick.

**Committee Members Present:**

Shirley Kirkpatrick

**Committee Members Absent:**

Steve Birdsall  
Aaron Dillon  
Dan Dreyer

Beth Grafton-Cardwell  
Gus Gunderson  
Mark McBroom

George McEwen  
Kevin Severns

**Interested Parties:**

Bob Atkins  
Erin Betts  
Jim Gorden  
Nancy Holland\*  
Victoria Hornbaker  
John Krist\*

Leslie Leavens\*  
Colleen Murphy  
Sylvie Robillard  
Teresa Siles  
Cressida Silvers\*  
Austin Webster\*

Dan Willey\*  
Helene Wright  
Scosha Wright  
Abby Yigzaw\*  
Judy Zaninovich

**\* Participated via telephone/WebEx**

**Opening Comments**

Acting Chairman, Shirley Kirkpatrick, welcomed the Committee, staff, and members of the public participating in person and online. There is not a quorum for this meeting. Victoria announced that previous Chairman, Kevin Olsen, has resigned from the Committee and there will need to be a motion at the next meeting to appoint a new Chairman.

**Public Comment**

There were no public comments.

**Approval of minutes**

There was not a motion to approve the minutes given that there was not a quorum. The minutes from the Outreach Subcommittee that was held on April 09, 2014 will be approved at the next Subcommittee meeting.

**Relevant updates from Operations Subcommittee meeting:**

Victoria updated the Committee on important topics discussed at the Operations Subcommittee meeting. One item discussed was ant control. There was discussion about producing tri-folds,

there needs to be a document created to show homeowners where to go for more information in regards to ant control as well as information as to why it is important. The second item discussed was pest management areas. The next step is to get in contact with CCM and get a proposed budget for the upcoming pest management meetings. CDFA staff will help in any way possible to relieve any of CCM's burdens and costs for example, finding meeting locations. Victoria also suggested recommending to CPDPC about funding for those meetings.

**Finance Review:**

Teresa Siles reviewed the 2014 expenditures which include both NST and CCM invoices. The budget reviewed is current as of June 05, 2014. At the last meeting there was a recommendation to shift the budget around based on the recommendation that there not be any new production to the PSA radio news releases, which was implemented. Those saved resources were put into the advertisement line item. There were a few smaller line items that were shifted around as well. Teresa reviewed the memos for April and May's work to outline what specifically has been done.

**Grower/Liaison Outreach:**

Teresa gave an update on grower outreach. There was a grower meeting held in Ventura that was well attended. After the meeting there was a survey handed out asking how helpful the meeting was and really good feedback was received which is encouraging. There was a grower meeting on June 10, 2014 in San Bernardino that was well attended as well.

**Grower Field Trips and Meetings:**

Teresa reported that there is another field trip being planned for August in the San Joaquin Valley. The agenda for that meeting is currently being put together. NST met with the grower liaisons to review the industry and outreach plan. There has been a monthly call implemented since that meeting to ensure everyone is in communication with one another and to inform one another of current outreach that is being done as well as brainstorming additional efforts. NST and the grower liaisons put together a "liaison toolkit" which is a Q&A document of common questions the liaisons have been asked in the field. There was also a draft of a PowerPoint made that the liaisons can use which can be tailored according to their audience. There was a calendar section created on the grower website that shows all of the Pesticide Applicators Professional Association (PAPA) seminars and the public meetings. There was also a fact sheet created in regards to area-wide protocol communication. CDFA staff is currently working on getting that fact sheet approved.

**Packing House/FLC Outreach:**

Teresa gave an update on packing house outreach. CCM had put together a packing house meeting in the Central Valley that was well attended. It was also suggested that outreach be done to packing houses along the coast.

**Crisis Communication Management Team:**

Teresa gave an update on the crisis management plan. There has been ongoing outreach however since the last outreach meeting the plan has not had to be implemented.

**Pesticide Applicator Outreach/PAPA Conferences:**

Teresa reported that NST has been working with PAPA on providing speakers for their seminars. There have been two seminars held so far, one in San Bernardino and one in Oxnard. The next seminar is being held in Fresno in August, the following in Bakersfield in October, Santa Maria in November and Visalia in December. Victoria discussed the importance of the meetings; getting pictures and other useful information out to the pesticide applicators is crucial so that they are knowledgeable since they are most likely the first people who could potentially identify an infected tree.

**CPDPC Homeowner Outreach Updates:**

Teresa reported that since the last outreach meeting the radio news releases were redistributed. The English radio news release has aired 46 times with over 6 million impressions and the Spanish radio news release aired 15 times with 8.5 million impressions. There was a grid provided which showed where and at what times the news releases were run. The PSA's have also been redistributed. There were 974,000 television impressions for May. There were 13 million impressions for English radio PSA's and 2 million for Spanish. All news releases have done very well.

Teresa gave a few media outreach updates and provided a report. There has been a lot of activity in Los Angeles and San Luis Obispo Counties since the last outreach meeting. There was a mini-media tour in the Central Valley. Victoria, Judy Zaninovich and Nick Hill all participated in that. Some of the outlets that were met with were the Fresno Bee, The Visalia Times Delta, The Porterville Recorder and several trade media as well. NST invited reporters from the Press Enterprise and Ag Net West to the grower meeting that was held in San Bernardino on June 10, 2014 for outreach purposes. There has been no Spanish coverage so far and that is now the main focus. There was a suggestion to have a Spanish best practices video made to go along with the English one that is already being used. Katie with NST is currently working on putting together a mini Spanish media tour similar to what was done in the Central Valley. Cressida asked if anyone was responding to comments made on online articles. NST has kept an eye on the comments but none have needed responses in the past, but NST is willing to respond if needed.

NST is in the process of planning a media event on August 05, 2014 at the San Jose airport similar to the one held at LAX in the past which was very successful. There is also a presentation that NST is giving on June 12, 2014 with the Arcadia Chinese Association.

NST has contacted a few swap meets unfortunately the places contacted so far do not sell citrus plants however they were willing to help. ACP/HLB outreach information will be distributed through the swap meets. Bob Atkins suggested working with the County Agricultural Commissioner's to ensure that things are being run properly. It is also important that the swap meetings have a nursery license if they are selling plants.

Teresa presented the "Save your Citrus" tri-fold and flyer to the Committee and asked for any recommendations on changes to those. There was discussion about including both biocontrol and ant control to both of those handouts.

**Priority Focus Areas:**

Teresa reviewed the priority focus areas. NST has continued focusing on the Central Valley and the Hacienda Heights area. There was discussion about HLB detections. Homeowners and growers need to know who to contact when they see symptoms on their trees. Victoria mentioned increasing outreach in the Coachella Valley as well as Imperial County since they have increased their pest control district from a red scale district.

**Website Update:**

Teresa reviewed the statistics of the Citrus Insider as well as the California Citrus Threat website visits since the last meeting. Both sites had quite an increase in visits since last month. Teresa also reviewed the e-blast activity and the open rates. The open rates are very high which is good. 75 percent of the people who opened the email clicked on the link included in the email for more information which is encouraging.

**Legislative Outreach Update:**

Victoria reported that herself, Bob Atkins and Mark Olsen have been working in collaboration at different conferences. Victoria recently attended the Southern California Association of Governments Annual Conference which was very successful. In total between the two conferences Bob and Victoria attended, over 100 cities were reached out to. There is an outline of all those cities included in the May 2014 billing memo. In addition to the two conferences, NST briefed with a few cities in April 2014 which were as well successful. Teresa announced that unfortunately Mark Olsen is no longer a part of NST and they are in the process of hiring someone to take over his position. Victoria announced that CDFA staff will help in any way they can while the position is vacant, attending city council meetings, etc.

**Ventura County Update:**

Leslie Leavens gave an update on ongoing activities in Ventura County, reporting that the Farm Bureau is hosting a packing house manager meeting in Ventura on June 12, 2014. The grower liaisons from Ventura Santa Barbara/ San Luis Obispo Counties will also be there. The purpose of the meeting is due to recent finds at packing houses in Ventura County which do not trigger any urban or commercial treatment. The concern is that ACP is being transferred from high infested areas to low infested areas such as Ventura. There needs to be outreach made to the packing houses to keep them informed. CDFA has increased the trap density to get a better idea of what is going on. Leslie mentioned that it was very helpful to be able to retrieve materials from the packing house meeting held in the Central Valley from the Citrus Insider website. Hopefully in the near future a grower workshop meeting will be held to get more people involved.

**USDA Outreach Update:**

Abby Yigzaw stated that she is meeting with USDA's contractor on June 13, 2014 to review creative concepts. USDA is going to continue to focus on citrus greening and HLB outreach but work on compassing an all-around citrus awareness rather than focusing on just one citrus disease. After that meeting Abby will have a document to provide to the committee for their review on USDA's ideas.

**CDFA Outreach Update:**

Austin Webster gave an update on CDFA outreach. There was a press release sent out on June 10, 2014 in regards to the Tulare County quarantine expansion. CDFA is working on ensuring that the press releases are always sent out in a timely manner. There will be a booth at the California State Fair this year and Victoria suggested there be some ACP handouts to pass out at that booth.

**CCM Update:**

There was nothing additional to report.

**Other Items:**

At the next meeting there needs to be a new chairman appointed. The meeting was adjourned at 3:10 p.m. and the next meeting will be held on August 05, 2014 at 1:30 p.m.