

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

Meeting Minutes
Wednesday, August 6, 2014

Opening:

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on August 6, 2014 in Visalia, California by Acting Subcommittee Chair Gus Gunderson.

Committee Members Present:

Beth Grafton-Cardwell* Gus Gunderson*

Committee Members Absent:

Aaron Dillon Mark McBroom Kevin Severns
Shirley Kirkpatrick George McEwen

Interested Parties:

Bob Atkins Sylvie Robillard Scosha Wright
Linda Haque* Teresa Siles Abby Yigzaw*
Victoria Hornbaker Helene Wright Judy Zaninovich

*** Participated via telephone/WebEx**

Opening Comments

Acting Chairman, Gus Gunderson, welcomed the Committee, staff, and members of the public participating in person and online. There is not a quorum for this meeting.

Public Comment

There were no public comments.

Approval of minutes

The Subcommittee members in attendance reviewed the June 11, 2014 meeting minutes. There was one correction made to the minutes, Judy Zaninovich was not in attendance.

Relevant updates from Operations Subcommittee meeting:

Victoria reported that the Sacramento County dog team found a parcel at the Yolo County mail facility that contained HLB positive lime leaves. The leaves had been shipped from Florida. As this is not the first time that the dog teams have intercepted HLB positive plant material, Victoria suggested creating a certificate to recognize their efforts.

USDA Outreach Update:

Abby Yigzaw stated that USDA will be issuing a press release for the “Move it or lose it” campaign. The press release should be going out between August 12, 2014 and August 18, 2014. USDA’s website will be modified on August 11, 2014 to include the new messaging. Abby

stated that USDA will be collaborating with state partners and has agreed to include NST on California outreach activities.

Finance Review:

Teresa Siles reviewed the 2014 expenditures which include both NST and CCM invoices. The budget reviewed is current as of July 21, 2014. The memo included in the packets details the June expenditures. There are no new proposed shifts or changes being made to the budget. There is still a large amount of money in the advertising line item but NST is kicking off an advertising campaign so the money should be spent.

The 2014/2015 contract renewal is currently in CDFA's budget office. It will go to the contracts office next and then to the Department of General Services.

Grower/Liaison Outreach:

Teresa reported that NST is facilitating 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 has also played a supportive role in the organization of the psyllid management area meetings. Judy suggested that future meetings be better advertised; perhaps running an ad in the newspaper would be helpful.

Grower Field Trips and Meetings:

Teresa reported that the next grower field trip will be held on September 11, 2014. Busses will pick up attendees at the Tulare County Department of Agriculture office and at a location in Bakersfield. There are three continuing education units associated with the field trip. Planned stops include a location where participants can see ACP life stages, a tour of the biocontrol rearing facility at Mt. Rubidoux, and an informational lunch at the National Orange Show in San Bernardino. The Subcommittee discussed printing best management practices for preventing ACP hitchhikers and also purchasing some brushes for use by field trip attendees.

Grower Website Review:

Teresa went over website visit numbers. In July there were over 800 visits to the website; with the top pages all being focused on the psyllid management areas. She also reviewed several changes that have been made to the website, including making the topics regional rather than by county.

Crisis Communication Management Team:

Outreach work will continue in the San Luis Obispo area, including additional direct mailers to key zip codes.

Trade Media Relations:

Both CCM and NST have both been pitching trade related media which includes grower and homeowner related stories.

Organic Messaging:

Teresa presented draft messaging for organic growers. There was an in depth discussion about

organic messaging. The Subcommittee recommended several changes, including adding sub messages on the difference between eradivative and suppressive treatments, and on the limits of biocontrol. Beth suggested that Teresa email her a word document of the draft messaging for review and input.

Nursery Outreach:

Teresa noted that Aaron Dillon had presented some ideas in regards to nursery outreach and NST will be meeting with him to offer assistance.

Pesticide Applicator Outreach/PAPA Conferences:

Sylvie reported that she gave a report at the Fresno PAPA seminar before the Outreach Subcommittee meeting and that it went well. She stated that people were interested and had a lot of questions. The next seminar is being held in Bakersfield in October, Santa Maria in November and Visalia in December. NST stated CAPCA is interested in Beth writing a new article for them; the thought is that the new article can focus on areawide psyllid management and the effort to create the management areas.

CPDPC Homeowner Outreach Updates:

Teresa reported that for both English and Spanish website, the numbers went up significantly in July. There was an updated PSA report, with 22 million combined impressions through July. There is media outreach ongoing as well as a Spanish radio media tour scheduled for early September. Judy mentioned she knew a Spanish speaking PCA and grower that could help. Sylvie suggested there be some outreach made in Dinuba since there was an ACP find there with all life stages.

Asian Media Event:

Teresa reported on the Asian media event that occurred on August 5, 2014 at the San Francisco International Airport. There were 7 print media and 3 television media representatives in attendance. The event went very well; the reporters asked a lot of good questions and really liked the detector dog demonstration.

Priority Focus Areas:

The Subcommittee listed South Monterey County, Central Valley and the Central Coast as well as areas surrounding Hacienda Heights as the priority areas for outreach activities.

UC Outreach Update:

Beth reported that Matt Daugherty is designing a “Quick Tip” for retail nurseries to educate them on ACP and HLB and to help them manage their stock. Linda Haque mentioned that Matt should work with Plant Right, as they are already certifying nurseries. Beth has been providing training to the Master Gardeners in Santa Barbara to help them develop educational outreach tools in their area. She also reported that she has almost completed an online course for preventing protective structures from becoming infested; this training will be available in Spanish and English. On July 31, 2014 Beth met with PCA’s in Ventura to discuss areawide psyllid management concepts. She has also worked on developing a PowerPoint and handouts for the liaisons to use.

Legislative Outreach Update:

Teresa announced that Paul Worley has joined the NST team, filling the vacancy left by Mark Olson. She said that one of Paul's areas of focus will be working with the CACASA area groups. She stated that he is currently working with getting on the agendas for upcoming area group meetings.

Ventura County Update:

There was a PCA/PCO meeting with in Ventura, which Beth attended. Ventura is seeing an increase in detections and is moving toward areawide treatment in some areas. The Ventura County Fair is going on and ACP materials are being distributed at several booths in the Ag Building.

CDFa Outreach Update:

David Pegos reported that there will be a public meeting in San Luis Obispo to answer resident's questions about the upcoming treatments. He mentioned the National "Don't Pack a Pest" campaign and noted that CDFa may try to partner with USDA on this campaign. He also discussed several outreach opportunities for 2015, including the World Ag Expo and Ag Day.

CCM Update:

CCM is still actively engaged in the psyllid management area organizational meetings.

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 announced at a later date.