

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

Meeting Minutes  
Wednesday, October 14, 2015

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on October 14, 2015 in Visalia, California.

**Committee Members Present:**

Franco Bernardi	Dr. Beth Grafton-Cardwell*	Shirley Kirkpatrick
Aaron Dillon	Gus Gunderson*	

**Committee Members Absent:**

Mark McBroom	Kevin Severns
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**Interested Parties:**

Bob Atkins	Karen Lowerison	Gary Schulz
Erin Betts	Katie Nieri	Cressida Silvers*
Dan Dreyer	Curtis Pate*	Dan Willey
Victoria Hornbaker	Sylvie Robillard	Judy Zaninovich*
Alyssa Houtby	Jim Rudig	Sandra Zwaal*

**\* Participated via Webinar**

**Opening Comments**

Franco Bernardi, Outreach Subcommittee Chairman welcomed the Subcommittee, staff, and members of the public participating in person and online.

**Approval of Minutes**

The Subcommittee members in attendance reviewed the August 5, 2015 meeting minutes. A motion was made to approve the minutes as presented.

**Motion:** Approval of the minutes from the August 5, 2015 Outreach Subcommittee meeting as presented.

First: Aaron Dillon

Second: Shirley Kirkpatrick

Motion Passes: All in favor

**Operations Update**

Victoria noted that the initial HLB response in San Gabriel is complete and the CDFA is working with Dr. Gottwald to develop an intensive HLB survey in the quarantine area. She also noted that the Operations Subcommittee discussed several new topics including; reviewing the isolated groves that do not fit into a psyllid management area, revising the ACP response in the Central Valley and the need to develop an HLB response protocol for commercial citrus.

### **Finance Review**

Budget summary reflects final numbers for the fiscal year ending Sept. 30, 2015. Note the budget from the PSA line items was removed because CDFA is now contracting that directly with the vendor. Some line items had unspent money remaining, which will roll over into CPDPP reserves.

### **HLB Crisis Communication**

It was reported that the crisis communication activities centered around the San Gabriel HLB find areas and included; developing multi-cultural direct mail brochure sent to residences in San Gabriel, including information in English, Chinese, Vietnamese and Korean; conducting English media outreach; placing an op-ed in the San Gabriel Valley Tribune; placing ads in the San Gabriel area; conducting elected official outreach; and distributing CDFA press release to Asian media.

### **2014-2015 Recap and Recent Activities**

#### **Trade Media Relations**

It was noted that there should be a comprehensive review of the messages to make sure that HLB is being featured more prominently. NST will be working with Beth to review all informational materials to ensure HLB messaging is prominent.

#### **Grower Field Day**

Grower field trip was a success with roughly 70 industry members, including growers, PCAs and others, attending a scouting day and working lunch. Attendees came via transportation provided in the San Joaquin Valley and the Coast, and elsewhere in the state. Post-event survey revealed attendees found the event valuable. The Subcommittee members felt that it was very beneficial for the attendees to see the ACP in the field. NST had attendees fill out a survey and the field day was rated a 4.5 out of 5.

A special thank you went out to Riverside County grower liaison, Alan Washburn for finding the scouting location.

#### **Packinghouse Outreach – Field Manager Training**

NST and CCM hosted two field manager trainings with 28 packinghouses represented. Working lunch focused on best management practices. Updates were given on recent ACP and HLB finds and on best management practices. NST and CCM to follow up with attendees to push implementation of tailgate trainings. NST in the process of translating audio for best management practices video into Spanish.

Committee felt additional packinghouse outreach was needed, specifically to push tailgate trainings this harvest season. Additional outreach ideas such as a pocket card and hauler flier were discussed. NST and CCM to develop an immediate action plan to further educate field workers through repetitive presentations.

#### **Mountain Mandarin Outreach**

NST and CDFA met with Mountain Mandarin growers to plan outreach to industry and consumers. NST is working on securing booth space at Mountain Mandarin Festival in November. The Mountain Mandarin growers requested a grower educational seminar in early 2016; NST will work with CDFA and CCM to plan a Northern California grower meeting.

#### **PSA Update**

The new PSA was shot in October on a residential property in Carpentaria and is in production. The plan is for the PSA to be much more impactful and show visually the devastation that HLB will cause on a residential tree. The concept is a family in a yard enjoying their tree and the tree will decline magically and slowly die. NST will have a draft for viewing at the full committee meeting on November 18<sup>th</sup>.

## **Upcoming activities**

### **Homeowner Website**

The plan is to begin revisions on the homeowner website to improve functionality for search engine benefits and to make more mobile friendly. Include information on CDFA, what to expect, FAQ, videos, multi-language content, more messaging on severity of the issue with comparisons to Florida. Also potentially include information on how to grow healthy citrus; consider potential onslaught of consumer questions about tree care.

### **Video/Multi-Media Brainstorm**

CDFA has developed a handout, “What to expect when CDFA is inspecting” and would like to have a video developed that can have voice overs in multiple languages. NST will be working to develop high quality photos of new growth and ACP to show actual sizes.

### **Tradeshow Displays**

NST is developing booth backdrops for homeowner and trade events that will be much more impactful for HLB awareness. Display design for grower booth features dead citrus trees in Florida. Display for homeowners features symptoms and psyllid photos to use as talking points about inspection and prevention.

### **Outreach Proposals Received By CRB**

The CRB received 2 outreach proposals during their call for proposals, one from Dan Willey to optimize grafting videos on YouTube and one from Valerie Mellano at Cal Poly Pomona to train ACP research students as outreach ambassadors and to use their expertise at local outreach events. Dan presented on his proposal, which is included in the CRB Operations Grant. He showed examples of his videos and how he hopes to out perform the “bad” citrus grafting videos to get better placement on search engines. The proposal from Cal Poly Pomona was discussed and the Subcommittee recommended presenting it to the full committee for funding consideration.

**Motion:** Present the Cal Poly Pomona outreach proposal in the amount of \$24,460 to the full committee on November 18, 2015 for funding consideration.

First: Shirley Kirkpatrick

Second: Aaron Dillon

Motion Passes: All in favor

### **Legislative Outreach Update**

NST and CDFA participated in the League of Cities meeting in San Jose and made over 30 contacts with local officials at that meeting.

### **CDFA Outreach Update**

CDFA has been working on several events on general invasive species, but ACP and HLB are always featured in those meetings.

### **CCM Outreach Update**

CCM is working on coordinating field visits for elected officials in the Los Angeles area.

The meeting was adjourned at 4:30 p.m. and the next meeting will be held on December 9, 2015 at 1:30 p.m.