

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

Meeting Minutes  
Wednesday, January 7, 2015

**Opening:**

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on January 7, 2015 in Visalia, California by Subcommittee Chair Franco Bernardi.

**Committee Members Present:**

Franco Bernardi	George McEwen	Shirley Kirkpatrick
Gus Gunderson*		

**Committee Members Absent:**

Aaron Dillon	Dr. Beth Grafton-Cardwell	Mark McBroom
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**Interested Parties:**

Bob Atkins*	Victoria Hornbaker	Helene Wright
Erin Betts	Marilyn Kinoshita	Les Wright
Dan Dreyer	Katie Nieri	Jay Van Rein*
Dusty Ference	Joanne O'Sullivan*	Judy Zaninovich*
Enrico Ferro*	Sylvie Robillard	Sandra Zwaal*
Linda Haque*	Cressida Silvers*	

**\* Participated via telephone/WebEx**

**Opening Comments**

Outreach Chair, Franco Bernardi, welcomed the Committee, staff, and members of the public participating in person and online. He reported that there was a quorum for the meeting.

**Relevant Operations Updates**

Victoria Hornbaker briefly discussed the draft response protocol for Northern California ACP finds, noting that it will be presented at the February 4, 2015 CPDPC meeting. She also noted that the first release of *Diaphorencyrtus aligarhensis* Took place on December 16, 2014 at the UC Riverside Campus.

**Approval of Minutes**

The Subcommittee members in attendance reviewed the December 10, 2014 meeting minutes. There were no corrections made. The consensus was to post the minutes to the CPDPC webpage.

**Finance Review**

Katie Nieri reviewed the 2014-2015 expenditures for the month of November, which is the second month of the CPDPP fiscal year. She did mention that additional money has been allocated for Northern California outreach activities.

## **Industry Outreach Updates**

### **Grower Website Review**

Katie Nieri went over website visit numbers and newsletter statistics. In December there were 523 visits to the website with 417 unique visits. The top page being visited was the Southern San Joaquin Valley Update. There are currently 1,122 subscribers to the newsletter and the December 18, 2014 newsletter which included general program updates was opened 485 times. Katie mentioned that the website will be reviewed to make sure that all of the content is up to date.

### **Grower/Liaison Outreach**

Katie reported that NST facilitated a grower liaison conference call on December 18, 2015. The grower liaison PowerPoint will be updated based on input from the liaisons and Dr. Beth Grafton-Cardwell. NST will review general outreach messaging on the next conference call which is scheduled for January 22, 2015.

### **Grower Meetings**

Katie reported that there are several grower meetings scheduled, including a grower meeting in Ventura on January 12, 2015, a meeting with the Mountain Mandarin Growers Association on January 26, 2015, a meeting to introduce psyllid management areas to Fresno/Madera growers on January 27, 2015 and a grower meeting in Santa Barbara on February 3, 2015.

### **Nursery Outreach**

NST and Dr. Beth Grafton-Cardwell are developing outreach materials for wholesale nurseries to disseminate to the retailers that they supply. This may include point of sale information and PowerPoints. Beth is also working on an online best management practices for nurseries.

### **Area-wide Video**

The video production has been postponed due to the spokesperson being sick. There was discussion about the intended use for the video and it was determined that it will be used at area-wide management meetings, provided to trade media and placed on the grower website and on YouTube.

### **Packinghouse Outreach**

NST and CCM will regroup with the packinghouses to make sure that they are getting the right tools. It was noted that there have been several finds recently at packinghouse in Ventura and Tulare.

### **Pesticide Applicator Outreach/PAPA Conferences**

The first PAPA seminar for 2015 is scheduled in Santa Clara County on February 4, 2015. David Pegos will be presenting at that meeting.

## **Homeowner Outreach Updates**

### **Homeowner Website**

Katie reported that for both English and Spanish websites there were over 1,000 visits for December. The most popular pages remain for the English website was the “Areas at Risk” and for the Spanish website, “The Disease.”

### **Master Gardener Outreach**

On January 8, 2015 NST, Dr. Beth and the Master Gardener Statewide Coordinator will be meeting to discuss outreach opportunities for Master Gardeners. Linda Haque, Ventura County Master Gardener stated that there are differences between counties on how the Master Gardeners operate; she noted that some counties do not have Master Gardeners. She discussed the Master Gardener Statewide meeting and the Subcommittee will look into presenting at their next meeting. Katie stated that NST hopes to prepare a homeowner outreach toolkit for the Master Gardeners use.

### **Media Relations**

Katie reported that there has been media activity in San Diego and Visalia areas and that there is pending activity on San Jose and Ventura. She also reported on the Twitter and Facebook account activity, noting that there is a solid following for both accounts.

### **Northern California Message Research**

Katie reported that the Committee approved research on messaging for Northern California. NST felt that the research is important to ensure that the messaging used will resonate with homeowners. NST will conduct an online focus group and conduct an online poll.

### **Media Training**

Katie provided media training to the County Agricultural staff; 3 from Santa Clara, 1 from Alameda, 1 from San Francisco and 1 from Madera County.

### **World Ag Expo**

The staffing for the booth has been addressed. Local CDFA staff and the local grower liaisons will be manning the CPDPC booth. It was suggested that we have yellow panel traps and ACP in Lucite for booth visitors to view.

### **Legislative Outreach Update**

Katie reported that Paul Worlie has been working to get meetings set up with local elected officials in cities near Hacienda Heights. He also presented to the San Joaquin City Council and the Milpitas City Council.

### **Ventura County Update**

Sandra Zwaal reported that area-wide management has begun in the Fillmore/Piru area of Ventura County.

**CCM Update**

Dusty Ference reported that Joel was in Washington DC meeting with USDA administrators. He also reported that the Citrus Showcase is scheduled for March 5, 2015 in Visalia.

The meeting was adjourned at 3:30 p.m. and the next meeting will be held on February 25, 2015 at 1:30 p.m.