

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

Meeting Minutes
Wednesday, December 9, 2015

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on December 9, 2015 in Visalia, California.

Committee Members Present:

Dr. Beth Grafton-Cardwell Gus Gunderson* Shirley Kirkpatrick

Committee Members Absent:

Franco Bernardi Mark McBroom Kevin Severns
Aaron Dillon

Interested Parties:

Jennifer Anderson*	Linda Haque	Gary Schulz
Bob Atkins	Victoria Hornbaker	Dan Willey
Lynnette Bankston*	Alyssa Houtby	Judy Zaninovich*
Erin Betts	Katie Nieri	Sandra Zwaal*
Dan Dreyer	Sylvie Robillard	

*** Participated via Webinar**

Opening Comments

Victoria Hornbaker welcomed the Subcommittee, staff, and members of the public participating in person and online.

Approval of Minutes

The Subcommittee members in attendance reviewed the October 14, 2015 meeting minutes. The consensus of the attendees was to post the minutes as presented.

Finance Review

There were two sets of invoices, as the old contract expired mid-October and the new contract began. There isn't anything significant to report, except that the new budget billing categories are different than on previous reports, as they have been adjusted to better represent the expenditures. The final billing for the 2014/2015 contract was presented and the total expenditures were \$605,819.41 with a balance remaining on the contract that will be returned to the reserve of \$56,129.59.

It was reported that there are two new billing line items on the new invoices one for Multimedia Development which will include funding for adding video content to the website and social media sites and the other for website development to make it more mobile friendly.

Industry Update

Trade Media Relations

There has been a lot of attention in Bakersfield due to the increase in finds and the grower meeting. There has also been media activity in the Bay Area due to the San Mateo finds. The EDT Forum also received some media coverage. Victoria and Katie will be doing a Bay Area media tour to provide background information to the local newspapers.

Victoria noted that Katie caught several errors in Bay Area newspaper reports and they have asked for corrections.

Grower Website Updates

The Citrus Insider website received 11,039 visits in 2015 with 7,559 of those being unique visitors. Spikes were seen in visits to the website in relation to significant events such as the HLB finds in San Gabriel and also corresponding with the newsletter (Citrus Alert). There are currently 1,142 subscribers to the newsletter and the last update, October 15, 2015 had 561 views.

Grower Meetings

There were several grower meetings in the past months, including a San Diego grower meeting held on November 5th and hosted by Rainbow Valley Orchards and Crop Production Services. Approximately 75 growers attended this meeting which focused on organic farming. A Kern County grower meeting was held on November 12th, which covered recent finds, treatment recommendations and regulations. There were 40 to 50 growers in attendance.

Santa Barbara grower meeting to prep for area-wide management; NST supporting Cressida with meeting outline, talking points

Packinghouse Outreach – Field Manager Training

NST is developing a laminated pocket card to hand out to harvest crews. The card focuses on the message of not moving stems and leaves from one site to another. The UCCE Field Worker trainings were held over two days and reached 400 farm labor contractors. The meetings showcased the best management practices video. NST is following up to see if we can get an attendee list to distribute the video on DVDs and pocket cards.

A packinghouse meeting is scheduled in San Bernardino; NST will distribute all field worker materials to all attendees.

NST and CCM have also contacted all CAC's to ask them to hand out materials directed at harvesters and farm labor contractors during the upcoming registration period.

Mountain Mandarin Outreach

CDFA staffed a booth at the Mountain Mandarin Festival. The event was very well attended and staff was able to make contact with over 1000 visitors from as far south as Orange County California. Many of the festival visitors had a basic knowledge of the Asian citrus psyllid.

PSA Update

The new PSA was shot in October on a residential property in Carpentaria and is in final production. A draft was played for the Subcommittee and they really liked it. It will be going out around the holidays.

Consumer Update

Consumer Website

There were 33,290 visits to the California Citrus Threat website in 2015, with 31,022 of those being unique visits. The largest spikes in viewership were in relation to active outreach, with the most views corresponding to the finds in Santa Clara and San Mateo Counties. It was noted that Spanish website traffic was higher than English website traffic, but most of the Spanish language views were from outside of the U.S. NST is also increasing messaging on the Twitter and Facebook accounts with a 26 percent increase in Twitter followers and an 80 percent increase in Facebook followers.

The consumer website is being revised to be mobile friendly, will be more content rich, messages about the history of citrus in CA, what is happening in Florida and messaging about not moving citrus and will include several Asian language sites that will have messaging directed at ethnic events.

Advertising

NST has a plan for paid media coverage in areas and times like harvest and flush periods. It is broken into the following regions; Bay Area, Central Valley, Coast and Los Angeles. The advertising will include radio, print and social media. The group felt that the spring and summer might be good times to target homeowners as they will be out gardening and spending time in their yards. The group felt that San Diego might be a good area to include in the advertising.

It was noted that there might be opportunity to get information out during the Rose Parade because the parade route passes through the San Gabriel quarantine.

CCM Outreach Update

The Citrus Showcase is scheduled on March 3rd in Visalia. The CPDPC will participate with a booth and possibly a lunch session.

Other Outreach

Dan Willey presented information on his YouTube site and different content that he was trying from the USDA. He talked about ads that can be run on the site and some ads will target people that visit similar sites to get the word out, YouTube charges about 20 cents per view. He would like to sell ad space to the industry to help get the word out. He also presented an update on his CRB project.

The meeting was adjourned at 4:00 p.m. and the next meeting will be held on February 10, 2016 at 1:30 p.m.