

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

Meeting Minutes
Wednesday, February 15, 2017

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on February 15, 2017 in Visalia, California.

Committee Members Present:

Gus Gunderson*

Committee Members Absent:

Franco Bernardi
Aaron Dillon

Dr. Beth Grafton-Cardwell
Kevin Severns

Interested Parties:

Bob Atkins
Erin Betts
Carolina Evangelo
Victoria Hornbaker

Melinda Klein*
Katie Nieri
Curtis Pate*
Sylvie Robillard

Judy Zaninovich*
Sandra Zwaal*

*** Participated via Webinar**

Opening Comments

Gus Gunderson welcomed the Subcommittee, staff, and members of the public participating in person and online. It was noted that there was not a quorum for the meeting.

Approval of Minutes

The members in attendance approved the minutes by consensus for the December 14, 2016 Subcommittee meeting. It was announced that Shirley Kirkpatrick has resigned from the Outreach Subcommittee and Sylvie Robillard was announced as a new member to the Outreach Subcommittee.

Operations Updates

Victoria stated that there will be biocontrol releases in Santa Clara and Placer Counties and potentially other areas north of the grapevine. Triggers for treatment exit strategies were discussed as well as activities that will take place when treatment stops which includes more HLB surveying and biocontrol releases. Victoria stated once this process is approved and tightened up that some messaging should go out to growers especially. There was discussion regarding the fine if a truck is found un-tarped. The fine will be up to \$10,000 and the money goes to the county in which the un-tarped truck was stopped.

Finance Review

Katie Nieri provided an update on NST's budget. Katie stated that the hard cost for printed materials and the influencer engagement line items have increased significantly and NST will be keeping an eye on those two line items.

CPDPP Homeowner Outreach

2017 Outreach Approach

Katie stated that NST, CCM and Victoria met to develop a 2017 outreach plan, which is based on geography and a tiered system to help scale outreach in priority areas. The areas of highest priority are HLB quarantine areas and the San Joaquin Valley.

Multi-Media Content

NST requested ideas for visuals that need to be created for outreach. NST recently photographed a residential tree and best practices like removing leaves and stems and disposing of green waste properly. NST has also been trying for months to get tarping photos scheduled, but the rain caused cancellations. The tarping photoshoot is currently being rescheduled with Bee Sweet Citrus for mid to late February. Other ideas shared were discussions about ant control. It was reported that Dan Willey is currently working on a video for ant control for homeowners which could be helpful in areas where biocontrol agents are being released. Organic applications were also discussed. Resins containing adult psyllids were requested and NST will look into manufacturing some. The PSA is being redistributed in hopes to get some expanded interest.

CPDPP Industry Outreach

Event Outreach

There will be a CCQC tour in May that the new Citrus Program Manager will attend as well as the new Environmental Scientist that will be hired under CPDPC. CRB grower meetings will be held on June 27, 2017 in Exeter, June 28, 2017 in Santa Paula and June 29, 2017 in Temecula. There will be a series of five hearings held in June in Sacramento, Tulare, Ventura, Riverside and San Diego for the vote of continuation of the CPDPC. CDFA staff is currently working on reserving meeting venues for the hearings. A referendum will not be called for unless there are negative comments made.

Regulatory Messages

Katie went over the new safeguarding/tarping messages with the Subcommittee and asked for recommendations. It was suggested to update regulatory messaging to answer the question: Why do I have to fill out this compliance agreement? The answer: to acknowledge you are aware of the rules and requirements.

Grower Website Improvements

NST plans to make a few updates to Citrus Insider with the goals of making key information easier to find, making site navigation easier and limiting the amount of overall copy. NST will also remove the map visual on the homepage to avoid confusion with regional quarantine structure that may be adopted in the future. It was suggested to update the HLB tracker with the recent detection of the four trees and to draft a post for Citrus Insider announcing those trees. Judy Zaninovich reported that the Kern County Pest Control District has set aside some funding for tree removal support.

Elected Official Outreach Update

Following the detection of HLB in Cerritos, NST reached out to 19 cities in or touching the new quarantine area. Nine meetings were secured and Paul Worlie and Ken Pellman are touring the area this week. In December, NST hosted a webinar for elected officials in San Bernardino County, and there were nine attendees.

CCM Update

Alyssa was not on the call, but Katie gave a brief update on her behalf regarding all the great work that CCM is currently doing.

CRB Update

CRB is hosting post-harvest meetings in Oxnard on April 11-12, 2017 and on April 13, 2017 in Exeter.

The meeting was adjourned at 3:30 p.m. the next meeting will be April 12, 2017 at 1:30 p.m.