

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

Meeting Minutes
Wednesday, August 5, 2020

The Outreach Subcommittee meeting was called to order by Mark McBroom at 1:30 p.m. on August 5, 2020.

Committee Members Present:

Aaron Dillion* Mark McBroom* Sylvie Robillard*

Committee Members Absent:

John C. Gless Monique Rivera Kevin Severns
Nick Hill

Interested Parties:

Price Adams*	David Gutierrez*	Keith Okasaki*
Fidan Aghayarova*	Amelia Hicks*	Margaret O'Neill*
Kevin Ball*	Alyssa Houtby*	Curtis Pate*
Dory Bennett*	Victoria Hornbaker*	Lea Pereira*
Teri Blaser*	Laura Irons*	Alexis Silveira*
Loree Bryer*	Melinda Klein*	Cressida Silvers*
Karina Chu*	Luci Kumagai*	Tyler Tkachuk*
Kiana Dao*	Jessica Leslie*	Patty Tran*
Natalie DeAngelo*	Zachary McCormack*	Claudia Vazquez*
Rick Dunn*	Neil McRoberts*	Jennifer Willems*
Holly Deniston*	Jana Miscevic*	Judy Zaninovich*
Sara Garcia Figuera*	Edwin Moscoso*	Sandra Zwaal*
James Gorden*	Alex Muniz*	

*Participated via Webinar

Opening Remarks

Mark McBroom welcomed the Outreach Subcommittee members, staff, and members of the public participating online.

Outreach Budget Review

Zachary McCormack presented the Outreach Budget for the Grower Liaisons and Nuffer Smith Tucker (NST) contracts for Fiscal Year (FY) 2019 and 2020. He mentioned there is no update for July from NST. The NST budget from October 2019 to September 2020 showed that \$656,834 has been spent to date, with a remaining balance of \$176,091.

Update on Strategy 5-Outreach and Collaboration **CPDPP Outreach Update**

Homeowner Outreach Activities

Natalie DeAngelo of NST presented activities and results from the last nine months for Homeowner Outreach. NST secured 236 news articles and stories, in both homeowner and industry media outlets, which garnered 56.4 million estimated impressions. The Save California Citrus public service announcement (PSA) was distributed to television and radio outlets in both English and Spanish. The spring Audio News Release regarding gardening while staying at home was distributed in English only in May and resulted in 48 hits on 22 radio stations and 20.9 million impressions. Additional paid outreach included radio ads that covered San Bernardino and Los Angeles markets which resulted in 48 hits, the San Gabriel Lunar Festival Chinese radio station ads resulted as 36 hits, and 15,000 mailers were sent to Redlands and Loma Linda residents. As part of the paid media plan they coordinated Asian language subtitled PSAs on Facebook, which made 750,000 impressions. Overall, the Citrus Pest and Disease Prevention Program's (CPDPP) social media channels secured more than 1,619,000 impressions. Natalie DeAngelo also stated that as the result of social media ads in the last quarter, website traffic from social media increased greatly and 44 percent of all visitors to the CaliforniaCitrusThreat.org were from social media pages. The website accrued 55,667 visits from 47,196 visitors during the last nine months.

As part of their outreach activities, Natalie DeAngelo asked committee members about their feedback and solutions for CPDPP to connect with growers and packinghouses more frequently. Victoria Hornbaker answered that partnering with CRB on virtual grower meetings could be an option for engagement. Margaret O'Neill recommended reaching out to local county farm bureaus to improve connections with growers. Also, as a San Bernardino County representative, she works with county Master Gardeners, which could be an opportunity to get engaged with the local county farmers market.

Industry Outreach Activities

Natalie DeAngelo noted that over the last nine months, Citrus Insider accrued 10,454 visits from 8,063 visitors. NST secured articles in several industry publications with regulatory updates, a field crew best practices video was coordinated, and quarterly Citrograph article submissions were made.

NST continues to collaborate with the Grower Liaisons for various outreach needs. In spring 2020, an ad was placed with USA Today, U.S. Department of Agriculture (USDA) Special Edition. Booths were hosted at World Ag Expo and California Citrus Mutual (CCM) Citrus Showcase. Additionally, train-the-trainer workshops were hosted in Exeter and Santa Paula. Lastly, informative meetings for nurseries in Southern California were hosted in coordination with the San Diego County Agricultural Commissioner's Office, the California Department of Food and Agriculture (CDFA)/USDA, and Grower Liaisons. Upcoming events include coordinating and recording a continuing education course in collaboration with the California Association of Pest Control Advisers (CAPCA) and CCM. NST is in frequent communication with CAPCA to ensure all the necessary topics are covered for the course. Based on the recent CDFA 2020 Report on the Farm Equity Act, some recommendations were made on how to better reach disadvantaged farmers and ranchers, which NST included in their upcoming activity plans. These plans include updates to the Citrus Insider, including identifying and translating resources into Spanish, and developing opportunities to host science/research-based news articles. Program promotion plans include developing monthly spotlights/profiles and question and answer sessions with Citrus Pest and Disease Prevention Division Environmental Program Managers or CPDPP partners and committee members.

Elected Official Activities

Natalie DeAngelo gave brief updates on upcoming activities, she stated that they recommend coordinating with city and county leaders to develop and place digital ads and publications. Also, NST will continue building the Citrus Hero program.

Upcoming Activities

Natalie DeAngelo mentioned that due to high interest in the F1-K9 unit and their efforts on detecting Huanglongbing (HLB), they are planning a highly visual Los Angeles based media event, the date for which is not yet determined. They are also working toward deepening relations with multilingual American communities through connecting with multilingual trusted spokespersons and influencers.

The overall goal for upcoming outreach is to stay active with media coverage using current marketing and radio ads as well as adding new paid media which will include ads on podcasts, Pinterest, and at gas stations in HLB infected areas.

Grower Liaison Updates

David Gutierrez stated that working group met twice to discuss the Grower Liaison program. He mentioned that currently, they are trying to identify gaps and overlaps between CDFA and Grower Liaison's roles and responsibilities.

CCM Outreach Update

Allyssa Houtby stated that due to COVID-19 they were not able to do any tree removal during the last several months. Because of that, they dedicated all the remaining resources from the grant into a hyperlocal outreach in HLB quarantine areas. They are currently working with NST to launch a program that consists of a new website – CitrusTreeCare.com. In addition to the website, they ran digital ads during July on Facebook, as well as radio ads and direct mail campaigns.

Other Items and Adjournment

The meeting was adjourned at 2:40 p.m. The next Outreach Subcommittee meeting will be held on October 7, 2020.