

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

Meeting Minutes  
Wednesday, October 7, 2020

The Outreach Subcommittee meeting was called to order by Mark McBroom at 1:30 p.m. on October 7, 2020.

**Outreach Subcommittee Members Present:**

Aaron Dillion\*                                      Mark McBroom\*                                      Sylvie Robillard\*

**Outreach Subcommittee Members Absent:**

John C. Gless                                      Monique Rivera                                      Kevin Severns  
Nick Hill

**Interested Parties:**

Price Adams*	Alyssa Houtby*	Lea Pereira*
Fidan Aghayarova*	Victoria Hornbaker*	Alexis Silveira*
Louis Astbury*	Jonathan Kaplan*	Cressida Silvers*
Bob Atkins*	Melinda Klein*	Michael Soltero*
Kevin Ball*	Jessica Leslie*	Tamara Tollison*
Teri Blaser*	Marcy Martin*	Patty Tran*
Karina Chu*	Zachary McCormack*	Claudia Vazquez*
Natalie DeAngelo*	Neil McRoberts*	Jennifer Willems*
Holly Deniston*	Alex Muniz*	Jeff Warner*
David Gutierrez*	Keith Okasaki*	Judy Zaninovich*
Linda Haque*	Margaret O'Neill*	Sandra Zwaal*
Amelia Hicks*	Curtis Pate*	

\*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 Citrus Pest and Disease Prevention Division (CPDPD) Outreach Budget and Expenditures. He noted that the Riverside and San Diego Growers Liaison (GL) contracts have not been executed and therefore not included in the total budget amounts for July 2020 through June 2021.

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

### Homeowner Outreach Activities

Natalie DeAngelo of Nuffer Smith Tucker (NST) presented the Homeowner Outreach activities and results. As discussed during the previous Outreach Subcommittee meeting, the media advisory was distributed to Southern California's broadcast on the work conducted by Dr. David Morgan and his team on *Tamarixia* releases. As a result, three placements were secured in major homeowner markets in Los Angeles and San Diego, which also included one live interview with Dr. David Morgan. Due to new detections of Huanglongbing (HLB) in Rancho Cucamonga, NST published a new Citrus Insider post and a homeowner publication to notify the local area about the new detections, the quarantine expansion, and how homeowners can help.

In addition to publications, Natalie DeAngelo explained that NST is currently identifying hyperlocal outreach opportunities, such as door hangers and social media advertisements. Upcoming multicultural outreach tactics were mentioned to include a partnership with social media influencers, such as Instagram bloggers. Also, "back to the basics" media campaigns are planned to explain the basic goals of the program to Spanish and Vietnamese speaking communities. DeAngelo noted that NST is currently working together with the CPDPP to identify spokespeople who can speak Spanish, Korean, and Vietnamese on behalf of the program in future media opportunities.

Upcoming media outreach activities will focus on implications of the recent *Candidatus Liberibacter asiatica* (CLas)-positive Asian citrus psyllid (ACP) detections in Rancho Cucamonga, the capabilities of the F1-K9 unit and their role as an early detection tool, and coordination with the Master Gardener program.

### Industry Outreach Activities

Natalie DeAngelo reported on the industry outreach activities with CitrusInsider.org updates. NST is working on identifying resources to be translated into Spanish. To promote the program, NST is working on developing monthly spotlights on CPDPP Environmental Program Manager I (EPM I) staff and Citrus Pest and Disease Prevention Program (CPDPP) partners to distribute to local farm bureaus. Other potential features that could be added to the website are question and answers with EPM I staff and committee members to encourage growers to engage with the committee.

### Elected Official Activities

Natalie DeAngelo gave a brief update on upcoming activities. She stated that the California Department of Food and Agriculture (CDFA) and Riverside County Agriculture Commissioner's office will present ACP/HLB updates to the City of Riverside Mayor and City Council during their virtual meeting on October 27<sup>th</sup>, 2020. Also, they contacted San Bernardino County, Rancho Cucamonga, and Upland city officials to update them on the recent HLB find and quarantine expansion. In coordination with the recent *Tamarixia* media outreach, NST is developing content around this topic so local officials can share it with the community. Content will be sent to more than 1,200 city and county officials to include on websites, newsletters, and via social media posts. NST is planning on hosting a virtual booth at the League of California Cities Annual Conference and Expo. They will follow up with 1,300 registered conferees to provide detailed program information.

### Upcoming Activities

The California Association of Pest Control Advisers continuing education course is planned to be available by mid-November. They will also provide a Citrograph article for the winter edition. NST is also working on developing the CPDPP fiscal year (FY)-2019 Annual Report which will cover CPDPP adaptations due to COVID-19. Lastly, new outreach material is being created to address industry needs on independently submitting plant samples for testing.

### Grower Liaison Updates

David Gutierrez provided an update on the Grower Liaison (GL) Working Group, stating that the Working Group assembled a survey that was sent to the GLs to gain better insight into their perceptions and experience with program outreach. Gutierrez mentioned the GL Working Group will meet next week to discuss the survey outcomes and determine the next steps for the GLs.

### CCM Outreach Update

Allyssa Houtby stated that there is no update on California Citrus Mutual (CCM).

### CRB Outreach update

Marcy Martin noted that the Citrus Research Board (CRB) has planned events and webinar meetings that will continue through November 2020. Martin also stated that the next meeting will be in January 2021.

### Other Items and Adjournment

The meeting was adjourned at 2:30 p.m. The next Outreach Subcommittee meeting will be held on November 4<sup>th</sup>, 2020.