

CALIFORNIA INVASIVE SPECIES ADVISORY COMMITTEE (CISAC) MEETING

Invasive Shot Hole Borer Sub-Committee

Committee Outreach and Education

Meeting Agenda Tuesday, March 19, 2019

9:00am – 11:00am

Meeting Minutes

Meeting Action Items

- **Next Meeting: Wednesday, April 2nd from 10am-noon**
- **Working Groups:**

Working Group	Charge	Participants
Education Outreach Coordinator	<ul style="list-style-type: none">● Identify Potential Funders● Scope: BMPs, Website, Trainings, Social Media● One or many● Forestry has some funds available	Coordinator: Jan Participants: Sheri, Sabrina, Madaline, Faith, Julie
Targets	<ul style="list-style-type: none">● Brainstorm list of target audiences● Categorize them● Prioritize into short and long term	Coordinator: Katie Participants: Kevin, John, Beatriz, Madaline, Kim, Curtis, Sheryl, Zachary and Jan or Abby

Other Action Items:

Short Term

- **David Pegos, Michael Scholl, and Joe Sheele** will create a list of venues to have speakers make an address at or have an outreach booth presence: Municipal Arborists, ISA, city Managers, League of cities, Public Works, SCAG, CSAC, County Events, California pest control advisors (CPCA).
- **David Pegos** will create Speakers Bureau from Subcommittee Participants.
- **David Pegos** will work with the rapid response committee on that Early Detection, rapid response toolkit.
- **Sabrina Drill** to reach out to local water boards about how we can collaborate as they educate public on mulch.
- **Julie Clark De Blasio** will distribute accomplishments of UC ANR.
- **Curits Ewing** will distribute accomplishments reports of firewood taskforce.
- **Curtis Ewing** will forward Firewood audiences to Katie who will distribute.
- **Jan Gonzales** send Shot Hole Borer curriculum for high school science students.

- **Tabled to Survey Sub Committee:** Move the Map Discussion to the Survey Subcommittee.
- **Tabled to the Research Committee:** Will check on Fusarium and its spores survivability.

Long Term

- Figure out how mom and pop shops are advertising. If they are using one main platform for their advertising then we can use that medium to reach them.
- Outreach to the Boy Scouts/Girl Scouts.
- Insert ISHB into K-12 Curriculum.
- Educate consumers about hiring people who use best practices.
- Utilize Cal Recycle and Cal Invasive Species Council to engage state air and water boards in this process.

Meeting Proceedings

Background

David Pegos of CDFA presented background for the convening of the subcommittee. In January of 2018 the ICSAC convened a statewide summit. Out of the summit came suggestions that were incorporated into AB 2470, signed by the governor in 2018. The bill allocated \$5 million for a coordinated statewide effort against invasive shot hole borers (ISHB). The funds are ready to be disbursed and these subcommittees are tasked with advising how the funds should be allocated and helping develop the RFPs. Each subcommittee will meet four times at two-week intervals, while taking actions between meetings to make progress. Shannon Lynch will compile the consensus of the subcommittees into a single report document. Simultaneously the subcommittees will utilize boilerplate RFP language from CDFA and Cal Fire to begin developing the RFPs.

5. SUB-COMMITTEE BUSINESS/DISCUSSIONS: Development of ISHB Action Plan

Identify key players that need to be involved

Sub-Committee members identified the following stakeholders or experts who may be missing and deserving of outreach to participate in this Sub-Committee:

- Target Audiences
 - People who could help disseminate to the public
 - Master Gardeners
 - Water Districts who are speaking to end users like homeowners
 - Nurseries
 - Campground Sites
 - Arborist certification trainings
 - Children coming home and educating their parents can be very effective
 - Those who need to know best practices
 - Waste processing facilities
 - Tree companies
 - Pesticide applicators groups

- Green waste haulers

Identify issues, concerns and opportunities as they relate to Invasive Shot Hole Borer outreach and education.

Dr. Beatriz Nobua-Behrmann lead a discussion to Identify key concerns, opportunities and action items regarding Outreach and Education on ISHB. During the discussion two working groups were formed one to examine the possibility of hiring an Education Outreach Coordinator and one to compile the target audience list. During the discussion the subcommittee brainstormed the following:

- PSHP.org should contain more information
 - We will be migrating the website so we may want to wait till after the migration before adding information to the PSHP website.
 - Need to decide who will house and update map.
 - Add to the map infestations or just keep the map to having genetic confirmations.
 - Which infestation information we want to include (trusted).
 - An unrealistic expectation that we will come out and determine if a tree is infested for every person who asks. If the area is already known to be infested, then there is no reason to make a determination if a tree is infested and people who report should then take action and make a self-determination. We are focusing our testing on areas that may help show the spread of the pest.
 - Suggestion that those asking for testing in already infested areas get a reply with a link to the website with suggested treatments.
- Unanswered questions
 - Is there pressure from the gardening communities on avocado wood mulching.
 - Noted that as we generate large quantities of the material who are the end users going to be.
 - Demand for compost.
- Brainstormed solutions
 - Can we incentivize treated wood?
 - There has been a lot of promotion of mulch. Instead of starting a new conversation how do we insert information into the already existing conversation.
 - Kevin Turner noted a paper coming out on smaller sized mulch burning slower and lower intensity.
 - We also need to educate between the difference between mulch and compost and the recommended depths.
 - Still have to worry about the fusarium in the smaller mulch.
- It needs to be composted to avoid the fusarium and is not sure if fusarium without the beetle is not able to infect the tree. Research item?
- social media presence.
 - Target Southern California
- Boy Scouts main organization is unresponsive need to work through local Packs

- A lot of HOAs that John has not reached yet. Sandy can do PowerPoint presentations. There is a problem with the reporting mechanism being overwhelmed.
- A lot of people are not using certified arborists. How do we reach the non certified arborists?
 - Cal Poly has labor centers that target mom and pop gardening community.
 - Free advertisement on Craigslist.
- There is a lot of good work already being done but it would be helpful to create an overall strategy and materials available and how we are going to monitor and measure.
- An outreach effort on how to detect in areas that do not have infestations yet.
- We have been working on creating a toolkit Rapid Response for leading edge of the infestation. Ventura county is currently the leading edge.
- UC ANR has developed some materials on ISHB – Action item
 - David would like a copy of those materials, so he does not have to reinvent.
- Noted that bordering counties are currently receiving trainings. Moving north with more information is a longer-term goal but the immediate goal is infested areas and areas bordering infested areas. Broader approach the further away from the current infestation
 - Box Elder Tree all over the state are in danger. Society of arborists has already having trainings statewide.
 - Making materials available for other states could make materials available for other states (i.e. Arizona).

Public Comment

- Annabel: Important to see the action Plans for the other sub committees.
- Curtis: 95% at the one-inch mulching is not eradication.
- Julie: thanked everyone for their input and insight.
- Kim: wants to be involved in rapid response.
- Madeline: Please keep in touch through email with action items.
- John Bell: Outreach to Cities is a concern. Doing well with CACP and ag boards. Utilize CNPS and Nature Conservancy. Do we need to have a lobby day?
 - NGO community has done a great job lobbying the legislature which is why they are engaged.
 - CISAC Planning to have another summit later this year.
- Matt Slattengren: felt that social media is a key.
- Sabrina: asked about platform, federal partners cannot use Zoom.
- Max: sent STEAM info to David Pegos.

Next Meeting – Tentatively, Tuesday April 2, 2019 from 9:00am-11:00am

The group checked the calendar. John Kabashima asked to move from 10-12. Sabrina will not be able to make it but will send info in advance of April 2nd. Abigail asked a clarifying question if the link changes for each meeting. Amber Durant confirmed that it will be a new link and, in the meantime, to use email to discuss.

Meeting Participants

First Name	Last Name	Affiliation
Dr. Beatriz (chair)	Nobua-Behrmann	UC ANR
Abigail	Barraza	UC ANR
John	Beall	County of Ventura
Kyle	Burke	CDFA
Keoni	Calantas	ICF
Faith	Campbell	Center for Invasive Species Prevention
Julie	Clark De Blasio	UC ANR
Kim	Corella	Cal Fire
Corin	Choppin	Consensus and Collaboration Program (notetaker)
Anabele	Cornejo	US Forest Service
David	Pegos	CDFA
Sandy	DeSimone	Audubon Society
Sabrina	Drill	UC ANR
Curtis	Ewing	Cal Fire
Jan	Gonzales	UC ANR
Katie	Herald	Board of Forestry
Nicole	Hill	Irvine Company
Anne	Jarque	City of San Diego
John	Kabashima	UC ANR Emeritus
Zachary	Kantor-Anaya	The Wildlands Conservancy
Sheryl	Landrum	San Diego Resource and Conservation District
Mike	Parker	Alliance Land Care
Madeleine	Rauhe	Disney
Max	Regis	Los Angeles County
Michael	Scholl	CDFA
Joe	Scheele	Customs and Border Protection
Matt	Slattengren	Contra Costa County Ag Commission
Sheri	Smith	US Forest Service
Tom	Smith	Cal Fire
Kevin	Turner	Cal Fire
Jerrold	Turney	Los Angeles County
Mayra	Valdez	Mexico
Jennifer	Van Dyke	CDFA
Jamie	Whiteford	Ventura County Resource Conservation District
Sophia	Yun	Orange County Public Works