

CALIFORNIA INVASIVE SPECIES ADVISORY COMMITTEE (CISAC) MEETING

Invasive Shot Hole Borer Sub-Committee

Committee Outreach and Education

Meeting Agenda Tuesday, April 2, 2019

10:00am– 12:00pm

Meeting Minutes

Meeting Action Items

- **Next Meeting: Friday, April 19th 9am to 11am**
- **Everyone** will send outreach materials to Dr. Beatriz Nobua-Behrmann and she will compile master list.
- **Jessika Mitchell** will develop a list or reach out to Nancy at Urban Forest Council to get us a list of Urban Forestry groups in Los Angeles (Tree People, LA Beautification, Conservation Corps, Alliance for Community Trees)
- **Katie Harrell** Add to target audiences list chainsaw repair shops and equipment supply stores to the target audience medium under information disseminator audiences; Nextdoor.com in advertisers; League of Cities and/or Southern California Council of Governments to disseminators.
- **Katie Harrell** will reach out to California Invasive Plant Council about collaboration.
- **Dr. John Kabashima** send has a GSAB flyer about hiring reputable tree care services and/or hiring a pest control company.
- **Dr. John Kabashima** send video from IS summit to David Pegos.

Short Term

- Create a presentation for speakers' bureau.

Long Term

- Put together a Best Management Practices course in collaboration with Pathways Subcommittee.

Meeting Proceedings

Background

David Pegos of CDFA presented background for the convening of the subcommittees. 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 four 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 due to the tight timeline. This is the second of the four meetings. After the fourth meeting 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 which will be discussed in a fifth meeting. Minutes will be sent out minutes and the committee will approve at the next subcommittee meeting.

Dr. Beatriz Nobua-Behrmann reviewed the minutes from the previous meeting including the two working groups and action items. The committee agreed to review minutes and approve at the next meeting.

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

Identify Opportunities

Julie Clark De Blasio sent most completed accomplishment list and suggested developing a working group to create outreach materials. The materials will be needs based depending on further discussion.

Outstanding questions: Who will lead? Are we developing a working group to create outreach materials?

- CDFA will do first outreach at the Redding Sportsman Expo this weekend. Will have some targeted outreach for the ISHB at event.
- April 13th outreach to an infested basin—the Upper Los Angeles Sepulveda Basin Wildlife Refuge. There will be approximately 500-1000 people in attendance.
- Curtis Ewing is doing outreach to Camp California on April 3rd.

This led to a discussion of materials it would be helpful to have at these events.

- Printable Consumer Questions from Firewood Task force
- Buy it don't burn it
- Firewood scouts Application from Don't Move Firewood
- Verbally tell people to purchase firewood from reputable sources
 - Potentially include a quiz for self-certification or certification of completion.
 - There was a discussion about possible incentives.
- Discussion regarding a national standard for firewood. The discussion included thoughts on a voluntary program vs regulation. The Plant Right voluntary program was brought up as a potential model.
- John Kabashima asked about targeting homeowners.
 - Katie Harrell responded that the state is targeting firewood and home heating burning.
 - Four or five years ago there were mailings targeting homes around city of San Diego Parks about the danger to state parks.
- Suggestion to send information to homeowners in particularly vulnerable areas.
 - Rhonda from Disney suggested social media is a good way to distribute information

Katie Harrell gave a report on the Target Audiences Subcommittee list which they ranked as high, medium and low. She suggested reviewing the subcommittee review the high priority targets and provide feedback.

- There was a discussion of the importance of having outreach materials translated into other languages. Spanish chapter of Western ISA.
- Spanish Tree workers associations.
- Where are these materials hosted?
- Firewood.ca.gov
- PSHB.org (both English and Spanish materials)
- Suggestion that all materials be made including pictures/visual aids so they would be accessible and easily understood by all.
- Suggest an RFP to create materials. Current materials are high level, need to create a simpler message.
- Curtis Ewing: currently working on redesigning posters, less text and Spanish and English on same time, more pictograms.
- California Urban Forest Council has more user-friendly materials.
- Suggestion to develop simplified messages for targeted audiences.
- Suggestion to centralize all currently existing outreach materials.
- Suggestion that the information be organized by date so that the most current information is easily accessed.
- There is a video that was created from the invasive species summit.

Outreach Working Group

- Jan will be back April 15th
 - Sabrina and Jan are looking for outreach coordinator job descriptions.
 - Rosie Suggested Watershed Coordinator positions

Public Comment

- Kevin Turner suggested the creation of a short video for Social Media and Information
 - Green waste information targeted to haulers that could be shared on a billboard
- Sabrina Drill was unable to find manufacturers, but the search continues
- Dr. John Kabishima suggested that we identify short term and long-term funding sources for the outreach coordinator position
- Rhonda Wood likes the target audience's spreadsheet. Create a list of what are the questions that we want to answer.
 - What do we need, what is out there, what can be improved on?
 - Dr. Kabashima suggested it be divided into North and South. How do we prevent infestation? vs How do we deal with infestation?
- Sheri Smith wants to remind everyone that there is already a lot of outreach and education is already being done. Sheri is supportive of having a coordinator.
- Sandy DeSimone added Cal Fire Bush Crews as High Priority on Target Audience List.
- Ms. Rauhe wants to keep a broad interpretation of the target audience.
 - Suggested Community Based Social Marketing
- Ms. Clark De Blasio asked if the target list would be distributed.

- David responded that it would be distributed with a list of opportunities.
- Ms. Clark De Blasio noted that the messaging is constantly evolving as the research is evolving

Next Meeting – Tentatively, Friday, April 19, 2019 from 2:00pm to 4:00pm

Meeting Participants

First Name	Last Name	Affiliation
Dr. Beatriz	Nobua-Behrmann (chair)	UC ANR
Abigail	Barraza	UC ANR
Faith	Campbell	Center for Invasive Species Prevention
Julie	Clark De Blasio	UC ANR
Kim	Corella	Cal Fire
Corin	Choppin	CSUS CCP (notetaker)
Anabele	Cornejo	US Forest Service
Rosi	Dagit	Santa Monica Mountains RCD
Sandy	DeSimone	Audubon Society
Melody	Graham	UC ANR
Katie	Harrell	Board of Forestry
Dustin	Harrison	San Diego River Conservancy
John	Kabashima	UC ANR Emeritus
Bill	Kirk	Orange County Parks
Jessika	Mitchell	Davey

David	Pegos	CDFA (Convener & Facilitator)
Mark	Porter	
Madeleine	Rauhe	Disney
Michael	Scholl	CDFA
Joe	Scheele	Customs and Border Protection
Sheri	Smith	US Forest Service
Robert	Suzuki	
Kevin	Turner	Cal Fire
Sophia	Yun	Orange County Public Works