

CALIFORNIA INVASIVE SPECIES ADVISORY COMMITTEE (CISAC) MEETING

Invasive Shot Hole Borer Sub-Committee

Outreach and Education

Meeting Agenda Friday, April 19th, 2019

9:00am– 11:00am

Meeting Minutes

Meeting Action Items

- Next Meeting: Friday, May 10th 2pm to 4pm
- Working Groups:

Working Group	Charge	Participants
Education Outreach Coordinator	- Identify Potential Funders - Refine scope	Coordinator: Jan Gonzales Participants: Sabrina Drill, Madeleine Rauhe, Julie Clark De Blasio, John Kabashima, Katie Harrell
Target Audiences	- Group target audiences that need to be trained	Coordinator: Katie Harrell Participants: Kevin Turner, John Kabashima, Beatriz Nobua-Behrmann, Madeleine Rauhe, Kim Corella, Curtis Ewing, Sheryl Landrum, Zachary Kantor-Anaya and Abby Barraza
Gaps in Outreach Materials	- Identify gaps in printed and online outreach materials to high priority target audiences.	Coordinators: Kim Corella & Katie Harrell Participant: Anabele Cornejo

Other Action Items

- **Jessika Mitchell** will send action plan to Dr. Nobua-Behrmann who will share with the subcommittee.
- **Jessika Mitchell** will reach out to Igor Lacan of UC ANR San Mateo Urban Forestry.

- **Gretchen Heimlich** will invite Rachel O'Leary with City Plants.
- **Sabrina Drill** is talking with Wendy Powers regarding ways to avoid the overhead issues.
- **Outreach Education Coordinator Working Group Added:** Dr. Kabashima, Katie Harrell. Removed Faith Campbell and Sheri Smith.
- **Dr. Beatriz Nobua-Behrmann** will add a publication date column to the outreach materials list.
- **Tom Smith** will keep Jessika Mitchell in the loop on mapping.
- **Faith Campbell** will send feedback to Sabrina Drill about PSHB.org website.
- **Curtis Ewing** will make sure that Firewood Task Force Website is linked to Eskalen labs if it is not already.
- **Jan Gonsalves** will add to the scope of Outreach Coordinator: Reach out to the public to make them aware of the risks associated with getting mulch from unknown sources.
- **Katie Harrell** will group target audiences that need to be trained.
- **Katie Harrell** will add iNaturalist to the Target Audiences.
- **David Pegos** will have CDFA purchase targeted ads on keyword firewood.
- **David Pegos** will explore 15 sec video/commercial regarding not moving firewood.
- **John Bell** will present at Glassy Winged Sharpshooter (GWSS) at nurseries.
- **Shannon Lynch** will collect activities for final report.

Long Term Action Items:

- Cross pollinate PSHB.org and Don't Move Firewood so both contain links to all the outreach materials.
- Find Funding Revamp PSHB.org to be user friendly and contain more active content.
- CFA will create a 15 sec video/commercial regarding not moving Mulch and Green Waste

RFPS

- Outreach Education Coordinator either as a consultant or through a funding mechanism like UC ANR.
- Train the Trainer Course
- California Naturalists training which is still in development could include training on ability to identify. Completed the ISHB class paired with a field training. This would allow them to do visual surveys.
- Field Work Training

Meeting Proceedings

Dr. Beatriz Nobua-Behrmann called the meeting to order at 9: 00 am and lead a round of introductions. Dr. Nobua-Behrmann reviewed the minutes from the two previous meeting and they were approved without objection. Dr. Nobua-Behrmann did a brief check in with the sub-committee regarding ideas and concerns which generated a few action items.

- **Action Item:** Jessika Mitchell will send action plan to Dr. Nobua-Behrmann who would share with the sub-committee.
- **Action Item:** Gretchen Heimlich will invite Rachel O'Leary with City Plants.
- **Action Item:** Jessika Mitchell will reach out to Igor Lacan UC ANR San Mateo Urban Forestry.

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

Outreach Education Coordinator Working Group

Jan Gonsalves with UC ANR presented a draft SHB outreach coordinator duties: Design and development, implementation and coordination, and management analysis. The working group suggested that this position could be broadened up if other tree pests may be founded. Ms. Gonsalves has done some analysis on salary requirements for a position like this on a statewide level.

- Sabrina Drill wanted to make sure we were doing long term thinking regarding establishing a social media presence. She reiterated Jan Gonsalves' point that we should not pigeonhole the presence to just ISHB as it may be limiting in the future.
- Julie Clark De Blasio thanked Jan Gonsalves and Sabrina Drill for their work as it helps creates a template.
- Katie Harrell offered to help the Outreach Education Coordinator Working group with her experience on Sudden Oak Death.
 - Ms. Harrell suggested that the position be under CISAC.
 - Ms. Drill recommended the position be hosted at UC ANR as they have the scientific background.
 - There was some discussion of UC overhead.
 - **Action Item:** Sabrina Drill is talking with Wendy Powers regarding ways to avoid the Overhead issues.
- Jan Gonsalves wanted to make sure that there was not just budgeted money for the position but budgeted for overhead materials for the coordinator to utilize.
- **RFP:** Outreach Education Coordinator either as a consultant or through a funding mechanism like UC ANR.
- **Action Item:** Outreach Education Coordinator Working Group Added: Dr. Kabashima, Katie Harrell. Remove Faith Campbell and Sheri Smith.
 - Curtis Ewing said the firewood task force can provide budget for supplies.
- David Pegos reported that he and Curtis Ewing attended to the Redwood Sportsman Expo. Mr. Pegos is continuing to build a list of venues and will be relying on sub-committee members to be a speakers Bureau.

Outreach Materials List

Dr. Nobua-Behrmann went over the list of already created outreach materials.

- It was asked if the publication date could be added to the list
 - **Action Item: Dr. Nobua-Behrmann** will add a publication date column to the outreach materials list.
- Mr. Pegos recommended that the outreach materials be all listed on all three current sites: "Don't move firewood", "PSHB.org", and FRAP's new mapping website.
 - Dr. Drill expressed a concern that if the materials were on all three separate sites that it would be difficult to keep them all up to date.

- Mr. Pegos clarified that the tree sites contain links rather than the actual materials so that as materials were updated.
- Dr. Nobua-Behrmann noted that PSHB and Don't Move Firewood could also link to the new map created by FRAP.
- **Action Item: Leigh & Dr. Nobua-Behrmann** cross pollinate information on both PSHB.org and Don't Move Firewood websites so they both contain links to all the outreach materials.
- Most documents are already cross pollinated between PSHB.org and Eskalen Labs but there were a few items missing.
- **Action Item: Tom Smith** will keep Jessika Mitchell in the loop on mapping.
- **Action Item: Faith Campbell** will send feedback to Sabrina Drill about PSHB website.
- Julie Clark De Blasio noted that one of the reasons PSHB.org has not been updated recently is that University is updating its site builder software.
- **Consensus Reached** Long Term Goal: Find funding to revamp PSHB.org to be user friendly and contain more active content.
- **Action Item: Curtis Ewing** Make sure that Firewood Task Force Website is linked to Eskalen Labs if it is not already.

Target Audiences

Dr. Nobua-Behrmann reviewed the target audiences list and their prioritization. Dr. Nobua-Behrmann suggested that potentially we try to link target audiences to outreach materials and see if any new materials needed to be developed for certain target audiences.

- Discussion Confirming different types of gardeners were all covered in the target audience list.
- Suggestion that an outreach coordinator would be helpful in identifying gaps.
- There was some discussion about an example target audience of "Chip Drops" and the challenges of working with for-profits.
- **Action Item:** Jan Gonsalves add to the scope of Outreach Coordinator and reach out to the public to make them aware of the risks associated with getting mulch from unknown sources and companies who use mulch.

Establish Working Group to identify **gaps** in printed and online **outreach materials** to high priority target audiences. Coordinators: Kim Corella & Katie Harrell. Participant: Anabele Cornejo.

- Julie Clark De Blasio clarified that PSHB.org is meant for the public, so it is not supposed to be as scientific so it is more approachable for a larger audience.
- Katie Harrell spoke with Doug Johnson who apologized for not being able to be involved in the sub-committee but provided some recommendations to the committee on outreach matters. Mr. Johnson was impressed with the texasinvasives.org website and how they displayed information on invasive pests.
- Dr. Nobua-Behrmann discussed how UC ANR developed a course on ISHB and how that may meet one of the sub-committee's needs.
- Dr. Nobua-Behrmann has a presentation that was developed for on invasive species that includes ISHB as well as a few other invasive pests that can meet the short term goal of having a presentation for the Speakers Bureau.
- **RFP:** "Train the Trainer" Course
- **RFP:** California Naturalists training which is still in development could include training on ability to identify. Completed the ISHB class paired with a field training. This would allow them to do visual surveys.

- **RFP:** for Field Work Training
- **Action Item:** Add iNaturalist to the Target Audiences
- **Action Item:** Group target audiences that need to be trained.
- Suggestion to create a 15 second commercial. The current video that we have is long enough that only those who have an interest in ISHB will watch the whole video. Need to develop a video that can be placed in front of audiences that do not already know about ISHB.
- **Action Item: David Pegos** working on some targeted ads on keyword firewood.
- **Action Item: David Pegos** will explore 15 sec video/commercial regarding not moving firewood.
- **Long Term Action Item: David Pegos** will create a 15 sec video/commercial to promote not moving Mulch and Green Waste
 - “Don’t Move Firewood” used to have some good videos to use as examples.
 - Suggestion that we consider looking at radio ads as well.
 - CDFA has been able to play Public Service Announcements in the past.
- Presentation on May 9th in San Luis Obispo.
- Suggestion to glean information and resources from existing programs in Hawaii and Florida.

Public Comment

- **Action Item:** John Bell will present on Glassy Winged Sharpshooter (GWSS) at nurseries. Working with Warren Nichols with CDFA and will include information about ISHB. Suggested Monterey, SLO, San Jose and clean-up groups for targeted ads.
- Suggestion that we also bring up surveying and monitoring
- Suggestion to add it to trapping contract
- Sandy Raperian assistance are doing trapping and no sign of tree pests.
- Tom Smith is giving a talk decorative hardwood association of North America on May 7th.
- **Action Item:** Shannon Lynch will collect activities currently being conducted for final report.

7. ADJOURNMENT

Dr. Nobua-Behrmann adjourned the meeting at 11:36am.

Next Meeting – Wednesday May 10th from 2:00pm to 4:00 pm in Room 333.

Meeting Participants

First Name	Last Name	Affiliation
Dr. Beatriz	Nobua-Behrmann (chair)	UC ANR
Abigail	Barraza	UC ANR
John	Beall	Ventura Agricultural Commissioner’s Office

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
Sandy	DeSimone	Audubon Society
Sabrina	Drill	UC ANR
Curtis	Ewing	Cal Fire
Jan	Gonzales	UC ANR
Katie	Harrell	Board of Forestry
Gretchen	Heimlich	Disneyland Resort
John	Kabashima	UC ANR Emeritus
Shannon	Lynch	UC Santa Cruz
Jessika	Mitchell	Davey
Tasha	Newman	Pacific Policy Group
David	Pegos	CDFA (Convener & Facilitator)
Madeleine	Rauhe	Disneyland Resort

Michael	Scholl	CDFA
Joe	Scheele	Customs and Border Protection
Chris	Shogren	UC Riverside
Tom	Smith	Cal Fire
Rhonda	Wood	Disneyland Resort