

CALIFORNIA INVASIVE SPECIES ADVISORY COMMITTEE (CISAC) MEETING

Invasive Shot Hole Borer Sub-Committee

Committee Outreach and Education

Meeting Agenda Friday, May 10th, 2019

2:00pm– 4:00pm

Meeting Minutes

Meeting Action Items

- Next Meeting: Monday, May 20th 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 outreach and/or training	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 Participant: Anabele Cornejo

Other Action Items:

- Julie DeBlasio send quarterly report to Sheryl Landrum

Consensus reached:

The top three priorities of the Outreach and Education Sub-Committee to design RFPs for:

1. ISHB communications coordinator
2. Regional outreach coordinators and
3. Communication operations funds for the development and production of materials.

Suggested Requests For Proposals Prioritized

1. ISHB Statewide Communication Coordinator - scope designed by working group
2. Regional Outreach Coordinators
3. A communication operating program
4. A training program (online trainings, field trainings, roadshow trainings)
5. Website and social media development
6. Developing/translating materials in languages other than English
7. Development and production of printed material and PowerPoints (targeted to different audiences)
8. Online outreach (ad buys for the video that is in production)

Meeting Proceedings

Dr. Beatriz Nobua-Behrmann called the meeting to order at 2:10pm and lead a round of introductions. Dr. Nobua-Behrmann reviewed the minutes. There were some minor adjustments made to the minutes including a correction of a last name spelling and removing Katie Harrell as a coordinator of the Gaps in Outreach Materials Working Group. Sabrina Drill moved to approve the minutes as amended. Matt Slattegren seconded the motion. The minutes were approved without objection.

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

Outreach Education Coordinator Working Group

Jan Gonzales presented the scope of work of a potential communication coordinator position developed by the Working Group. The scope expands beyond just ISHB and allows for preparing for other potential pests.

- Sabrina Drill suggested changing the name to not have ISHB in the position title to allow the position to have more longevity.
 - Ms. Drill asked know if the position has to be done through RFP or can it be housed at another organization.
 - The Sub-Committee agreed that ISHB would remain in the job title for now due to funding issues.
- David Pegos responded that ISHB funding is limited to working on ISHB however the group can try to get other funding from other.
- Mr. Pegos clarified that these funds can be allocated for up to three years.

Target Audiences

Dr. Nobua-Behrmann reviewed the target audiences list and their prioritization. The working group felt that the current list of target audiences was too large to create a training targeted at each. Dr. Nobua-Behrmann categorized the target audiences into four categories:

1. Land Management and Green Waste
2. Landscape and Gardens

3. Naturalists/Camping
4. Public Training

- Suggestion to add a column of who might carry out the trainings.
- Faith Campbell noted that it is important not just to focus on trainings that outreach materials were important as well. She recommended that we increase the number of categories.

Discussion of Potential Requests for Proposals (RFP)

- Ms. Gonzales suggested that we create a separate RFP item for communications operating program.
- Julie Clark de Blasio recommended that maybe the RFPs be divided into outreach materials, online courses, in-person courses.
- Ms. Gonzales recommended that the outreach coordinator determine which training courses were needed.
- Ms. Drill asked if there should be a pot of money for the coordinator's salary and a pot for their materials.
- Dr. Nobua-Behrmann noted it is important to identify such as the need to develop a field workshop that will help identify.
- Mr. Pegos noted per this committee's suggestion funds have been identified from the US forest Service to create a video.
- Ms. Campbell noted that it is importance of focusing on Green waste Haulers and Firewood Dealers.
- Abigail Barraza suggested that we would a statewide lead and regional coordinators.
- Communication Coordinator's duty includes addressing our targeted audiences with materials.

The Sub-Committee determined that sub-committee strategies to be prioritized should be:

1. ISHB Communication Coordinator (Statewide)
2. Regional Outreach Coordinators
3. Website and social media development
4. A Communication Operating Program
5. A Training Program (Online trainings, field trainings, roadshow trainings)
6. Online Outreach (ad buys for the video that is in production)
7. Development and production of printed material and PowerPoints (targeted to different audiences)
8. Developing/translating materials in languages other than English

There was some discussion regarding sequencing and the coordinator position. Dr. Nobua-Behrmann brought up the importance of certain outreach materials be developed as soon as possible per the request Pathways and Survey Sub-Committee.

- Dr. Kabashima brought up the Citrus Pest Disease and Prevention Committee website as a good model.
 - Mr. Pegos said it was a private contractor hired by the committee
 - Ms. Barazza noted that it is going to take a lot of time to transition PSHB.org from the old format to the new design currently being used by UC.
 - It was agreed that PSHB.org could be hosted by a firm that specialized in web

Prioritization

Dr. Nobua-Behrmann opened the floor up to have each participant list their top three priorities from the strategies that had been agreed on. These priorities did not necessarily imply that the other listed priorities were not important and may not be covered by other listed strategies as some of the strategies had overlap but rather would help inform focus for the next sub-committee meeting which was to be focused on developing requests for proposals.

- Sabrina Drill 1, 2, 4
- Abigail Barraza 1, 2, 4
- David Pegos 1 2 3
- Faith Campbell 1 2 4
- Jan Gonzales 1 2 4, remove word position in number 3:
- John Kabashima 1 2 4
- Julie Clark De Blasio 1 2 4
- Madeleine Rauhe 1 4 5
- Gretchen Heimlich 1 2 5
- Rhonda Wood 1 5 8
- Sheryl Landrum 1 2 4 and 7 due to immediate need for some outreach materials
 - Jan Gonzales responded that materials to fill immediate needs were already in development.

It was the **consensus** of the group that the top priorities of the Outreach and Education Sub-Committee is a ISHB Communications Coordinator, Regional Outreach Coordinators and Communication Operations funds for the development and production of materials.

- Members of the sub-committee gave a workshop in SLO on ISHB yesterday May 9th. It had great participation from all over the state.
- Members of the Sub-Committee will be putting on a workshop in July.
- **Action Item:** Julie DeBlasio send quarterly report to Sheryl Landrum.

Public Comment

Public comment was done in conjunction with the prioritization as participants were asked to include any comments they had in their rankings.

7. ADJOURNMENT

Dr. Nobua-Behrmann adjourned the meeting at 4:15 pm. Next meeting will focus on RFP development.

Next Meeting – The next sub-committee will be scheduled for May 20th 2pm to 4pm.

Meeting Participants

First Name	Last Name	Affiliation
Dr. Beatriz (chair)	Nobua-Behrmann	UC ANR
Abigail	Barraza	UC ANR
Elizabeth	Brusati	CDFW
Faith	Campbell	Center for Invasive Species Prevention
Julie	Clark De Blasio	UC ANR
Corin	Choppin	CSUS CCP (notetaker)
Anabele	Cornejo	US Forest Service
Sandy	DeSimone	Audubon Society
Jon	Detka	UC Santa Cruz
Sabrina	Drill	UC ANR
Jan	Gonzales	UC ANR
Gretchen	Heimlich	Disneyland Resort
John	Kabashima	UC ANR Emeritus
Sheryl	Landrum	City of San Diego
David	Pegos	CDFA (Convener & Facilitator)
Madeleine	Rauhe	Disneyland Resort

Michael	Scholl	CDFA
Viviana	Ruiz	US Forest Service
Matthew	Slattengren	Contra Costa County
Rhonda	Wood	Disneyland Resort