

CISAC Invasive Shot Hole Borer Outreach and Education Subcommittee
March 17th, 2025 Meeting Minutes

ISHB Members:

Bea Nobua-Behrman

Shannon Lynch

Tom Smith

Guests:

Nara Baker

Fayek Gergis

David Pegos

Jonathan Babineau

Lindsey Hack

Drew Raymond

Samuel Bettien

Linda Haque

Ambika Saini

Shannon Brooks

Heather Healy

Cherie Shook

Rachel Burnap

Igor Lacan

Abigail Stokes

Kim Corella

Shannon Lundin

Karey Windbiel-Rojas

Sara Davis

Robert Mackie

Brian Woodward

Curtis Ewing

Randall Oliver

Opening:

The California Invasive Species Advisory Committee (CISAC) Invasive Shothole Borer (ISHB) Subcommittee meeting was called to order at 1:05 p.m. on March 17th, 2025. Dr. Shannon Lynch welcomed committee members, guests, and staff.

Discussion:

Outreach and Education Needs Assessment:

1. Promotional items
 - a. Pens, hats, t-shirts, sweatshirts, hand-lenses, tattoos, socks, beanies.
2. Public relations and public outreach group to help with new types of communication.
 - a. Artist (for door hanger and mailer art, etc.)
3. Statewide Tree Pest Expert Coordinator (Randall Oliver + Regional coordinator)
 - a. Educate agricultural commissioners on ISHB.
 - i. Tree companies that participate in “chip drop”.
 - ii. Outreach in areas with chimneys and wood-burning stoves.
 - iii. Evaluate the efficacy of the outreach and education program.
 - b. Travel (\$20,000)
 - c. Personnel (\$170,000)
 - d. Discretionary funds (workshops, printing, booth fees, etc.)
 - i. Outreach Materials: ~\$5,000,000
 1. The cost for door hangers was \$1 per door, including material and people, but stopped using them due to unreliability issues.
 2. Partner with Tree People, California Conservation Corp could be an option.
 - ii. Billboards are estimated at between \$400,000 - \$500,000 (cost depends on location).
 - iii. Workshops: \$10,000
 - iv. Booth fees: Included in travel
 - v. Social media messaging (by Zip code)

1. Sherry Shook will get back with a report on Facebook costs
- vi. New educational materials (including gaps in educational materials identified above).
 1. Field guide that includes Greater Shothole Borer (GSHB).
 2. Guidelines on replanting program – what to replant and where.
 3. Management matrix for riparian habitats.
 4. Public workshops for residents and clientele of tree-care companies.
4. Regional Coordinator (Part-time Southern and Northern California)
 - a. Personnel \$160,000 total (\$80,000 per position)
 - b. Liaison between stakeholders in the region and the statewide coordinator.
 - c. Meet with affected communities for ISHB engagement activities.
 - d. Coordinate participatory science and master gardener programs.
5. ID kits (~\$40.00 per kit)
 - a. Field Guide (printing costs)
 - i. Should include GSHB
 - b. Beetle specimens (collecting)
 - c. Dried infested wood (PSHB, KSHB, GSHB)
 - d. Pen (\$0.33)
 - e. Cardboard box
 - f. Bag
 - g. DSH tape (\$5.00-\$10.00 each)
 - h. Chisel (\$15.00 each)
 - i. Hand lens (\$1,200.00 if bulk order of 250 units)
6. Collaborative tools (no cost – but barrier)
 - a. Slack would be useful – post shared documents.
 - i. Record retention feature is much more useful than Microsoft Teams.
 - ii. Shannon Lynch will research costs before the next ISHB meeting.
7. Signage at the border stations (\$1,000,000)
 - a. Truckee station
 - i. It can be used to spread awareness of multiple pests.
8. Quarterly public-facing newsletter (\$45,000-1,000,000)
 - a. Outreach contractor
 - b. ISHB and other pests

Adjournment

The meeting was adjourned at 3:05 p.m. The next scheduled California Invasive Species Advisory Committee ISHB meeting is scheduled for March 18th, 2025, at 1:30 pm.