

**California Invasive Species Advisory Committee (CISAC)  
Outreach and Education Subcommittee  
May 18, 2022 Meeting Minutes**

**CISAC Subcommittee Members:**

Dr. Ted Grosholz	Dr. Shannon Lynch	Martha Volkoff
Ricky Lara	Beatriz Nobua-Behrmann	

**Subcommittee Members Absent:**

None

**Guests:**

Jonathan Babineau	Doug Johnson	Victor Rabinovich
Elisabeth Brusati	Karen Lowerison	Katie Sutherland-Ashley
Shady Hajjar	Randall Oliver	Tracey Takeuchi
Katie Harrell	David Pegos	

**Opening**

The meeting of the California Invasive Species Advisory Committee (CISAC) Subcommittee was called to order at 3:00 p.m. on May 18, 2022 held at the California Department of Food and Agriculture headquarters.

Chair Martha Volkoff welcomed committee members and guests. She noted that this subcommittee was formed to seek ideas for the CISAC Committee.

**Outreach and Education Opportunities**

It was noted that the upcoming Invasive Species Lunch webinar has five presenters with topics including the Sacramento San Joaquin Delta and Invasive Shot Hole Borer. California Department of Fish and Wildlife (CDFW) will be posting a video on monitoring for quagga and zebra mussel. There will be a one-hour webinar training on June 6, 2022 for Agricultural Commissioners and Weed Management Areas (WMAs) on weed mapping.

Suggestions for future CISAC outreach include: a peer-reviewed centralized repository of social media and other information on the CISAC website; a spotlight program for industry or community leaders, like CDFW's Citrus Hero award; collaborative events with partner groups like Master Gardeners or Ag in the Classroom; open house events with areas for children; booths at industry events or farmer's markets; job fairs at colleges; connecting to previously-untapped, tangentially-related groups, such as pet-owners, foreign language groups, Audubon groups or the Native American Heritage Commission. It was suggested that having a contact list of state, county and local environmental groups would be useful for CISAC outreach or sponsorship opportunities.

***California Invasive Species Action Week (CISAW)***

Elisabeth Brusati stated that the 9<sup>th</sup> annual CISAW will begin in June. CISAW is a collaboration between CDFW and local volunteer groups to publicize Invasive Species by holding a variety of events including a youth art contest. Martha noted that there is a CDFW webpage to publicize and chronicle local events and an app to see engagement with scavenger hunt participation.

Elisabeth encouraged all organizations send out social media posts for CISAW and CISAC. David Pegos and Randall Oliver will reach out to the National Institute for North America Invasive Species Management Association (NAISMA) for recommendations.

### **ACTION ITEMS**

- Plug-and-play Template for Invasive Species week
- General Invasive Species video (international points of entry, customs and border protection, dog teams, biocontrol, etc.)
- A webpage for media and to be a central hub for CISAC's Invasive Species work
- Create a list of environmental organizations and points of contact
- Regional action events in 2023

### **Adjournment**

The meeting was adjourned at 4:55 p.m. The next scheduled CISAC Subcommittee meeting is yet to be determined.