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CALIFORNIA STATE BOARD OF
OPTOMETRY



**PUBLIC RELATIONS AND OUTREACH COMMITTEE
TELECONFERENCED MEETING AGENDA**

MEMBERS OF THE COMMITTEE

Maria Salazar-Sperber, JD, Chair
Madhu Chawla, OD
Rachel Michelin
David Turetsky, OD

**March 23, 2018
9:00 AM – 10:00 AM**

(or until conclusion of business)

**Department of Consumer Affairs
HQ2 - Hearing Room
1747 North Market Boulevard,
Sacramento, CA 95834**

**Kaiser Permanente
Department of Optometry
5601 De Soto Avenue, Rm 1761
Woodland Hills, CA 91367**

ORDER OF ITEMS SUBJECT TO CHANGE

1. Call to Order/Roll Call/Establishment of a Quorum
2. Public Comment for Items Not on the Agenda
Note: The committee may not discuss or take action on any matter raised during this public comment section, except to decide whether to place the matter on the agenda of a future meeting [Government Code §11125, §11125.7(a)].
3. Discussion and Possible Action Regarding Meeting Minutes: December 14, 2017
4. Update and Discussion Regarding Strategic Plan Outreach Objectives and Deliverables Including its Consumer Outreach Campaign and BreEZe Outreach to Licensees/Registrants
5. Review, Discussion and Possible Action Regarding Board Outreach Regarding Inspections
6. Review, Discussion and Possible Action Regarding the Board's Online Refraction Brochure and Concerns Raised by Stakeholders
7. Future Agenda Items
8. Adjournment

The mission of the [California State Board of Optometry](#) is to protect the health and safety of California consumers through licensing, education, and regulation of the practice of Optometry.

Meetings of the California State Board of Optometry and its committees are open to the public except when specifically noticed otherwise in accordance with the Open Meeting Act. Public comments will be taken on agenda items at the time the specific item is raised. Time limitations will be determined by the Chairperson. The Committee may take action on any item listed on the agenda, unless listed as informational only. Agenda items may be taken out of order to accommodate speakers and to maintain a quorum. Members of the Board who are not members of this committee may be attending the meeting only as observers.

NOTICE: The meeting is accessible to the physically disabled. A person who needs a disability-related accommodation or modification in order to participate in the meeting may make a request by contacting Rob Stephanopoulos at (916) 575-7185 or sending a written request to that person at the California State Board of Optometry, 2450 Del Paso Road, Suite 105, Sacramento, CA 95834. Providing your request at least five (5) business days before the meeting will help ensure availability of the requested accommodation.