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**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

**Friday, January 31, 2020
10:00 to 11:00 AM
(or until conclusion of business)**

Teleconference Meeting Locations:

DCA Del Paso – Sequoia Room
2420 Del Paso Road, Room 109
Sacramento, CA 95834

California Retailers
Association
1121 L Street, Suite 607
Sacramento, CA 95814

Stevenson Ranch Library –
Meeting Room
25950 The Old Road
Stevenson Ranch, CA 91381

**ORDER OF ITEMS SUBJECT TO CHANGE. ACTION MAY BE TAKEN ON ANY ITEM ON
THE AGENDA.**

- 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**
 - A. June 29, 2018 Committee Meeting
- 4. Update, Discussion and Possible Action Regarding Outreach Campaigns**
- 5. Update and Discussion Regarding Optometry Board's Website**
 - A. Implementation of Assembly Bill 434 (Baker, Chapter 780, Statutes of 2018) State Web Accessibility: Standard and Reports.
 - B. Review of recent changes to website
- 6. Update, Discussion and Possible Action Regarding Strategic Plan Outreach Objectives and Deliverables**
- 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 the Board at 916-575-7170 or sending a written request to 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.