



CALIFORNIA STATE BOARD OF OPTOMETRY
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PUBLIC RELATIONS AND OUTREACH COMMITTEE
MEETING ACTION MINUTES
DRAFT

2420 Del Paso Road
 Sequoia Room
 Sacramento, CA 95834

United Nurses Association/Union
 of Health Care Professionals
 995 Overland Court, Lobby
 San Dimas, CA 91773

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[December 14, 2017](#)

Members Present

Donna Burke
 Madhu Chawla, OD
 Maria Salazar-Sperber, JD
 David Turetsky, OD

Staff Present

Jessica Siefertman, Executive Officer
 Kellie Flores, Board Liaison
 Mina Hamilton, Legal Counsel
 Todd Kerrin, Policy Analyst

Guest List

On File

1. Call to Order/Roll Call

Ms. Sperber, Committee Chair called roll and a quorum was established.

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)].

There were no public comments.

3. Discussion and Possible Action Regarding Meeting Minutes: September 28, 2017

Dr. Turetsky moved to approve the September 28, 2017 Committee Meeting Minutes. Ms. Burke seconded. The Committee voted unanimously (4-0) and the motion passed.

Member	Aye	No	Abstain	Absent	Recusal
Ms. Burke	X				
Dr. Chawla	X				
Ms. Michelin				X	
Ms. Salazar-Sperber	X				
Dr. Turetsky	X				

4. Update and Discussion Regarding Consumer Outreach Campaign

There were no actions taken on this item.

5. Discussion and Possible Action Regarding Subject Matter Expert Recruitment Materials

There were no actions taken on this item. However, the PROC established the following deliverables:

- Implement newsletter at least twice a year;
- Participate in outreach events to promote BreEZe, educate licensees about the Board and laws/regulations;
- Update website to mirror MBC's; and,
- Strategic Plan Outreach Objectives

6. Review, Discussion and Possible Action Regarding Board Publications and Website Design

There were no actions taken on this item

7. Future Agenda Items

8. Adjournment

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