
2450 Del Paso Road, Suite 105
Sacramento, CA 95834
(916) 575-7170, (916) 575-7292 Fax
www.optometry.ca.gov

To: Board Members **Date:** August 3, 2018

From: Maria Salazar Sperber, Chair **Telephone:** (916) 575-7170
Public Relations and Outreach Committee

Subject: **Agenda Item 8B. – Update, Discussion and Possible Action Regarding Board Committee Reports: Public Relations and Outreach Committee**

B. Public Relations and Outreach Committee (PROC)

Audio pending: [June 29, 2018](#)

Requested Action:

1. Approve Proposed New Logo

The PROC met on June 29, 2018 to continue implementing the Strategic Plan Outreach 2018 deliverables, as described in more detail [here](#).

The PROC also reviewed and provided feedback on a new Board logo among thirteen options [here](#). Logo #5 was voted to be presented to the Board to replace the existing logo.

The PROC also reviewed and approved the [Summer 2018 Newsletter](#). The content was sent to DCA's Design and Editing Team. The Summer 2018 Newsletter is scheduled for release at the end of August. It will include a link to the Board's Infection Control Guidelines.

Attachments

1. Proposed New Board Logo #5

