PUBLIC RELATIONS AND OUTREACH COMMITTEE
MEETING ACTION MINUTES

2420 Del Paso Road
Sequoia Room
Sacramento, CA 95834

Charter College – Oxnard Campus
2000 Outlet Center Drive #150
Oxnard, CA 93036

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

Listen to Audio for Discussions
September 28, 2017

Members Present
Donna Burke
Madhu Chawla, OD
Rachel Michelin
Maria Salazar-Sperber, JD
David Turetsky, OD

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

Guest List
On File

1. Call to Order/Roll Call

Ms. Burke, 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. Update and Discussion Regarding "Emerging Technologies" Consumer Outreach Campaign

   There were no actions taken on this item.

4. Discussion and Possible Action Regarding Board Strategic Plan "Outreach" Objectives

   There were no actions taken on this item.

5. Discussion and Possible Action Regarding Public Relations and Outreach Committee Deliverables

   There were no actions taken on this item. However, the PROC established the following deliverables:
   1. Implement newsletter at least twice a year
   2. Participate in outreach events to promote BreEZe, educate licensees about the Board and laws/regulations
   3. Update website to mirror MBC’s
   4. Board’s Strategic Plan “Outreach” Success measures
6. Election of Chair

Ms. Michelin nominated Ms. Sperber to serve as Chair. Ms. Sperber accepted the nomination. The Committee voted unanimously (5-0) and elected Ms. Sperber PROC Chair.

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7. Future Agenda Items

8. Adjournment