



CALIFORNIA STATE BOARD OF OPTOMETRY
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**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

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September 28, 2017

Members Present

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

Staff Present

Jessica Siefertman, 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 BreZE, 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.

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

7. Future Agenda Items

8. Adjournment