



**CALIFORNIA STATE BOARD OF OPTOMETRY**  
 2450 DEL PASO ROAD, SUITE 105, SACRAMENTO, CA 95834  
 P (916) 575-7170 F (916) 575-7292 www.optometry.ca.gov



**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 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.**

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

7. Future Agenda Items

8. Adjournment