



**CALIFORNIA STATE BOARD OF OPTOMETRY**  
 2450 DEL PASO ROAD, SUITE 105, SACRAMENTO, CA 95834  
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**PUBLIC RELATIONS AND OUTREACH COMMITTEE  
 MEETING ACTION MINUTES**

Department of Consumer Affairs  
 HQ2 – Hearing Room  
 1747 N. Market Blvd.  
 Sacramento, CA 95834

Kaiser Permanente  
 Dept. of Optometry  
 5601 De Soto Ave. Rm. 1761  
 Woodland Hills, CA 91367

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[March 23, 2018](#)

**Members Present**

Racehl Michelin  
 Madhu Chawla, OD  
 David Turetsky, OD

**Staff Present**

Jessica Siefertman, Executive Officer  
 Robert Stephanopoulos, Assistant Executive Officer  
 Mina Hamilton, Legal Counsel  
 Todd Kerrin, Policy Analyst

**Guest List**

On File

1. Call to Order/Roll Call

Ms. Michelin 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: December 14, 2017

**Dr. Chawla moved to approve the December 14, 2017 Committee Meeting Minutes. Dr. Turetsky seconded. The Committee voted 3-0 and the motion passed.**

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

4. Update and Discussion Regarding Strategic Plan Outreach Objectives and Deliverables Including its Consumer Outreach Campaign and BreEZe Outreach to Licensees/Registrants

There was no action taken on this item.

5. Review, Discussion and Possible Action Regarding Board Outreach Regarding Inspections

There was no action taken on this item.

6. Review, Discussion and Possible Action Regarding the Board's Online Refraction Brochure and Concerns Raised by Stakeholders

**Dr. Turetsky moved to forward this issue for attention from the full Board. Dr. Chawla seconded. The Committee voted 3-0 and the motion passed.**

<b>Member</b>	<b>Aye</b>	<b>No</b>	<b>Abstain</b>	<b>Absent</b>	<b>Recusal</b>
<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