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CALIFORNIA STATE BOARD OF
OPTOMETRY



**PUBLIC RELATIONS AND OUTREACH COMMITTEE
TELECONFERENCED MEETING AGENDA**

MEMBERS OF THE COMMITTEE

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

**September 28, 2017
9:00 AM – 10:00 AM
(or until conclusion of business)**

**2420 Del Paso Road
Sequoia Room
Sacramento, CA 95834**

and Teleconferenced at these locations:

**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**

ORDER OF ITEMS SUBJECT TO CHANGE

1. Call to Order/Roll Call/Establishment of a Quorum
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)].
3. Update and Discussion Regarding “Emerging Technologies” Consumer Outreach Campaign
4. Discussion and Possible Action Regarding Board Strategic Plan “Outreach” Objectives
5. Discussion and Possible Action Regarding Public Relations and Outreach Committee Deliverables
6. Election of Chair
7. Future Agenda Items
8. Adjournment

The mission of the [California State Board of Optometry](#) is to protect the health and safety of California consumers through licensing, education, and regulation of the practice of Optometry.

Meetings of the California State Board of Optometry and its committees are open to the public except when specifically noticed otherwise in accordance with the Open Meeting Act. Public comments will be taken on agenda items at the time the specific item is raised. Time limitations will be determined by the Chairperson. The Committee may take action on any item listed on the agenda, unless listed as informational only. Agenda items may be taken out of order to accommodate speakers and to maintain a quorum. Members of the Board who are not members of this committee may be attending the meeting only as observers.

NOTICE: The meeting is accessible to the physically disabled. A person who needs a disability-related accommodation or modification in order to participate in the meeting may make a request by contacting Rob Stephanopoulos at (916) 575-7185 or sending a written request to that person at the California State Board of Optometry, 2450 Del Paso Road, Suite 105, Sacramento, CA 95834. Providing your request at least five (5) business days before the meeting will help ensure availability of the requested accommodation.