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**PUBLIC RELATIONS AND OUTREACH COMMITTEE
APPROVED MEETING MINUTES**

MEMBERS OF THE COMMITTEE

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

Friday, January 31, 2020

Teleconference Meeting Locations:

DCA Del Paso – Sequoia Room
2420 Del Paso Road, Room 109
Sacramento, CA 95834

California Retailers
Association
1121 L Street, Suite 607
Sacramento, CA 95814

Stevenson Ranch Library –
Meeting Room
25950 The Old Road
Stevenson Ranch, CA 91381

Members Present	Staff Present
Maria Salazar-Sperber, JD, Chair	Shara Murphy, Executive Officer
Madhu Chawla, OD	Cheree Kimball, Assistant Executive Officer
Rachel Michelin	Marc Johnson, Policy Analyst
David Turetsky, OD	Sabina Knight, Legal Counsel
Members Absent	Guest List
	On File

Link to audio of meeting:

https://www.optometry.ca.gov/meetings/20200131_proc_audio.mp3

1. Call to Order/Roll Call/Establishment of a Quorum

Audio of Discussion: 0:00 / 50:50

Dr. David Turetsky called the meeting to order at 10:00am and took roll. He was present with staff at the DCA Del Paso, Sacramento location – no public members present; Rachel Michelin was present at the California Retailers Association location – no public members present; Dr. Madhu Chawla was present at the Stevenson Ranch Library location – no public members present; and Maria Salazar-Sperber was present in DC and thus unable to participate. She monitored the discussion today. A 3-1 quorum was established.

2. Public Comment for Items Not on the Agenda

Audio of Discussion: 1:19 / 50:50

There were no public comments.

3. Discussion and Possible Action Regarding Meeting Minutes

Audio of Discussion: 1:24 / 50:50

A. June 29, 2018 Committee Meeting

Madhu Chawla moved to approve upon edit the June 29, 2018 Committee Meeting minutes. Rachel Michelin seconded. The Committee voted unanimously (3-0) and the motion passed.

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

4. Update, Discussion and Possible Action Regarding Outreach Campaigns

Audio of Discussion: 2:49 / 50:50

Ms. Murphy reported that regarding one of the two major initiatives of the cosmetic contact lens campaign: staff was fortunate that DCA was willing to lend some of their resources to development of the YouTube video: [YouTube video](#) that was shown at the August 2019 Board Meeting. The intention is to use the video again, with a longer lead time, for 2020. Dr. Turetsky asked how many views the video received? Mr. Johnson stated reported it received 22 views.

Dr. Turetsky noted that the fact the video has only received 22 views shows that only people directly related to this in some way via the Board or DCA who have viewed it. He believes that optometrists and opticians should be playing it in their offices and made available on their websites. Ms. Murphy announced that staff has had conversations with the California Optometric Association (COA) regarding attending their House of Delegates meeting next month; and this would be great content to play for them. She suggested putting together an outreach packet that asks them to show the video to their clients during the months of August, September and October.

Dr. Turetsky inquired about the Board’s “other” outreach campaigns. Ms. Murphy announced that the Board has approved an outreach campaign around the optician licensing program, and staff has been working with DCA and the DOC to develop some messaging.

5. Update and Discussion Regarding Optometry Board’s Website

Audio of Discussion: 29:23 / 50:51

Ms. Murphy reported that as of July 2019 each state agency must post on the home page of the agency’s website a signed certification that the agency’s website is compliant with specified accessibility standards set by the Americans with Disabilities Act (ADA). Screen readers ensure

that individuals who are visually impaired can read the contents of the website. Ms. Murphy explained that enforcement documents that have come from the Department of Justice are not compliant. A Department wide initiative has been implemented to remove or remediate these contents/documents to screen reader friendly versions. Staff was informed this week that there is a liability of around \$116,000. The Department plans to prepare a Spring budget letter which would give the Board the authority to spend \$116,000 from its reserve to meet this remediation by July 1, 2020. Ms. Murphy clarified that the Board is complying with AB 434 which gives state agencies the deadline of July 1, 2019 and thereafter to comply; AB 434 is applied to all businesses.

6. Update, Discussion and Possible Action Regarding Strategic Plan Outreach Objectives and Deliverables

Audio of Discussion: 35:52 / 50:51

Ms. Murphy reported on a plan to substantiate the spending authority needed for targeted statewide media around the need for parents to take their children for comprehensive eye exams regardless of whether they are screened at school. This plan would provide a solid research base to submit a budget change proposal (BCP) to fund the outreach campaign. Ms. Michelin stated that the time to push legislation is now; the politics is different currently than a few years ago. The politics are much more favorable for this agenda currently. She is passionate to see this issue across the finish line.

Ms. Michelin and Dr. Chawla suggested not performing any public relations around this issue at this time, and to save the Board's resources for something more beneficial towards the total cause. Dr. Chawla clarified that Ms. Murphy's efforts are more beneficial in tandem with the legislative venue. This issue was held over to the Legislation and Regulation Committee meeting.

7. Future Agenda Items

Audio of Discussion: 49:58 / 50:51

There were no future agenda items suggested.

8. Adjournment

Meeting adjourned at 10:49 a.m.