

*The mission of the California State Board of Optometry is to protect the health and safety of California consumers through licensing, registration, education, and regulation of the practice of Optometry and Opticianry.*

**MEMBERS OF THE BOARD**

Jeffrey Garcia, O.D., President  
Eunie Linden, J.D., Vice President  
Stacy Bragg, O.D., Secretary  
Alex Clemens, Public Member  
Martin Dawson, CLD/SLD, Optician Member  
Paul Hsu, Public Member  
Robert Klepa, J.D., Public Member  
Joseph Pruitt, O.D., Professional Member  
Lillian Wang, O.D., Professional Member  
Vacant Governor Appointee, Public Member  
Vacant Governor Appointee, Professional Member

Gregory Pruden, Executive Officer



**CONSUMER PROTECTION, PUBLIC RELATIONS,  
AND OUTREACH COMMITTEE  
TELECONFERENCE MEETING AGENDA**

**Friday, February 21, 2025**

**Time: 9:00 a.m. to 11:00 a.m. or close of business**

**Link:**

<https://dca-meetings.webex.com/dca-meetings/j.php?MTID=mccfa9c0a26e6639b6ff8534d1e96717a>

*If joining using the link above*

Webinar number: 2482 091 9663

Webinar password: CSBO221

*If joining by phone*

+1-415-655-0001 US Toll

Access code: 2482 091 9663

Passcode: 2726221

**PHYSICAL LOCATION:  
California State Board of Optometry  
2450 Del Paso Rd., Suite 105  
Sacramento, CA 95834**

The California State Board of Optometry (CSBO) will hold a public meeting at 9:00 a.m. on Friday, February 21, 2025. Members of the public may attend the meeting either in-person at the physical location listed above or via the Webex platform. Member Clemens, Member Bragg, Member Klepa, and Member Pruitt will remotely participate in the meeting via the Webex platform, pursuant to Government Code, section 11123.5. A CSBO staff member will be present at the in-person meeting location.

Members of the public may, but are not obligated to, provide their names or personal information when observing or participating in the meeting. When signing into the Webex platform, participants may be asked for their name and email address. Participants who choose not to provide their names

will need to provide a unique identifier such as their initials or another alternative, so that the meeting moderator can identify individuals who wish to make public comment; participants who choose not to

provide their email address may utilize a fictitious email address like in the following sample format: [XXXXX@mailinator.com](mailto:XXXXX@mailinator.com).

To avoid lack of access due to potential technical difficulties, please consider submitting written comments via email prior to the meeting: [optometry@dca.ca.gov](mailto:optometry@dca.ca.gov).

**Action may be taken on any item on the agenda.**

- 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](#), § [11125.3](#), § [11125.7\(a\)](#).)*
- 3. Discussion and Possible Approval of the April 5, 2024, Consumer Protection, Public Relations, and Outreach Committee Draft Meeting Minutes**
- 4. [Discussion, Review, and Possible Action on the Board's 2021-2025 Strategic Plan Related to Outreach](#)**
- 5. [Discussion, Review, and Possible Action on the Board's Social Media Accounts](#)**
  - a. Statistics and Analytics
- 6. [Discussion, Review, and Possible Action on the Board's Newsletter – The Spectacle](#)**
  - a. Statistics and Analytics
- 7. [Discussion, Review, and Possible Action on the Board's Use of ListServ](#)**
  - a. Statistics and Analytics
- 8. Adjournment**

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

Action may be taken on any item on the agenda. Items may be taken out of order to accommodate speakers or to maintain a quorum. 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 Bagley-Keene Open Meeting Act. Public comments will generally be taken on agenda items at the time the specific item is raised. Please respect time limits, which the Chairperson may request on an as-needed basis to accommodate all interested speakers and the full agenda.

The meeting is accessible to persons with disabilities. To request disability-related accommodations, use the contact information below. Please submit your request at least five (5) business days before

Consumer Protection, Public Relations, and Outreach Committee Meeting  
Teleconference Meeting Agenda

February 21, 2025

the meeting to help ensure the availability of the accommodation.

Contact Person: Erica Bautista  
2450 Del Paso Road, Suite 105  
Sacramento, CA 95834  
optometry@dca.ca.gov  
916-575-7170

<https://www.optometry.ca.gov/>

[https://www.dca.ca.gov/about\\_us/eventcal.shtml](https://www.dca.ca.gov/about_us/eventcal.shtml)