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CALIFORNIA STATE BOARD OF  
**OPTOMETRY**



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

**MEMBERS OF THE COMMITTEE**

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

**December 14, 2017**

**9:00 AM – 10:00 AM**

**(or until conclusion of business)**

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

**United Nurses Association of California/  
Union of Health Care Professionals  
995 Overland Court, Lobby  
San Dimas, CA 91773**

**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. Discussion and Possible Action Regarding Meeting Minutes: September 28, 2017
4. Update and Discussion Regarding Consumer Outreach Campaign
5. Discussion and Possible Action Regarding Subject Matter Expert Recruitment Materials
6. Review, Discussion and Possible Action Regarding Board Publications and Website Design
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.