



CALIFORNIA STATE BOARD OF OPTOMETRY
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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 Sieferman, 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.

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

7. Future Agenda Items

8. Adjournment