

**CALIFORNIA STATE BOARD  
OF  
BARBERING AND COSMETOLOGY**

**DIVERSITY, EQUITY, AND INCLUSION (DEI) COMMITTEE MEETING**

**MINUTES OF SEPTEMBER 11, 2023**

**BOARD MEMBERS PRESENT**

Tonya Fairley  
Reese Isbell  
Danielle Munoz

**BOARD MEMBER ABSENT**

Jacob Rostovsky

**STAFF MEMBERS PRESENT**

Kristy Underwood, Executive Officer  
Carrie Harris, Deputy Executive Officer  
Sabina Knight, Board Legal Counsel  
Allison Lee, Board Project Manager  
Natalie Mitchell, Board Analyst

**1. AGENDA ITEM #1, CALL TO ORDER/ROLL CALL/ESTABLISHMENT OF QUORUM**

Ms. Underwood called the meeting to order at approximately 11:00 a.m. and confirmed the presence of a quorum.

**2. AGENDA ITEM #2, ELECTION OF COMMITTEE CHAIRPERSON**

**Motion:** Ms. Fairley nominated Jacob Rostovsky as Committee Chairperson.  
Ms. Munoz seconded.

Motion to approve nomination of Jacob Rostovsky as Committee Chairperson.

Nominations: 3 yes, 0 no, and 0 abstain, per roll call vote as follows:

The Committee Members voted "Yes": Tonya Fairley, Reese Isbell, and Danielle Munoz.

**3. AGENDA ITEM #3, COMMITTEE MEMBER REMARKS - INFORMATIONAL ONLY**

Ms. Underwood opened the first DEI Committee Meeting stating that the Department of Consumer Affairs has taken a strong position on DEI and has recently been asked to include it in strategic plans. Ms. Underwood stated that she believes they are ahead of it as they have already created their committee and had several discussions at Board meetings on it. Ms. Underwood explained that they would like to open it up to any comments from members of the Committee.

Tonya Fairley shared that she is glad to see this being added to the list of responsibilities and she is excited to see where it takes the team, the information gathered, and how to best serve the public with having this included. Danielle Munoz explained that she is excited that members see themselves as advocates to promote DEI Access as it will be great for the Board to be accountable to provide equitable and inclusive services to licensees and that licensees are providing equitable spaces for clients. Reese Isbell shared that this is a really important Committee to him and he is

excited that it is being established. Mr. Isbell is looking forward to working with Jacob in his new role as Chair.

#### **4. AGENDA ITEM #4, DISCUSSION OF HOW TO COLLECT DATA ON UNDERREPRESENTED COMMUNITIES**

Ms. Underwood stated that a draft survey was created of what can be sent to licensees via email. The survey is not required, and people would be volunteering. Ms. Underwood explained that finding out the focus was discussed at the Board meeting and that they would like the Committee's thoughts on the survey questions for licensees.

Ms. Munoz shared that she likes the idea of not assuming everything is known and that where the Committee starts comes from needing to learn. There is no such thing as a DEI expert. It is a learning journey and members need to learn how to listen to people to hear what is going on. Ms. Munoz loves that the survey starts with hearing from people, helps see the demographic, has opened options on gender identity, and has open ended questions at end about what licensees are looking for from the Board.

Mr. Isbell and Ms. Fairley provided minor formatting and grammar edits to the questions.

#### **5. AGENDA ITEM #5, DISCUSSION OF WAYS THE BOARD CAN PROMOTE DIVERSITY, EQUITY, AND INCLUSION IN THE BARBERING AND BEAUTY INDUSTRY**

Ms. Underwood stated that staff had the idea to create a handout to promote the DEI mission. Drafted content was provided for feedback from members.

Mr. Isbell provided grammatical and clarifying edits. Ms. Fairley stated the Board should be cautious of wording so it does not sound like the Board is telling licensees to embrace something that may be against their religious beliefs. Ms. Fairley further explained that she still feels it is very suggestive by giving the establishment directions versus allowing to be free to decide what it looks like in their space. The minute the Board makes a suggestion, it becomes "law" even though it is not. Ms. Fairley provided an example of an establishment that is known for making jokes that some may find offensive and that some people choose to go to for that reason. The wording being used could encourage the establishment to change who they are. The type of community created is based on the stylist and Ms. Fairley raised concern with the language suggesting licensees are not welcoming or kind.

Danielle Munoz shared that any DEI work done is going to be uncomfortable for some people, but it has to be done and she feels like this was a good start.

Mr. Isbell stated that he believes as much information as possible needs to be provided to the industry on how to be welcoming to clients. If a woman walks into a male salon, the response should be to figure out how to provide a welcoming environment.

Ms. Fairley explained that when putting the scope together, the behavior of the industry cannot be excluded, and certain language suggests taking away from where the individual has been to accommodate a situation. Ms. Fairley also explained how information from the State Board can be perceived differently to the environment of salons based on wording. Language used in the suggestions sound like a dictation of how to run the individual's establishment.

Danielle Munoz shared that if a male were to walk into a nail salon, she would want the salon to provide a service. Ms. Munoz discussed being a system that uphold racism and needing to be the first ones to embrace it. Ms. Munoz stated that the fight is done at the community level, but systems get to play how they do. Ms. Munoz continued to explain that clients can choose not to come back and go to someone else who they find inclusive. Inclusive teams and places are 30% more productive and take in more money. Speaking to the industry is more about providing information and suggestions instead of telling them what to do. There is the issue of individuals feeling dictated since it is from the Board, but that should not stop the work of promoting DEI. Information should be provided and opportunities to learn about DEI should be offered.

Kristy Underwood stated that a handout may not be efficient and suggested putting together content on a section of the website, as well as a more specified social media campaign that provides suggestions as opposed to a document being handed out. Sabina Knight asked if it is worth a conversation with the associations if they do anything in terms of suggestions. Social media can promote additional information on the website.

Ms. Fairley asked about adding gender pricing. Ms. Underwood explained that the Board does not have the authority to endorse this topic but putting it in the document can be inclusive and removal of gender pricing can be promoted.

Kristy Underwood thanked the Committee for the comments and stated that they will bring back a lot of information at the next meeting.

No public comments were made.

## **6. AGENDA ITEM #6, PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**

No public comments were made.

## **7. AGENDA ITEM #7, SUGGESTIONS FOR FUTURE AGENDA ITEMS**

Ms. Underwood would like to discuss something specific around encouragement at the school level at the next meeting.

## **8. AGENDA ITEM #8, ADJOURNMENT**

There being no further business to discuss, the meeting adjourned at approximately 11:54 a.m.