



**CALIFORNIA STATE BOARD OF
BARBERING AND COSMETOLOGY
EDUCATION AND OUTREACH COMMITTEE
MEETING AGENDA**

MINUTES OF JULY 15, 2013

**Department of Consumer Affairs
1625 North Market Boulevard
Hearing Room S-102, 1st Floor
Sacramento, CA 95834**

COMMITTEE MEMBERS PRESENT

Joseph Federico
Andrew Drabkin
Mary Lou Amaro

STAFF MEMBERS PRESENT

Kristy Underwood, Executive Officer
Gary Duke, Legal Counsel
Tandra Guess, Board Policy Analyst
Debra Brown, Administration Unit Manager

1. Agenda Item #1, WELCOME AND INTRODUCTIONS

Joseph Federico, Board President, called the meeting to order at 1:00 p.m.

2. Agenda Item #2, ELECTION OF A COMMITTEE CHAIRPERSON

Joseph Federico nominated Mary Lou Amaro as the Committee Chairperson. Upon motion by Joseph Federico, seconded by Andrew Drabkin, Mary Lou Amaro was elected by a 3-0 vote as Chair of the Education and Outreach Committee.

3. Agenda Item #3, DISCUSSION AND UPDATE FROM THE BOARD'S OUTREACH COMMITTEE

Kristy Underwood introduced Debra Brown, Manager of Administration Unit, who handles outreach. The Board has formed an internal outreach committee which is comprised of Debra Brown, Tami Guess, Patricia Garcia and Theresa Rister. The purpose of the outreach committee is to come up with ideas of how outreach can be conducted. An outreach event was held at headquarters on June 10, 2013. A second open house will be held on September 23, 2013. It has been decided to set up outreach information tables when the Board is conducting Disciplinary Review Committee hearings here in Sacramento. The internal outreach committee has been active in working with DCA to update their pamphlets and fact sheets. Work is in progress to translate numerous documents in various languages. A video was recently completed promoting Tips for a Safe Sandal Season. Social media is being utilized.

4. Agenda Item #4, DISCUSSION ON OUTREACH AVENUES AVAILABLE TO THE BOARD

Committee input is sought regarding the use of social media and local television. There are other avenues that the outreach committee can utilize to reach out to consumers. Dr. Kari Williams suggested that consumers be encouraged to follow the Board's Twitter and Facebook accounts. There are approximately 125 followers on Twitter. Dr. Kari Williams suggested the Board utilize outreach to educate those licensees who have been cited and fined to help them understand what not to do and how to avoid future penalties. Joseph Federico questioned who monitors the social media accounts and are consumers able to pose questions to the Board through the social media accounts.

Public Comment

Fred Jones believes social media is a great way to communicate to a larger group instead of answering individual emails or phone calls.

Social media staff consists of Tami Guess and Kristy Underwood.

5. Agenda Item #5, DISCUSSION OF PROPOSED OUTREACH CALENDAR

Included in the packets is a listing of outreach events conducted since October of 2012. Board members are encouraged to inform the internal outreach committee of their activities as the internal outreach committee is tracking everything done that is considered outreach. Scheduled events are also listed.

Dr. Kari Williams informed the committee that she will be speaking at an event in Los Angeles, the first LA Natural Hair Care Expo, on August 4, 2013 and this will be her opportunity to present information about natural hair care licensing in the State of California. She will be participating on a panel and individuals will be asking questions about natural hair care and how it is moving forward.

6. Agenda Item #6, PUBLIC COMMENT

NOTE: The Board 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 Sections. 11125, 11125.7(a)]

Public Comment

Jaime Schragebeck, Precision Nails -- As the Board is planning its calendars for outreach, she wanted to point out that the Nair Pro show in Sacramento will be September 22, 2013, at the Sacramento Convention Center. A Southern California show has also been added. This will be held on April 13, 2014.

Fred Jones complimented Kristy Underwood on her representation of the Board on the recent television interviews for Safe Sandal Season.

7. Agenda Item #7, ADJOURNMENT

With no further business, the meeting was adjourned.