

**CALIFORNIA**  
**BOARD OF BARBERING AND COSMETOLOGY**



**APRIL 20, 2015**  
Education and Outreach Committee Meeting  
Department of Consumer Affairs  
1747 North Market Blvd.  
HQ2 Hearing Room 186, 1<sup>st</sup> Floor  
Sacramento, CA 95834

# California State Board of Barbering and Cosmetology

## Education and Outreach Committee Meeting Agenda

Monday, April 20, 2015

11:30 A.M. or upon Adjournment of the Legislative and Budget Committee Meeting

Department of Consumer Affairs  
1747 North Market Blvd  
HQ2 Hearing Room 186, 1<sup>st</sup> Floor  
Sacramento, CA 95834

### **ALL TIMES ARE APPROXIMATE AND SUBJECT TO CHANGE**

1. Establishment of a Quorum; Welcome and Introductions
2. Election of Committee Chairperson
3. Public Comment on Items not on the Agenda  
*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)]*
4. Approval of Education and Outreach Committee Meeting Minutes
  - July 15, 2013
5. Discussion on new Outreach items:
  - Individual Taxpayer Identification Number (ITIN)
  - Lash/Brow Tinting
  - Health and Safety Regulatory Changes
6. Discussion on Outreach Avenues to Licensees and Consumers Available to the Board
7. Discussion and Review of the Required Health and Safety Curriculum.
8. Agenda Items for Next Committee Meeting
9. Public Comment  
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A quorum of the Committee is expected to be present. Meetings of the Board of Barbering and Cosmetology are open to the public except when specifically noticed otherwise in accordance with the Open Meeting Act. The audience will be given appropriate opportunities to comment on any issue before the Board, but the Chair may apportion available time among those who wish to speak.

The meeting is accessible to the physically disabled. A person who needs disability-related accommodation or modification in order to participate in the meeting shall make a request no later than five (5) working days before the meeting to the Board by contacting Marcene Melliza at (916) 575-7121 or sending a written request to that person at the address noted above.



Kristy Underwood  
Executive Officer

Edmund G. Brown Jr., Governor  
State of California

Department of Consumer Affairs  
Board of Barbering and Cosmetology

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*No Attachment*



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**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**

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[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.