

**CALIFORNIA STATE BOARD
OF
BARBERING AND COSMETOLOGY**

EDUCATION & OUTREACH COMMITTEE MEETING

MINUTES OF MARCH 7, 2022

BOARD MEMBERS PRESENT

Megan Ellis
Tonya Fairley
Reese Isbell

STAFF MEMBERS PRESENT

Kristy Underwood, Executive Officer
Carrie Harris, Deputy Executive Officer
Sabina Knight, Board Legal Representative
Allison Lee, Board Project Manager
Marcene Melliza, Board Analyst

BOARD MEMBERS ABSENT

Derick Matos

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

Kristy 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

Members were asked to volunteer or nominate a member to be committee chairperson. The chairperson's responsibilities are to run the meetings and communicate directly with Ms. Underwood on any agenda items before each meeting.

Ms. Fairley moved to volunteer as Committee Chairperson. Ms. Ellis seconded the motion. Motion was opened up for public comment. No public comments were made. Motion carried three yes, 0 no, and 0 abstain, per roll call vote as follows: The following Committee Members voted "Yes": Megan Ellis, Tonya Fairley, Reese Isbell.

3. AGENDA ITEM #3, REVIEW AND DISCUSSION OF THE EDUCATION AND OUTREACH REPORT

Staff prepared a report for the Committee on outreach conducted in the past. The Committee members were requested to give input on how outreach efforts can be increased, not only in the industry but for consumers as well.

Ms. Fairley inquired about the Board's participation in events which provide consumers and the industry more information about the Board. Ms. Underwood stated that the Board gets invited to events like consumer fairs. The Board has also done events at the Capital for consumers. These are mainly achieved through legislator offices or the

Department of Consumer Affairs (DCA). The Department of Consumer Affairs has a public information officer assigned directly to the Board.

Ms. Underwood explained that the budget limits the involvement of the Board. The Board had considered doing a more extensive campaign for a 'Look for the License,' similar to one done several years ago. Previously, the Board displayed posters directed towards consumers in certain malls, but the campaign could not be done this time because it was costly. The Board is open to suggestions on how to reach consumers in a better way within the financial budget.

Regardless, the Board has been successful with reaching the industry through various means, according to Ms. Underwood. Some of the ways used to reach the industry include sending out email blasts. There are also trade shows throughout the state, which are currently on hold due to COVID. There's also Safe Sandal Season, where some members of staff sometimes go on live TV to talk about safety during pedicures. The Department of Consumers Affairs also assists in trying to get the media outreach on the news, such as Good Morning Sacramento.

Mr. Isbell asked about the status of the industry outreach, especially after the passage of Senate Bill 803. He also asked about the extent of involvement of the Board in reaching out to practitioners apart from doing trade shows or schools. Ms. Underwood stated that individual licensees could only be reached through emails or social media. However, reaching out through Facebook had proven difficult during COVID because staff had to be assigned to those duties. The Board's Facebook presence had to be limited because most of the industry thought that the Board was an association to protect licensees (instead of consumers). A lot of education has been done through the Board meetings and COVID outreach to remind licensees that the Board's role is consumer protection, not advocacy for the industry.

Email blasts are usually sent out, but since an email address is not required as part of the application process, some licensees do not get the emails. The only other way to ensure that more licensees are reached is by doing an actual mail out, but this would be costly for the Board. Mr. Isbell indicated asked how often the Board mails out information. Ms. Underwood stated that mailed information is sent any time an establishment license is issued. She further explained that those would be potential opportunities to include other educational printouts, depending on the costs.

Licensees are usually informed of any regulation changes, especially health and safety regulations. Information is sent out in multiple languages. Everything is usually translated into Spanish, Vietnamese, and Korean. Health and safety regulations are also translated into traditional and non-traditional Chinese, Farsi, and Arabic. These are not mailed out as the links are available online.

4. AGENDA ITEM #4, DISCUSSION ON FUTURE PLANS FOR OUTREACH AND EDUCATION, AND POSSIBLE RECOMMENDATIONS TO THE BOARD

Chair Fairley stated that licensee education on the role of the Board in consumer protection should continue. In response to a question from Ms. Ellis, Ms. Underwood stated that more future webinars for licensees might be considered. Staff will put together a plan and bring it back to the Committee. Ms. Underwood stated that the webinars were targeted towards the barbering and cosmetology industry in the past. She suggested that future webinars should target schools so that the students can get to know more about the Board. Ms. Underwood also proposed providing the Committee with examples of what is mailed with establishment licenses, what is provided at inspections, and information provided with citations.

Chair Fairley asked if only DCA employees were allowed to attend webinars and events or if Board and Committee members could also attend. Ms. Underwood stated that it has been mostly staff from the Board working with DCA. Some Board members are usually invited to the events as well. Chair Fairley opined that having the Board members attend such events would give those who do not have industry experience the opportunity to understand what goes into the events.

Ms. Underwood mentioned that the Board had participated at speaking engagements at the Mexican Consulate in Los Angeles that turned out to be a success. She suggested that the Committee looks into doing such an event again to reach the non-English speaking communities.

The Board also has a lot of support from the Vietnamese Community. The Board attend their Facebook live and YouTube events. They are also working directly with the legislators for town halls.

Ms. Underwood recommended that staff include the previously discussed information in the Committee packets for the next meeting. Information on plans, such as upcoming events, will also be included.

Staff will be attending the ISSE Long Beach Show scheduled for June this year. Ms. Underwood indicated that the Board is very popular at trade shows because they usually have a table with a sign that says most items that are for sale at the trade shows might not be within one's scope of practice or might be illegal in California. It is also helpful for the Board to attend the trade shows to ensure that licensees do not purchase equipment that they should not have in their establishments.

Ms. Underwood stated that she had been asked to speak at several schools via webcast. She will be doing one speaking engagement next week in the evening to talk to students about Senate Bill 803. This will also be an excellent opportunity to reach some of the prospective future licensees.

Mr. Isbell inquired if any videos were available for any outreach done by speaking at conventions. Ms. Underwood will send the links to the videos for the Committee to look at.

Public Comments:

- Jamie Schrabek of Precision Nails stated that the license campaigns which the DCA promotes across different agencies do not do much good when their licensees can have their government-issued license in one name and yet advertise with a completely different name. This is also the case for establishment licenses. She pointed out that there should be some statutory requirement that licensees must use their government name and license number. This would enable a customer who is verifying an establishment to find it in the BreEZe system. She felt that it was unfair to invest time and money into BreEZe when it did not function as expected. Ms. Schrabek also indicated that consumers and licensees should be informed of the Gender Tax Repeal Act of 1995, which prohibits gender-based pricing discrimination. She stated that most people don't understand that they should not be charging different prices for the same product or service. She further added that educating the people on the Bill would be an opportunity for greater outreach. Lastly, Ms. Schrabek stated that licensees need to be made aware of legislation that involves the industry. She cited AB 1003 about wage theft and added that licensees should know that they need to be compensated legally.

5. AGENDA ITEM #5, PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

No comments were received from the public.

6. AGENDA ITEM #6, AGENDA ITEMS FOR THE NEXT MEETING

Ms. Underwood recommended that the Committee meetings be held quarterly. She stated the Committee will be giving meeting reports at the subsequent Board meetings. Committee members will be asked for input on meeting schedules for the rest of the year and future meetings to continue web-based meetings will depend on proposed legislation.

7. AGENDA ITEM #7, ADJOURNMENT

There being no further business to discuss, the meeting adjourned at approximately 11:45 a.m.