

**CALIFORNIA STATE BOARD
OF
BARBERING AND COSMETOLOGY**

EDUCATION AND OUTREACH COMMITTEE MEETING

MINUTES OF OCTOBER 10, 2022

COMMITTEE MEMBERS PRESENT

Tonya Fairley, Chair
Megan Ellis
Reese Isbell
Yolanda Jimenez
Derick Matos

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

Tonya Fairley, Committee Chair, called the meeting to order at approximately 9:50 a.m. and confirmed the presence of a quorum.

2. AGENDA ITEM #2, DISCUSSION AND POSSIBLE APPROVAL OF THE JUNE 13, 2022, COMMITTEE MEETING MINUTES

MOTION: Mr. Isbell moved to approve the June 13, 2022, Committee meeting minutes. Mr. Matos seconded.

No comments were received from the public.

Motion to approve June 13, 2022, Committee meeting minutes carried; 5 yes, 0 no, and 0 abstain, per roll call vote as follows:

The committee members voted "Yes": Tonya Fairley, Megan Ellis, Reese Isbell, Yolanda Jimenez, and Derick Matos.

3. AGENDA ITEM #3, REVIEW AND DISCUSSION OF RECENT AND UPCOMING OUTREACH EVENTS AND PLANS

Ms. Underwood reported that the following events had taken place:

- August 21 and 22 – staff attended the Face and Body Skin Care and NailPro Show in San Jose.
- September 21 – staff presented at the East Bay Refugee and Immigrant Community Consolation meeting. The aim was to partner with other state organizations to help refugees coming into California that may have been licensed in their country.
- September 25 – staff attended the Jazz Z Beauty and Barber Trade Show in Anaheim, California.

Ms. Underwood provided an update on new publications:

- A new fact sheet on home salons to answer common questions about home salons and information on how to apply was created.
- The illegal tools flyer was updated to use the universal “No” symbol of the giant circle around the illegal tools with a line through it.
- The skin care machines/devices industry bulletin was updated. This was sent out to cosmetologists and estheticians to remind them of the services within their scope.

Ms. Underwood stated that staff is planning to send more email blasts. Three email blasts have already been sent to interested parties and licensees regarding the personal service permit, the industry bulletin, and home salons. Staff will continue to send at least one email blast a month.

The Board and The Department of Consumer Affairs (DCA) created two personal service permit videos to promote the personal service permit. The video targeted to licensees was posted on the website, and the consumer-targeted video is almost done. The 2022 Safe Sandal Season wrap up video was posted online. This year’s campaign wasn’t as successful as previous years.

The Committee discussed mass texts and a smartphone application (“app”). Staff felt an app is unnecessary since it would do what’s already on the website. Ms. Underwood also stated that there is a lack of IT staff who would handle the app. The Medical Board has its own app because they have IT staff within its staff. The Board’s license lookup on the website is user-friendly and can be accessed on a smartphone. Ms. Underwood proposed focusing on making the website more effective and user-friendly.

Chair Fairley indicated that the focus should be on how information from the licensees is being captured and updated. She stated that most people nowadays have email addresses and phone numbers. She felt that though it was not required to provide that information when a person is getting their license, the Board was missing a large part of the population by not capturing that information. She further suggested that there should be a way of making it mandatory to provide one of the two. Mr. Isbell agreed with the idea of a mandatory collection of information. He stated that licensees didn’t need to have it, but it should be mandatory for the Board to collect such information for communication purposes. Ms. Underwood stated that the situation was getting better with the emails. However, making it mandatory to provide the information would need to have regulations in place, which she believed could be done. Chair Fairley inquired about the regulation process, noting that most people were not getting information from the Board. She reiterated that collecting information from licensees would increase the rate at which information is delivered.

Ms. Underwood stated that the Committee could make a motion to develop regulations to require the collection of such information. Staff would then work on that regulation and bring it back to the Committee to forward it to the full Board.

Mr. Isbell reiterated that the requirement would be for staff to collect the information and not for the licensees. Ms. Underwood stated that staff currently asks for the information. Chair Fairley clarified that it is optional, even on the BreEZe website, to put in an email address or a phone number. She felt that should be mandatory, not optional. Mr. Matos mentioned that the first step would be to look into the regulatory process before adding such a feature to the website. He agreed that getting licensee information would enable sending out information, especially through mass texts. Concerning the issue of the app versus the web, Mr. Matos stated that the website should be further developed to make things smoother since it was determined that the app was not the way to go. A well-developed website would make it easier to collect licensee information. Chair Fairley agreed with Mr. Matos' sentiments, adding that people do not want to go through hurdles on the website to get the information they want.

Mr. Matos also supported sending out monthly email blasts to inform licensees of changes and new trends.

No comments were received from the public.

4. AGENDA ITEM #4, PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

There were no comments from the public.

5. AGENDA ITEM #5, AGENDA ITEMS FOR THE NEXT MEETING

- Discuss the regulation process for making it mandatory to collect licensee information.

6. AGENDA ITEM #6, ADJOURNMENT

There being no further business to discuss, the meeting adjourned at approximately 10:11 a.m.