



MEETING MINUTES CALIFORNIA ARCHITECTS BOARD

COMMUNICATIONS COMMITTEE

NOVEMBER 19, 2019
SACRAMENTO

A. CALL TO ORDER / ROLL CALL / ESTABLISHMENT OF A QUORUM

On November 19, 2019, Denise Campos, Committee Chair, called the meeting to order at 2:00 p.m. and Ebony Lewis, Vice Chair, called roll. Four members of the Committee present constitute a quorum. There being three present, at the time of roll, a quorum was not established.

COMMITTEE MEMBERS PRESENT

Denise Campos, Chair
Ebony Lewis, Vice Chair (departed at 2:50 p.m.)
Cynthia Easton (arrived at 2:23 p.m.)
Jack Paddon

COMMITTEE MEMBERS ABSENT

Ted Pratt
Ronald Ronconi
Rona Rothenberg

STAFF PRESENT

Laura Zuniga, Executive Officer (EO)
Timothy Rodda, Program Manager, Administration/Enforcement
Coleen Galvan, Communications Analyst
Cheri Gyuro Benson, Information Officer, Department of Consumer Affairs (DCA), Office of Public Affairs (OPA)

PUBLIC MEMBERS PRESENT

Nicki Dennis Stephens, Executive Vice President, American Institute of Architects, California (AIA California)

B. CHAIR'S PROCEDURAL REMARKS AND COMMITTEE MEMBER INTRODUCTORY COMMENTS

Denise Campos provided the members with some announcements and procedural remarks. She instructed all members to repeat motions for the record, and votes on all motions will be taken by roll-call. Ms. Campos requested Board staff and Committee members provide introductions for the record.

Ms. Campos thanked members for being present as she feels the Committee has many deliverables and wants to highlight those deliverables by meeting more than once a year.

C. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

There were no comments received from the public.

D. REVIEW AND POSSIBLE ACTION ON MAY 14, 2019 MEETING MINUTES

A quorum was not established, and no action was taken on the May 14, 2019 meeting minutes. The minutes will be reviewed, and possible action taken at a future Communications committee meeting.

E. UPDATE AND POSSIBLE ACTION ON 2019-2021 STRATEGIC PLAN OBJECTIVES TO:

Ms. Campos provided an overview of the Board's strategic planning sessions and how objectives are achieved.

Laura Zuniga discussed the strategic plan objectives and stated no action is required however, she requested the Committee discuss and provide suggestions and direction for Board staff to pursue in achieving the objectives. Ms. Campos informed Committee members that one of the roles of the Communications Committee is to identify and communicate the Board's mission to stakeholders (public at large and architects and candidates).

1. Educate Licensees and the Public on the Penalties for Violations of the *Architects Practice Act*.

Ms. Zuniga discussed the ongoing efforts to educate licensees and the public on the penalties for violations of the *Architects Practice Act*. She presented Committee members with the newly created *New Licensee Information Guide* that is distributed to new licensees and available on the website, which was created to assist licensees in understanding the *Architects Practice Act*, regulations, and various filing and notification requirements. Ms. Zuniga explained Board staff were in the process of updating the *Disciplinary Guidelines* that was created for use by Administrative Law Judges, attorneys, Board

licensees and others involved in the Board's disciplinary process. She also discussed that the Design Limitations for Professions Chart was recently updated and highlights what an architect, civil engineer, structural engineer, and unlicensed individuals can design. Ms. Campos suggested that the Board's contact information be added to the document. Ms. Zuniga further discussed that an informational bulletin had been written regarding the use of the word "architect" in business names. Another publication, *The Building Officials Guide*, was updated and will soon be posted on the Board's website and disseminated upon request.

Ms. Zuniga inquired if Committee members would be interested in updating the *Consumer's Guide to Hiring an Architect* (Guide) to reflect contemporary practices of architects, as it is a valuable resource specifically for consumers. The Guide is currently available on the website, and more importantly, disseminated at local assistance centers after a declared disaster through Contractors State License Board and AIA California.

Nicki Dennis Stephens strongly suggested the Guide be updated because of the valuable resource to consumers. Jack Paddon suggested design/build information be included for consumer information. Ms. Campos thanked Ms. Stephens for providing such an important function as serving consumers during disasters.

Mr. Paddon suggested that a page be included in the Guide about responsible care in design/build situations. He said this information is important to licensees and consumers.

Ms. Campos asked how the Guide would be updated. Ms. Zuniga said staff would work on it and bring a draft back to the next meeting. Ms. Campos suggested the Design Limitation for Professionals Chart be included in the updated Guide. In addition, Ms. Campos inquired if she could be provided with enforcement data in regard to how often enforcement actions are read on newsletters. Ms. Zuniga said she would provide statistics to Committee members.

2. Collaborate with the DCA Communications Office to Improve Communications with all Stakeholders.

Cheri Gyuro presented a list of accomplished goals which included:

- Joined LinkedIn
- Conducted two small social media campaigns
- Working collaboratively with Office of Public Affairs (OPA) and Board Staff on social media
- Engaged with AIA California Central Valley regarding public awareness of Board

- Written blog stories and *Consumer Connection* articles and created two videos related to Board (Rebuild Paradise) and Landscape Architect Technical Committee (Road Diet).

Ms. Gyuro discussed that OPA and Board staff should continue to build followers on social media by tagging individuals when making original posts and to follow those who follow the Board.

Committee members watched the video on Rebuilding Paradise produced by Ms. Gyuro that highlighted collaboration with the Board, consumers, and Contractors State License Board. Mr. Paddon said the video was useful and highlights innovative products. He said the right to shelter, affordability and consumer-demand and the role architects play into qualitative shelter was also highlighted in the video. Ms. Gyuro stated that she would like to work with an architect in Davis who is building a homeless shelter for a future story. Mr. Paddon provided an overview of a project for elderly homeless his firm is designing pro-bono in Roseville. He suggested that perhaps the Board could focus on homelessness and how architects are assisting in the endeavor in providing shelter.

Ms. Gyuro requested that Committee and Board staff become more active and engaged on social media with Board. Mr. Paddon said he wasn't aware the Board was on LinkedIn and suggested the Board promote that. Ebony Lewis said there was a private California Architects Board group containing 400 members with Jason Kaan being the owner. Board staff were asked to research whether or not this account was an imposter account.

Mr. Paddon suggested that Board staff contact Ida Clair, Interim State Architect, to facilitate sharing Board materials. Ms. Stephens inquired why the video referenced "state licensed" architect as architect is a protected term and the language was redundant. Ms. Gyuro stated it is because the public at large may not be aware that architects are licensed.

3. Issue an Annual Practice Brief Update on Licensee Misconduct to Increase Public and Professional Awareness.

Ms. Zuniga provided a draft Annual Practice Brief (Brief) as a mock-up of what she felt was needed to achieve this objective. She stated the draft Brief would include a summary of actions, modifications, and regulatory changes which impact consumers and the practice of architecture and would contain information on licensee misconduct. She also suggested we link to DCA's Annual Report to complement the Brief.

Ms. Campos requested during the December Board meeting Communications Committee update, the Brief be discussed. Ms. Zuniga stated she would provide this information and update for discussion.

Mr. Paddon inquired if Board staff could seek input from Committee members without a meeting being noticed. Ms. Zuniga affirmed that Board staff could seek input directly from Committee members.

F. REVIEW AND DISCUSS EARNED MEDIA CAMPAIGN

Ms. Gyuro provided an overview of earned media and suggested the Board conduct a brand awareness program by reaching out to like entities and establish partnerships. She stated that consistent use of hashtags in social media posts and tagging collateral organizations, as well as using graphics assist in creating a brand for the Board. Additionally, Ms. Gyuro suggested providing publications to title and loan companies; real estate boards, and local chambers of commerce. Ms. Campos stated it was her understanding the Board did not have the budget to collaborate with chambers of commerce and should continue to collaborate with organizations to promote the Board. Ms. Zuniga stated she would research whether or not collaborating with chambers of commerce would be a budgetary constraint.

Ms. Gyuro explained that she had recently become aware of outreach to high schools through the Board for Professional Engineers, Land Surveyors, and Geologists and suggested the Board provide outreach to high schools throughout the state.

Ms. Stephens stated that AIA California has a similar initiative, will be working with the Department of Education to achieve this objective, and would be willing to collaborate with the Board.

Ms. Campos suggested diversity amongst the field of architects be promoted through the Board's outreach efforts. Committee members discussed whether or not the Board is required to publish documents in any language other than English. Ms. Zuniga explained there is not a policy or mandate regarding specific languages but rather specific to Board population and public contacts received in languages other than English.

Ms. Gyuro suggested that live events on social media in both English and Spanish could be conducted at no cost by in-house talent, but transcription of materials would be \$0.10 per word.

Mr. Paddon said individuals can design their own homes after a natural disaster, in response to a question from Ms. Campos about who designs homes after a natural disaster. He said a Chief Building Official would notify owners of their needs for a building permit. Mr. Paddon said it is very rare for architects to design and stamp residential projects. In his opinion, consumers primarily seek architectural services for commercial projects. Ms. Campos stated to her knowledge, this has not been discussed at Board-level and was interesting. She stated it would behoove the Board to identify where complaints are coming from and promote the profession in those areas.

Ms. Campos said that earned media is an opportunity for Board to reach a wider audience and is very effective. She suggested outreach to Spanish speaking television, as they tend to want to report news where it benefits the listener/consumer.

G. ADJOURNMENT

The meeting adjourned at 3:23 p.m.