



# MEETING MINUTES CALIFORNIA ARCHITECTS BOARD

## COMMUNICATIONS COMMITTEE

SEPTEMBER 1, 2021  
TELECONFERENCE

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

Denise Campos, Committee Chair, called the meeting to order at 1.01 p.m. and Ebony Lewis, Vice Chair, called roll. Four members of the Committee present constitute a quorum. A quorum was established when Jack Paddon joined the meeting shortly after roll call.

#### COMMITTEE MEMBERS PRESENT

Denise Campos, Chair  
Ebony Lewis, Vice Chair  
Jack Paddon  
Rona Rothenberg

#### COMMITTEE MEMBERS ABSENT

Cynthia Easton  
Ted Pratt, excused  
Ron Ronconi, excused

#### STAFF PRESENT

Laura Zuniga, Executive Officer (EO)  
Jane Kreidler, Program Manager, Administration  
Coleen Galvan, Communications Analyst  
Drew Liston, Board Liaison  
Kim McDaniel, Administration Analyst  
Bryce Penney, Office of Public Affairs (OPA)

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

Ms. Campos announced the meeting is being webcast pursuant to the provisions of Governor Gavin Newsom's June 11, 2021 Executive Order N-08-21 and requested Board staff and Committee members provide introductions for the record.

Ms. Campos stated the original intent of this meeting was to meet in-person to discuss strategic plan objectives and provide recommendations for a revised outreach program at the September Board meeting per the request of Board President Tian Feng. Also, this is the Committee's opportunity to identify items for the new strategic plan.

## **C. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**

No comments were received from the public.

## **D. REVIEW AND POSSIBLE ACTION ON FROM MARCH 25, 2021 COMMUNICATIONS COMMITTEE MEETING MINUTES**

Ebony Lewis moved to approve the March 25, 2021, meeting minutes and Rona Rothenberg seconded the motion. Committee Members Ebony Lewis, Jack Paddon, Rona Rothenberg, and Chair Campos voted in favor of the motion. The motion passed 4-0.

There was no public comment.

## **E. DISCUSSION, REVIEW AND RECOMMENDATION OF THE REVISED OUTREACH PROGRAM OBJECTIVES**

Jane Kreidler provided an overview of the revised outreach program objectives and asked if members had additional input on the outreach objectives. Ms. Campos clarified that the previous board liaison program was ineffective.

Ms. Kreidler clarified that the Board President requested the Committee members focus on additional objectives that would not require board members to provide outreach.

Ms. Campos stated that during the meeting held March 25, 2021, there were three members who volunteered to work together as a working group--Mr. Pratt, Ms. Lewis, and Ms. Rothenberg. Ms. Rothenberg thought the working meeting could have three members.

Ms. Lewis stated she did not feel there was a need for a "committee within a committee" to report to the Board. She stated that we could send quarterly or

biannual email to the list of school contacts and let them know what we are doing and solicit questions. Then we can bring the information back to the Committee and Board. Ms. Rothenberg requested that members could work together without convening as a committee and collaborate with American Institute of Architects California (AIACA) to determine an initial list of entities to contact. Ms. Zuniga provided confirmation that two board members could meet without having to notice a meeting. Ms. Rothenberg volunteered to be an inaugural member to bring back suggestions of how to reach out to community colleges and universities.

Ms. Campos appreciated Ms. Lewis' approach of emailing schools, and President Feng wanted to communicate with the schools regarding licensure. She mentioned that the subcommittee could communicate with one UC and one community college and report back.

Mr. Paddon stated the mandate has always been a concern as the Board is a consumer protection agency. He suggested staff provide more information on social media about the purpose of the Board and its regulatory mandates. Mr. Paddon said the Committee has always struggled with communicating with consumers, candidates, and licensees. Ms. Campos stated staff have come a long way on the use of social media but would like to see more posts about the Board and its mandates.

There was no public comment.

## **F. DISCUSSION, REVIEW AND RECOMMENDATIONS FOR STRATEGIC PLAN**

Ms. Kreidler requested the Committee members review the current strategic plan objectives in the packet and recommend additional objectives for inclusion in an upcoming Strategic Planning session to be held in October.

Ms. Campos stated social media is an opportunity for our stakeholders and architects—renewal requirements and what information is available for candidates and consumers. She stated that she has mentioned earned media campaigns in the past and wants the Board to use earned media to educate in other languages to be considered for the upcoming strategic plan.

Ms. Rothenberg suggested renewing and refreshing the Board's mission and communications with firms, licensees, and the public of the core mission of CAB's mission of protecting the health, safety, and welfare. Many architects now work in large firms and use unlicensed individuals. Reminding the public, practitioners and employers about the law and misconduct would be beneficial.

Ms. Campos inquired about Board staff and how many staff members are dedicated to communications. Ms. Zuniga provided an overview of Board staff, totaling 30 with one communications analyst, which is under the Administrative Unit. The focus of

communications is social media, newsletter, annual practice brief, and publications. Ms. Kreidler stated the website is being reviewed for streamlining and ease of use and we are planning to produce videos, among other things. She also mentioned that Coleen Galvan is the only staff member who is dedicated to communications.

Ms. Campos inquired about how communiques between committees are reported to the Board. Ms. Zuniga stated that strategic plans are initiated at committee level and the full Board meets to develop the final strategic plan. In addition, updates are provided at each board meeting either through committee reports and/or the Executive Officer's report.

Ms. Campos asked that monthly progress reports be sent to all members of the Communications Committee.

There was no public comment.

## **G. REVIEW OF FUTURE MEETING DATES**

Ms. Campos shared that the Committee will continue to meet twice a year with monthly updates provided to members. Committee members discussed possible meeting dates and determined a meeting be held in January 2022 to review the new strategic plan.

There was no public comment.

The meeting adjourned at 1:41 p.m.