



APPROVED MINUTES

Outreach and Education Committee Meeting

Tuesday, June 2, 2009

1:00 – 3:00 PM

13445 Glenoaks Boulevard
Sylmar, CA 91342
(818) 833-6453

721 Capitol Mall
Sacramento, CA 95814
(916) 558-5822

1625 N. Market Blvd., Trinity Room (S-307)
Sacramento, CA 95834
Dial in #: (866) 443-7569
Enter User Code: 1112
Enter User Pass Code: 467001

Phone conference

Committee Members

Tony Candela (Chair)

Jeff Neidich

Lindsay Schnaidt

Action may be taken on any item listed on the agenda. Please note that all times indicated and order of business are approximate and subject to change.

Guests

Corey Hudson, Canine Companions for

Independence, Assistance Dogs International

Frank Welte, California Council of the Blind (CCB)

Executive Officer

Antonette Sorrick

Board Staff

Susan Cox

Legal Counsel

Albert Balingit

AGENDA

1. Welcome (T. Candela)
Committee Chair Candela called the meeting to order at 1:08 p.m. Introductions were made and Executive Officer Sorrick reviewed the Agenda.
2. Web site Update (A. Sorrick)

Executive Officer Sorrick reported that in January 2009, the Board Web site received the following number of hits: hits; January -15,737; February - 15,467; March - 17,876 hits; and in April - 15,285 hits. Executive Officer Sorrick explained that the March posting of the out-of-state schools letter and the fact sheet on instruction may have been contributing factors to the increase of activity in March. Since the Board launched the new Web site, the activity has consistently increased and has averaged between 13 and 15 thousand hits per month.

3. Assistance Dog Day (A. Sorrick/C. Hudson)
 - a. Venue
 - b. Program
 - c. Stakeholder Input

Executive Officer Sorrick reported that after Guide Dog Day, the Board expressed an interest in participating in an Assistance Dog Day.

Corey Hudson stated that collaboration with the Board and other interested parties would increase the amount of attendance and participation in the event. Hudson reported that Canine Companions for Independence (CCI) has many common interests with other service animal organizations throughout California. CCI has about 14,000 graduates in California and 500 to 600 of those graduates may be able to in Assistance Dog Day. He reported that there are currently about 81 members in Assistance Dogs International (ADI), and in North America about 140 members including six or seven Guide Dog organizations; which include Seeing Eye, Guide Dogs of America (GDA), Guide Dogs for the Blind (GDB), and the Guide Dog Foundation in New York.

Committee Member Neidich stated that he was in support of Assistance Dog Day and felt it would be an educational tool for the public.

Committee Member Schnaidt commented that she was also supportive of the idea of Assistance Dog Day. A discussion ensued regarding whether an Assistance Dog Day would incorporate concerns of guide dog users. Committee Member Neidich addressed these concerns by explaining that guide dogs were also "Assistance Dogs."

Corey Hudson explained that the ADA defines assistance dogs as "service animals." Committee Member Neidich recommended that the Board should keep the title as Assistance Dog Day.

Committee Chair Candela stated that he felt the guide dog community is now more accepting of an Assistance Dog Day than 20 years ago.

Legal Counsel Balingit recommended the Committee needed a motion if they were to recommend having the Assistance Dog Day and to also take a vote on the motion.

Committee Member Neidich made the motion that the Outreach and Education Committee make the recommendation to pursue an Assistance Dog Day. Committee Member Schnaidt seconded the motion.

Committee Member Neidich stated that he wanted to ensure that Assistance Dog Day not make any one category of disability more significant than any other.

Frank Welte stated that it was a great idea but to be prepared for those in the guide dog community to feel that the day may dilute advocacy for their own policy agenda.

Committee Chair Candela stated that the Committee should start thinking of what kind of programming to put in place in order to have our unity, commonality, and differences all put together displayed in the same event so we can work together on all issues involved.

Executive Officer Sorrick commented that Assistance Dog Day would be a nice segway from the Guide Dog Day theme, "Harnessing the Power of Partnership," and would like a product to come out of the partnership in order to have something tangible to show. Sorrick felt an example of this product would be a collaborative wallet card for all the stakeholder consumer groups to be able to use that would list citations on access, vicious dog laws, and what to do if you are attacked or denied access.

Committee Chair Candela called for a vote to have Assistance Dog Day which would combine the resources of other guide dog and other categories of assistance dogs.

Committee Vote: Motion made by Committee Member Neidich and seconded by Committee Member Schnaidt. Motion passed.

Committee Member Schnaidt suggested Assistance Dog Day could consist of one specific topic. Committee Member Neidich recommended that having various topics on the event would be more advisable since various groups will be attending and may have different concerns.

Committee Member Neidich suggested that the Committee delegate to Executive Officer Sorrick and Corey Hudson the authority to begin setting a foundation for the event to present to the Board at its July 30, 2009 meeting.

Committee Chair Candela was in agreement on the delegation. Corey Hudson stated that he would like to convey the Committee's planning and development efforts on Assistance Dog Day events to ADI members.

Executive Officer Sorrick recommended the establishment of an advisory committee which would be composed of stakeholders who would come up with program content, obtain speakers, write talking points, and schedule legislator

visits. Committee Member Neidich recommended that the advisory committee be balanced with representatives from different disability groups.

Legal Counsel Balingit stated that the advisory committee would be subject to the Open Meeting Act.

The purpose of the advisory committee will be to advise the Outreach and Education Committee. The advisory committee will be called Assistance Dog Day Advisory Committee. This advisory committee will act as a subcommittee of the Outreach and Education Committee.

4. Stakeholder Meet and Greets/Events Update (All)
 - a. CCB Spring Convention (T. Candela/A. Sorrick)
 - b. GDUC Luncheon (A. Sorrick)

Executive Officer Sorrick reported that she and Committee Chair Candela attended the California Council of the Blind Spring Convention in April. She also attended the Guide Dog Users of California (GDUC) luncheon. Topics discussed at the convention were the annual school renewal payment legislation (SB 475 - Padilla), and questions from the audience on the out-of-state schools letter. During the GDUC meeting, the Board was invited to attend the fall convention in Fresno to address the continued presence and priorities of the Board. The Board received support from both CCB and GDUC on SB 475. Executive Officer Sorrick personally thanked Frank Welte for testifying at the Senate Business, Professions and Economic Development committee meeting.

5. Strategic Plan
 - a. Review current goals and objectives

Executive Officer Sorrick read draft Goals one through six. Committee Member Schnaidt stated that Goal #1, 1.1 – Inform/promote value of a license, should have a sub-category “A” describing the goal in more detail. Committee Member Neidich stated that the Board needed to create specific ideas to add more detail and bring them to the Board meeting for discussion.

Frank Welte asked if it the Board could perform outreach to the consumers while they are still in the guide dogs schools. He stated that the Board could conduct a presentation once a month on the role of the Guide Dog Board and as result, students who graduated from the schools would be more familiar with the role of the Guide Dog Board. Committee Chair Candela stated that the students could be invited to our Board meetings and the Board could conduct meet and greets during class time.

Committee Member Schnaidt asked if this could be built into the Board’s objectives. Committee Chair Candela stated that the elements may be already in place as part of the plan. Committee Member Neidich stated that it would be a tactical execution of the goals and objectives and we should identify the specifics in the July Board meeting.

There was discussion on Goal #5 – Facilitate special events such as Guide Dog Day. Executive Officer Sorrick suggested amending this to say “Assistance Dog Day” for discussion at the Strategic Planning meeting.

There was discussion on Goal #6 – 6.2, Communicate and collaborate with other service dog organizations. Committee Member Schnaidt asked if an “A” could be added to list Assistance Dog Day under Goal #6 – 6.2. Executive Officer Sorrick confirmed that this could be a tactic to be addressed at the July Board meeting.

Committee Member Neidich recommended that stakeholders be identified as indirect and direct stakeholders. Executive Officer Sorrick stated that currently there are no indirect stakeholders listed in the notes. Committee Member Neidich recommended addressing this discrepancy at the July meeting.

6. Future Outreach Efforts
 - a. Consumer Organizations (IAADP), CCB, NFBC, GDUC, CAGDU)
 - b. Puppy Raisers
 - c. Business Community
 - d. Guide Dog schools (in-State and out-of-state)
 - e. California Guide Dog School Board Members
 - f. Assistance Dog schools and Organizations

Committee Chair Candela stated that the Board is currently in contact with consumer organizations and to a lesser extent with guide dog schools in California; but no real communication with out-of-state schools.

Committee Member Neidich stated that historically, the Board has had relationships with in-state schools. The perception is that the Board is creating “barriers” to licensure even if this is not the case.

Executive Officer Sorrick made the recommendation to work with the Department by drafting marketing materials from the Outreach and Education Committee for each of stakeholder group outlining the Board’s purpose and identifying the value of having a license and why it is important to them as a stakeholder. Sorrick said she would present drafts of these documents at the next Outreach and Education Committee meeting. After these drafts were presented, a plan of action for meet and greets could be established.

7. Agenda Items for the Next Meeting (all)

None

8. Public Comment on Items Not on the Agenda

Corey Hudson announced that Canine Companions for Independence would be hosting a reception in Santa Rosa on Friday, June 5, 2009, at 5:30 p.m.

Frank Welte announced that CCB would be celebrating their 75th year Anniversary at their fall convention October 29 to November 1, 2009, at the Radisson Hotel in Fresno.

Executive Officer Sorrick stated that she and Corey Hudson would continue to talk about Assistance Dog Day to share with the Board at the July meeting.

9. Adjournment

Committee Vote: Committee Chair motioned to adjourn the Committee meeting. Committee Member Neidich seconded the motion. The meeting adjourned at 2:25 p.m.