



APPROVED MINUTES

Outreach and Education Committee Meeting
Monday, December 19, 2011
10:00 a.m. – Noon

1625 N. Market Blvd., Trinity Room (S-307)
Sacramento, CA 95834
(916) 574-8200

721 Capitol Mall, Room 169
Sacramento, CA 95814
(916) 558-5825

7955 Onyx Court
Rancho Cucamonga, CA 91730
(951) 892-5885

San Rafael Community Center
618 B Street, Room 5
San Rafael, CA 94901
(415) 425-5613

Teleconference

Committee Members

Joe Xavier (Chair)
Larry Grable - Absent
Eric Holm

Guests

Wendy Ponce

Executive Officer

Antonette Sorrick

Board Staff

Cenne Jackson

Legal Counsel

Michael Santiago

AGENDA

1. Welcome (J. Xavier)
Committee Chair Xavier called the meeting to order at 10:26 a.m.
Chairman Xavier welcomed attendees and requested self-introductions.

2. Approval of Outreach and Education Committee Minutes February 9, 2011 (J. Xavier)
Committee Member Holm moved to approve the Meeting Minutes of February 9, 2011 as written. Committee Chair Xavier seconded the motion.
Committee Vote: Motion passed.
3. Web site Update (A. Sorrick)
Executive Officer Sorrick updated the Committee on total web hits for the year. The total number equaled 432,000 hits with tips regarding dog attacks on guide dogs topping at over 9,000 hits.
4. Communications Plan Update (J. Xavier/A. Sorrick)
The Communications Plan was included in the meeting materials as a point of reference. No updates on the plan were given.
5. Dog Attacks on Guide Dogs Campaign (A. Sorrick)
Executive Officer Sorrick reported that the Board had contacted California Council of the Blind (CCB) regarding legislation to change liability for owners of offending dogs in dog attacks on guide dogs. She notified the Committee that she would update the Committee on this issue at the next meeting.
6. Agenda Items for the Next Meeting (All)
Campaign ideas to be solicited from the following: CCB, National Federation of the Blind (NFBC), Guide Dog Users of California (GDUC), California Association of Guide Dog Users (CAGDU), Guide Dogs for the Blind, Inc., Guide Dogs of America, Guide Dogs of the Desert
7. Public Comment on Items Not on the Agenda
Committee Member Holm moved to adjourn the meeting at 10:49 a.m.
8. Adjournment

Action may be taken on any item on the agenda. Agenda items may be taken out of order. Meetings of the Board of Guide Dogs for the Blind are open to the public except when specifically noticed otherwise in accordance with the Open Meeting Act. The meeting is accessible to the physically disabled. A person who needs a disability-related accommodation or modification in order to participate in the meeting may make a request by contacting Antonette Sorrick at (916) 574-7825 or by e-mail at Antonette.Sorrick@dca.ca.gov or send a request to 1625 N. Market Blvd., Suite S-202, Sacramento, CA 95834. Providing your request at least five (5) business days before the meeting will help ensure availability of the requested accommodation.