

APPROVED MINUTES

May 14, 2012
1:00 – 3:00 p.m.
Guide Dogs of America
13445 Glenoaks Boulevard
Sylmar, CA 91342
(818) 833-6453

Board Members

Eric Holm, President
Tom Scott, Vice-President
Joe Xavier, Secretary
Belinda Barragan
Larry Grable
Jeff Neidich (absent)

Guests

Chuck Jordan (GDA)
Sean Chiles (GDA)
Bryan Young (GDA)
Andi Krusoe (GDA)
Ken Metz (Guide Dogs Users of California)
Pamela Metz (Guide Dogs Users of California)

Executive Officer

Antonette Sorrick

Board Staff

Jean Kagimoto

Legal Counsel

Michael Santiago
Rebecca Bon

AGENDA

Open Session:

1. Call to Order/ Roll Call (E. Holm/J. Xavier)
Board President Eric Holm called the meeting to order at 1:07 p.m.
Secretary Joe Xavier took roll. Five Board Members were recorded as present and quorum was established.
2. President's Welcome (E. Holm)
President Holm thanked everyone in attendance.
3. Introduction of New Legal Counsel (M. Santiago)
Legal Counsel Santiago introduced the Board's new legal counsel, Rebecca Bon.

Ms. Bon attended University of California, San Diego, followed by Pacific McGeorge School of Law before becoming a member of the State Bar in 2007. In private practice, Ms. Bon represented water and community service

districts in Kern County. Upon her return to Sacramento, she briefly represented school districts, including Berkeley Unified, before taking an opportunity to work for the Department of Consumer Affairs. Ms. Bon spends her leisure time at the dog park with her beloved Husky/Chow mix she adopted from the Bakersfield SPCA. The Board welcomed Rebecca Bon.

4. Approval of Special Committee Meeting Minutes October 24, 2011 (E. Holm)

President Holm asked for a motion to approve the October 24, 2011 minutes unless amendments were needed.

Vice President Scott moved to accept the meeting minutes of October 24, 2011 as written. Secretary Xavier seconded the motion.

Board Vote: Motion passed.

5. Approval of Special Committee Meeting Minutes October 31, 2011 (E. Holm)

President Holm asked for a motion to approve the October 31, 2011 minutes unless amendments were needed.

Board Member Grable moved to accept the meeting minutes of October 31, 2011 as written. Board Member Barragan seconded the motion.

Board Vote: Motion passed.

6. Approval of Board Meeting Minutes December 5, 2011 (E. Holm)

President Holm asked for a motion to approve the December 5, 2011 minutes unless amendments were needed.

Vice President Scott moved to accept the meeting minutes of December 5, 2011 as written. Board Member Grable seconded the motion.

Board Vote: Motion passed.

7. Committee Reports

a. Legislative Committee Update (T. Scott)

Legislative Committee Chair Scott reported on the following two bills. The bills were not listed on the agenda so the Board could not take any formal positions.

AB 2041 (Swanson) – Regulations: adoption: disability access.

This bill would require an agency to include within the notice of proposed action a specified statement regarding the availability of narrative descriptions for persons with visual or other specified disabilities.

Status: Re-referred to Assembly Appropriations Committee

AB 2148 (Hayashi) – Guide Dogs.

This bill would add to the latter provision that the school may recover title and possession of the guide dog if the dog is not too ailing to be retrained as a guide dog for another blind person.

Status: Referred to Assembly Business Professions and Consumer Protection Committee. Committee confirmed Assembly Member Hayashi will not pursue this bill.

b. Outreach and Education Committee Update (J. Xavier)

Outreach and Education Committee Chair Xavier reported the following:

DRAFT 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 California (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

Secretary Xavier discussed the talking points from the telephone conferences conducted with each of the following organizations to discuss the Board's 2012 outreach campaign. The following questions were asked to each organization:

- What issues would they recommend for the 2012 outreach campaign?
- Were there any prior issues that the organizations or entities had serviced that they wish for us to revisit?
- Did the organizations or entities have any ideas of how to strength the outreach campaign?
- What were some of the ways the Board could partner with the organizations?

California Association of Guide Dog Users (CAGDU)

- CAGDU has an interest in more outreach and education in the areas of access to taxis and restaurants. Most problem areas with taxi companies seem to be with small cab companies. CAGDU outreach to Yellow Cab has been positive.
- There are no prior issues CAGDU has surfaced that the Board should consider again.
- No recommendations for how the Board's next outreach campaign can be strengthened.
- No known ways the Board can partner with CAGDU as CAGDU does its own advocacy.
- Thoughts on an etiquette campaign towards the business community for guide dog users – review law that does not require any verification that guide dog is a service dog. Possible education for cleaning staff of hotels regarding guide dogs. CAGDU will get back to the Board regarding the possibility of such a campaign.

Guide Dogs of America (GDA)

- Dog attacks on guide dogs is still an important issue. A PSA program would help raise awareness on the issue.
- Guide Dogs of America (GDA) is currently working on two PSAs one, a general what we do video for the school and two, a PSA to recruit more puppy raisers.
- GDA would be interested in helping the Board raise awareness about etiquette toward working guide dog teams. GDA would be willing to assist in a print, TV, radio education program for such a campaign.

Guide Dogs of the Desert (GDD)

- Guide Dogs of the Desert (GDD) is not on board with the Board spending funds on outreach. GDD does not feel it is the place of the Board provide outreach – better to utilize the schools to perform such activities. If we did do an outreach campaign, it should be focused on the definition of a service dog of which guide dogs are a subset. Might be more impact to expand the Board's jurisdiction – to create more revenue. Why aren't we the Service Dog Board?
- Single most important issue – Eye Dog Foundation.
- Better to stay out of business of outreach and education and instead focus on making a difference with policymakers (educating legislators).
- Board needs to create more lively materials that are useful. Do not overlap with school efforts (e.g. coloring book for kids).

Guide Dog Users Inc. (GDUI)

- Access issue for teams should be readdressed with the tourism industry (e.g. theme parks). How do businesses treat working teams.
- Dog attacks on guide dogs and responsible pet ownership are still issues.
- Reputation of the three California guide dog schools is positive – standards of training are seen in a positive light.
- GDUI can assist with providing a venue to distribute information (Web site, twitter, ListServ, etc.).
- Nothing negative about an etiquette campaign.

Guide Dog Users of California (GDUC)

- New Jersey just updated their laws and GDUC is looking into how it is more strict than California's current law regarding dog attacks on guide dogs.
- GDUC is interested in surveying California guide dog users regarding recent changes to the training program requirements – shorter training timeframes.
- Use of public media would help better educate public on the Board's next campaign.
- Wouldn't hurt to have an outreach campaign regarding etiquette to the business community for guide dog teams. Might be helpful to have more than one group outreach on this issue. The Board should also partner with the schools on the campaign.

National Federation of the Blind, California (NFBC)

- No particular issue recommendation for the Board's campaign. Board has done a good job communicating to NFBC and its affiliates.
- Board should conduct informational seminars – would be helpful.
- If campaign on etiquette, consider model guide dog behavior for guide dog users. Each guide dog team represents the community as a whole – positive PR. Message would need to come from a professional (guide dog instructor).

Web site Update
There were no comments.

Communications Plan Update
There were no comments.

Dog Attacks on Guide Dogs Campaign
There were no comments.

2012 Outreach Campaign

Conducted a survey with organizations about the upcoming campaign with the following questions:

What issues would they recommend for the 2012 outreach campaign?

Were there any prior issues that the organizations or entities have surfaced that they wish for us to revisit?

Did the organization/entities have any ideas how to strengthen the outreach campaign?

What were some of the ways that the Board could partner with these various organizations?

The surveys were conducted with spell out the organizations listed here -. CCB, NFBC, GDD, GDA, GDB

Recommendations:

- Education to taxis and restaurants
- Continue campaign about attacks on guide dogs
- Request that the Board focus on education to policy makers and the schools focus on education to the public.
- Access of guide dog teams at theme parks or including theme parks
- Survey to guide dog users about the impact of the recent regulatory changes
- Education to the business community about guide dog teams
- Education on model guide dog behavior for guide dog users

Board's Recommendation:

- 2012 Outreach campaign will focus on the etiquette of the business community toward guide dog teams.

Vice President Scott proposed a continuation of education regarding service animals versus guide dogs for the public with the etiquette campaign. The program would include the rights,

protocols, exemptions and proper questions to ask guide dogs teams.

Board Member Barragan moved to delegate authority to the Outreach and Education Committee to pursue the aforementioned campaign. Vice President Scott seconded the motion.

Board Vote: Motion passed.

Chairman Xavier discussed the Board creating a statement to be used to inform donors of the benefits of their contributions. The statement would be used by both,

- 1) Guide dog schools to notify donors about the benefits of choosing a licensed guide dog school.
- 2) The Attorney General's Office and other outside entities regarding the benefits of contributing to a licensed guide dog school.

Secretary Xavier moved to delegate authority to the Outreach and Education Committee to draft both donor statements. Vice President Scott seconded the motion.

Board Vote: Motion passed.

- c. Practice Task Force Update (A. Sorrick)
Executive Officer Sorrick provided an update on the last Practice Task Force meeting.

Regulatory Discussion – Update

2268.2 (Donations; Records) - (A. Sorrick)

A proposal has been made that requires the schools to be in compliance with the Attorney General's regulations.

2271 (Living Quarters; Attendants) - (A. Sorrick)

Currently requires that there be a male and female attendant present in the living quarters. The proposed changed is to require an attendant, male or female to render sight assistance as required.

Statutory Discussion – Practice Privilege

Currently, the State Board of Accountancy has a practice privilege for reciprocity between states and having a registration, to enforce a registration fee for practicing in the State of California. There was a proposal that the Guide Dog Board conduct a similar practice with the Guide Dog Act with guide dog instructors. After a discussion was conducted, the Practice Task Force did not move on the issue and had no formal recommendation for the Board to consider.

Consumer Survey

It was suggested to conduct a consumer survey regarding the positive or negative impacts that have been made from the changes made to our laws regarding training time and competency requirements for guide dogs and guide dog users.

2276 (Instruction Period)

In regards to training time, changes to the law requirements of four weeks for a first time client to of training minimum to a minimum of two weeks training for first time or repeat guide dog users with some in harness and theoretical instruction.

2282 (Preliminary Training of Dogs)

Regarding the preliminary training of dogs, additions have been made to the list of competencies for guide dog puppy training prior to being paired with a guide dog team.

2282.1 (Required Training)

Guide Dogs of America and Guide Dogs of the Desert are currently following the four week training requirement while Guide Dogs of the Blind are currently implementing the two week training requirement. This raised a concern with having only one of the guide dog schools implementing the two week program as opposed to the previous four week programs for consistency and evaluating the programs.

The Board tabled the survey until a Committee can be formed with a Board Member and a licensed instructor. An agenda item for the next meeting is to appoint representatives from the Board and the schools to form this committee.

8. Executive Officer's Report (A. Sorrick)

Budget Report

Expenditure Project Report

The Board is expecting about \$4,347 remaining balance at the end of the fiscal year, roughly a 2.3% surplus.

Synopsis of Expenditures (narrative of the fiscal year)

- The synopsis shows the Board has a 10.3 month reserve with a balance of \$171,000.

Examination Update

May 22-23, 2012 - Instructor Exam (9:00 a.m. – 5:00 p.m.)

July 10-11, 2012 - Item Review Workshop (9:00 a.m. – 5:00 p.m.)

August 7-8, 2012 - Item Review Workshop (9:00 a.m. – 5:00 p.m.)

November 5-6, 2012 - Instructor Exam (9:00 a.m. – 5:00 p.m.)

November 7-8, 2012 - Passing Score Workshop (9:00 a.m. – 5:00 p.m.)

Strategic Plan Update

There were no comments.

Sunset Review Update

Vice President Scott requested a status update.

Draft Sunset Review reporting team: Antonette Sorrick, Jean Kagimoto and Jeff Neidich.

The 23-page draft report is in progress to meet its November 2012 deadline to the State Legislature. The legislative hearings will take place in spring 2013.

The report requests information about our efficiencies, processes, licensing time frames, and budget for the Board. The last Sunset Review conducted for the Board was in 2001.

9. Election of Officers (E. Holm)

Vice President Scott nominated President Holm for re-appointment as Board President. Board Member Barragan seconded the motion.

Board Vote: Motion passed.

President Holm nominated Vice President Scott for re-appointment as Vice President. Secretary Xavier seconded the motion.

Board Vote: Motion passed.

Vice President Scott nominated Secretary Xavier for re-appointment as Board Secretary. Board Member Barragan seconded the motion.

Board Vote: Motion passed.

10. Agenda Items for Next Meeting

Consumer Survey Committee

11. Meeting Calendar and Location

Executive Office Sorrick reported the following:

Board Meeting

September, 2012

Guide Dogs for the Blind

350 Los Ranchitos Road

San Rafael, CA 94903

Board Meeting

January, 2013

Guide Dogs of the Desert

60740 Dillon Road

Whitewater, CA 92282

12. Public Comment on Items Not on the Agenda

Ken Metz expressed his concerns of the lack of available outreach campaign resources to the public. He offered that his organization could assist in the outreach and education. California Counsel of the Blind (CCB) chapter has established a guide dog patrol to help educate businesses that refuse guide dog handlers. Metz requested an alliance between and Board and law enforcement officials to enforce existing access laws.

12. Adjournment

Secretary Xavier moved to adjourn. The meeting was adjourned at 2:17 p.m.