



APPROVED MINUTES

Outreach and Education Committee Meeting
Monday, February 4, 2013
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

820 Mission Ave. #12
San Rafael, CA 94901
(415) 455-9133

Teleconference

Committee Members

Joe Xavier (Chair)
Larry Grable
Eric Holm

Executive Officer

Antonette Sorrick

Guests

Pam Metz, Guide Dog Users California
Linda Samulski, Guide Dogs of the Desert
Ken Metz, GDUC
Lilian Scaife, GDUC
Don Brown, Guide Dog Users, Inc.
Laurie Mehta, GDUI

AGENDA

1. Welcome (J. Xavier)

Committee Chair Xavier called the meeting to order at 10:04 a.m. Chairman Xavier welcomed attendees and requested self-introductions. All Committee Members were recorded as present.

2. Approval of Outreach and Education Committee Minutes December 19, 2011 (J. Xavier)

Committee Member Holm moved to approve the December 19, 2011 minutes. Chair Xavier seconded the motion.

Committee Vote: Motion passed.

3. Social Media Update (A. Sorrick)

The following social media update was provided to the Committee:

- **Social Media Update**

Total Web hits (January 1, 2012 – January 28, 2013) – 379,755

Top Five Pages

Homepage – 79,406

Resources Dog Attacks for first responders – 9,134

Laws and Regulations Page – 8,050

Licensees Homepage – 7,504

Resources – 7,256

Number in ListServ – 47

Total Facebook Likes – 105

Twitter Followers – 141

4. Etiquette Campaign Update (A. Sorrick)

The following etiquette campaign update was provided to the Committee:

- **2012 Outreach Campaign Update**

Guide Dog Day 2012 – Curb to Curb – Crossing Communication Street

Etiquette Campaign – partnering with the business community. The campaign is the official kickoff for the education partnership announcement with the California Restaurant Association (CRA). The partnership has four different components; including, training materials, articles in CRA and Department of Consumer Affairs' publications, YouTube video, and ambassador speakers list for CRA membership. Currently, the Board is awaiting regional CRA meeting dates to send ambassador speakers to review the Best Practices tip sheet.

Additionally, the California Hospital Association has expressed an interest in partnering with the Board on a similar etiquette campaign. Don Brown asked about what was entailed in being an ambassador speaker. Executive Officer Sorrick explained it was providing the best practices plus personal experiences to local restaurant owners. She asked if he would be interested in being on the list for the bay area.

5. Consumer Survey (All)

The following consumer survey update was provided to the Committee:

- **Consumer Survey Update**

The Board has considered conducting a consumer satisfaction survey. At the last Practice Task Force Meeting, there was no final recommendation for the Board's consideration. On January 14, 2013, after hearing testimony from all three schools, the Board decided to review the school's own consumer surveys before pursuing a separate survey. The Board will discuss the consumer survey again in June, 2013 after review of the three school surveys.

Laurie Mehta stated that GDUI and GDUC had both sent letters to the Board asking for an objective consumer survey. The objective survey would be focused on how the changes to the regulations have been implemented at the schools. She had no knowledge of a like survey being conducted by any of the California schools. The anonymity of a school survey was a concern to her. The prevailing thought in the community was the concern about treatment from a school if negative feedback was provided in a school survey. If the Board conducted a survey, it would be a great opportunity for the Board to show why it exists. Don Brown asked what the Board expected to see from the school surveys. Chair Xavier stated that we wouldn't know until the information was submitted. Mehta stated that there was a home follow-up in her experience, no survey. The school sent an online survey post-graduation. Ken Metz asked if the Board received graduate data (contact information), why couldn't we do the survey ourselves? Sorrick responded that that was not the purpose of the collection of that data. Committee Member Grable stated that the Board would look at all information coming from the schools (timing of data, information gathering, etc.). Brown stated that the anonymity of the survey was a concern. Mehta also stated that the lack of anonymity during the Board's complaint process was also an issue. Both Brown and Mehta said there was a link between the awareness of the complaint process and the low number of complaints the Board sees. Ken Metz pointed out that historically schools reacted negatively if a consumer complained. Chair Xavier pointed out that there was a theme of retribution for complaints. Mehta closed the topic stating that objectivity and consumer protection could allow the Board to survey the schools.

6. Sunset Review Update (A. Sorrick)

The following Sunset Review update was provided to the Committee:

- **Sunset Review Update**

In the fall, 2012, Board President Eric Holm, Outreach and Education Committee Chair Joe Xavier, and Executive Officer Antonette Sorrick contacted the following schools and organizations:

1. Guide Dog Users, Inc. (Laurie Mehta, President)
2. California Council of the Blind (Donna Pomerantz, President)
3. Guide Dog Users California (Mary Beth Randall)
4. National Federation of the Blind, California (Mary Willows)
5. Guide Dogs for the Blind, Inc. (Paul Lopez, CEO)
6. Guide Dogs of America (Dale Hartford, President/Director)
7. Guide Dogs of the Desert (Kim Laidlaw, Executive Director)

Requests for updates were also extended to National Association of Guide Dog Users (Marion Gwizdala, President) and California Association of Guide Dog Users (Shannon Dillon, President).

The Board is set for sunset review hearing on either Monday, March 11 or Monday, March 18, 2013. The hearing will be conducted by both the Assembly Business Professions and Consumer Protection and Senate Business Professions and Economic Development Committees.

7. Agenda Items for the Next Meeting (All)

California Hospital Association Etiquette Campaign, California Restaurant Association Etiquette Campaign, Social Media Update, Consumer Survey

8. Public Comment on Items Not on the Agenda

Ken Metz commented that the current best practices etiquette tip sheet for restaurants had little to do with guide dogs. He said it needed to be more focused on access. The access issue, he said, was more important. Additionally, he felt that the penalties should also be a focus for denying access. Pam Metz stated that she would like to offer assistance with the California Hospital Association best practices.

8. Adjournment

Committee Member Holm moved to adjourn the meeting. Committee Member Grable seconded the motion. The meeting adjourned at 10:56 a.m.