



**Board of Chiropractic Examiners  
MEETING MINUTES  
Government Affairs Committee  
January 14, 2016**

Teleconference Locations

Board of Chiropractic Examiners  
901 P Street, Suite 142A  
Sacramento, CA 95814

McClain Sports & Wellness Inc.  
6360 Wilshire Blvd. #410  
Los Angeles, CA 90048

Department of Veterans  
Affairs  
700 East Naples Court  
Chula Vista, CA 91911

**Committee Members Present**

Julie Elginer, Dr.PH, Chair  
Dionne McClain, D.C.  
Frank Ruffino

**Staff Present**

Robert Puleo, Executive Officer  
Linda Shaw, Assistant Executive Officer  
Dixie Van Allen, Licensing & Administration Manager  
Marcus McCarther, Policy Analyst  
Brianna Lauziere, Staff Services Analyst

**Call to Order**

Dr. Elginer called the meeting to order at 10:00 a.m.

**Roll Call**

Dr. McClain called the roll. All Board members were present at the locations listed on the Agenda.

**Approval of Minutes**

Mr. Ruffino requested staff refer to page three, paragraph two, under the overview of strategic planning. Under this section, Mr. Ruffino requested staff remove the sentence, "Mr. Ruffino suggested that the Board follow the same basic steps but less elaborate but without the use of SOLID" which he suggested was incorrectly captured in prior Committee meeting. Mr. Ruffino further clarified support of the using the same basic steps and continuing with the use of DCA SOLID.

**MOTION: MR. RUFFINO MOVED TO APPROVE THE MINUTES OF THE OCTOBER 22, 2015 GOVERNMENT AFFAIRS COMMITTEE MEETING WITH REVISIONS.**

**SECOND: DR. MCCLAIN SECONDED THE MOTION**

**VOTE: (3-0) (DR. MCCLAIN – AYE, MR. RUFFINO – AYE, DR. ELGINER - AYE)**

**MOTION CARRIED**

### **Presentation and Discussion of the Upcoming 2016 Strategic Planning Process**

DCA SOLID's Dennis Zanchi, started off by explaining that SOLID's customer satisfaction with their strategic planning services is ninety-five percent. He provided and explained the Chiropractic Strategic Plan Roadmap.

Dr. Elginer shared that the Board was happy with the previous process using SOLID and that they did a great job. Also, she shared that Board members are receptive to the message that SOLID will provide.

Mr. Zanchi explained the planning process to the committee. The planning session is scheduled for 7/28/2016. However, the process will consist of various stages to take place during the spring of 2016. Mr. Zanchi provided additional information about the Environmental scan, stakeholders (licensees, consumer groups, professional associations, and interested parties), and the online survey. He concluded by telling the Committee it would see a strategic plan draft by August 15, 2016.

Dr. McClain asked Mr. Puleo how he planned to handle the issue of the BreeZe system in the upcoming strategic plan. Mr. Puleo responded that it would be difficult to address the issue moving forward without additional information from the Department regarding an updated timeline on phase 3 of the BreeZe project.

### **Review and Discussion of BCE Strategic Plan Goals Assigned to the Government Affairs & Strategic Plan Committee**

Dr. Elginer started by sharing that most of the strategic plan goals have been completed.

- Goal 4.1

Dr. Elginer recommended that each mentor should check in with their mentee before the next Board meeting. Dr. Elginer will relay this to Dr. Azzolino.

- Goal 4.2

Mr. Puleo will follow up with board members to see if anyone would like to spend time in the Sacramento Office or over the phone observing and learning the different Board functions.

- Goal 4.3.2

Next, Dr. Elginer informed the Committee that Cris Forsyth, Director of Governmental Affairs and Chief Operating Officer for the California Chiropractic Association (CCA) was in attendance and asked if he had any thoughts he was willing to share.

Mr. Forsyth explained that CCA communicates through a committee structure and that when someone sees an item of interest on a Board of Chiropractic Examiners meeting agenda their committees discuss whether or not there are concerns about the BCE topic. Mr. Forsyth offered to have a discussion with his licensees about more general participation with BCE meetings.

Mr. Puleo asked Mr. Forsyth if he had received feedback from his members in regard to things that the Board should or needs to do better.

Mr. Forsyth responded that there are things that CCA could do together with BCE to accomplish these goals. CCA could help with providing feedback from licensees of the association to the board. However, mostly what CCA hears from licensees are complaints regarding marketing or sales tactics and whether they should be brought to the attention of the Board.

Dr. Elginer reminded the Committee that the board is engaging the next three year strategic plan and that it would be a great opportunity to explore partnering with the association in order to inform licensees about what is going on with the Board and that the Board would like to hear from them. This outreach work could be done through the use of newsletters and/or social media.

Mr. Forsyth agreed to meet with the BCE staff to discuss an outreach plan in further detail.

- Goal 7.2

Mr. Puleo advised the Committee on the status of the Out-of-State travel package for the NBCE/FCLB meeting and expects to have an answer with the next few weeks.

- Goal 7.2.1

Dr. Elginer inquired about how the Board could provide outreach to consumers.

Mr. Puleo shared that in-state travel is allowed if the Board participates as a guest speaker. Mr. Puleo will do more research on the topic and check with the department's outreach unit to see if they have a list of consumer groups that the board staff could contact.

Mr. Puleo mentioned the need for staff to reestablish a place on the website dedicated to information about the Ambassador program. Mr. Puleo shared that the link would allow groups to request a speaker from the Board. Additionally, Mr. Puleo requested Mr. Forsyth inform his members that they are able to request a speaker from the Board by using this program.

## **Review and Possible Action Regarding the Board Member Administrative Manual**

Dr. Elginer and the Committee went through the Board Member Administrative Manual page by page to capture any needed changes. Over the course of the review, several edits were discussed.

- Page 1

Dr. Elginer reminded staff to change the revision date on the document.

- Page 7

Dr. Elginer referred to the first bullet point on page seven, under the General Rules of Conduct Section. Here she discussed the possibility of making changes to the requirements of the percentage of enforcement cases Board Members should vote on.

The Committee agreed to accept a minimum 75% vote participation requirement for Board Members. When discussing possible consequences for members who fail to meet the new requirement, the Committee concluded that if it becomes excessive the Board Chair should have a conversation with the member to understand what the problems may be. In the event that there are issues with the Board Chair, the Board Vice-Chair would have a conversation with the Chair.

The Committee decided that the addition of language referring to the need to meet the vote submission requirement established by the Board could be added to the first bullet point. Further, the full language would be added on Page 10, under the heading for E-mail Ballots.

Also, the Committee agreed to add under the General Rules of Conduct Section, a requirement for Board members to be up to date on training requirements.

- Page 13

Dr. Elginer asked the Committee if there was a need to clarify that the travel liaison was a staff member. Mr. Puleo suggested referring to the person as the staff travel liaison.

- Page 16

Dr. Elginer suggested that the Board Chair formalize a process to assign Board members to a committee.

Mr. Puleo responded that the Board members could contact and inform the Chair if there was/is a need to change their current or upcoming Committee assignment.

Dr. Elginer explained that adding language that included that “dually it is the responsibility of the Chair and Board members to take the suggested Committee preferences under consideration before determining Committee assignments.

- Page 17

Mr. Puleo explained that he would send around the Committee descriptions to the Committee Chairs to determine if changes are necessary.

- Page 18

In first sentence on the page, the second period needs to be deleted.

- Page 19

Under the Communications with Other Organizations heading, Mr. Puleo suggested adding language indicating that the Board Chair is the liaison to other association and may designate an alternative Board Member if necessary.

- Page 20

Under the BCE Identification Cards heading, Mr. Puleo stated that the paragraph should refer to an identification card that “states” the member is appointed. Also, the paragraph should read, “...appointed, commissioned, and duly sworn...”

- Page 23

Under the Various Other Tasks and Responsibilities heading, Mr. Puleo suggests removing the reference to entities, continuing education audits, Executive Officers, and add “state” to associations.

- Page 24

Mr. Puleo suggested the addition of an additional heading titled Resignation of Board Members (Board Policy). The Committee discussed how to handle the resignation of Board Members. They agreed that it should be clear that the Board member notifies the Governor’s office and sends the letter to the Board Chair and Executive Officer. Additionally, the Executive Officer shall notify the Governor’s Appointment’s Office of the resignation of any Board Member.

- Page 27

Under the Board Member Orientation heading, the Committee discussed adding language regarding the requirement for newly appointed Board members and reappointed Board Members to attend the Board Member Orientation Training.

### **Review of the BCE Legislative Bill Tracking Manual**

Mr. McCarther provided the Committee with a brief overview of changes made to the Legislative Bill Tracking Manual.

Mr. Ruffino suggested that staff adds examples of support, oppose, and veto letters the Board had previously submitted to the Legislature.

Ms. Martin-Rojas from DCA suggested adding a section referring to the different statuses a bill may have over the course of the legislative cycle. Additionally, Mr. Puleo suggested adding a glossary of legislative terms.

### **Review of the 2016 Legislative Calendar**

The Committee briefly reviewed the 2016 legislative calendar. The calendar was provided to be a helpful reminder to Committee members about important dates throughout the legislative season.

Mr. Puleo shared with the Committee that the calendar is important for them to know the deadlines that bills have to meet throughout the year.

### **2015 Legislative Update**

Mr. Puleo explained to the Committee that the list of bills provided contained the 2-year bills from the previous legislative session.

### **Public Comment for Items Not On the Agenda**

No public comment provided

### **Future Agenda Items**

Dr. Elginer suggested the Committee set the meeting dates for the rest of the year. The next Committee meeting is scheduled for March 10, 2016.

### **Adjournment**

**MOTION: MR. RUFFINO MOVED TO ADJOURN THE GOVERNMENT AFFAIRS COMMITTEE MEETING**

**SECOND: DR. MCCLAIN SECONDED THE MOTION**

**VOTE: (3-0) (MR. RUFFINO – AYE, DR. MCCLAIN – AYE, DR. ELGINER - AYE)  
MOTION CARRIED**

Dr. Elginer adjourned the meeting at 11:26 p.m.