



State of California  
Edmund G. Brown Jr., Governor

**Board of Chiropractic Examiners  
MEETING MINUTES  
Government Affairs Committee  
October 22, 2015**

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

**Committee Members Present**

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

**Staff Present**

Robert Puleo, Executive Officer  
Dixie Van Allen, Licensing & Admin. Manager

**Call to Order & Establishment of a Quorum**

Dr. Elginer called the meeting to order at 10:01 a.m.

**Roll Call**

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

**Approval of Minutes**

**MOTION: MR. RUFFINO MOVED TO APPROVE THE MINUTES OF THE JULY 16, 2015 GOVERNMENT AFFAIRS COMMITTEE MEETING.**

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

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

**MOTION CARRIED**

## Legislative Update

Ms. Van Allen provided the Committee with a status update of the following legislative bills:

- AB 85 – Wilk (Open Meetings)
- AB 12 – Cooley (State Govt.: administrative regulations: review)
- AB 333 – Melendez (Healing Arts: continuing education)
- AB 410 – Obernolte (Documents submitted to legislative committees)
- SB 467– Hill (Professions and Vocations)
- AB 179 - Bonilla (Healing arts)

Dr. Elginer requested staff to research which bills may be 2-year bills to follow in the next legislative session.

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

Dr. Elginer covered the Strategic Plan goals assigned to the Committee

- Goal 4.1 has been completed in its entirety.
- Goal 4.2 had two action items (4.2.4 and 4.2.5) which needed to be completed.

Dr. Elginer reminded the Committee that the Board members asked for a summary of headquarters staff duties to be included with the Executive Officer's report at the next board meeting and included in the Board Member's onboarding manuals.

The Government Affairs Committee members approved the summary of staff duties for dispersal at the upcoming Board meeting and agreed that this document fulfills the requirements of Action Items 4.2.4 and 4.2.5.

- Goal 4.3 has one action item which has not yet been completed (4.3.6).

Dr. Elginer explained that methods have been explored to increase interactive accessibility to Board and Committee meetings; however, DCA does not have the technological means to provide interactive access to the public for public meetings of the Board. Dr. Elginer suggested that this action item be revisited again in the future.

- Goal 7.1 has been completed.
- Goal 7.2 has been completed with the exception of action items 7.2.4 and 7.2.5.

Dr. Elginer explained that the Board's communication assessment was completed by DCA's Office of Public Affairs. Based on the Governor's Executive Order restricting travel for conferences and outreach, the only viable way to reach consumers is through social media. Action Item 7.2.4 will be completed when Dr. Elginer provides social media training at the January Board meeting.

Mr. Ruffino suggested that Mr. Puleo discuss social media training at the Executive Officer's Roundtable meetings. Dr. Elginer concurred with Mr. Ruffino's recommendation and also urged the Board to continue urging DCA to develop social media training for all Boards and Bureaus within the department.

Dr. Elginer inquired with the Committee members about what they would like the social media training to cover. Mr. Ruffino requested a basic understanding of the different types of social media. Dr. McClain requested that the training cover the difference between social and professional uses of social media as well as demographic data. Mr. Puleo requested that the training cover which medium would be the best for reaching our target audience. Natalie Martin-Rojas, DCA Legislative Analyst, recommended that the Board look at how other departments utilize social media to reach consumers, such as Caltrans use of Twitter.

### **Overview of Strategic Planning Process and Approach for the 2016 Strategic Planning Year**

Dr. Elginer advised the committee that 2016 will be a strategic planning year and briefed the committee on the process that the Board used to develop the current strategic plan. Dr. Elginer inquired about whether the Committee wanted to repeat the same process for the next strategic plan.

Dr. McClain shared concerns over the loss of expertise with Board members who are terming out and urged the use of SOLID.

Mr. Puleo and Ms. Van Allen conveyed that they valued the process and the unbiased help of SOLID to facilitate the discussions and create the strategic plan document.

Mr. Puleo will follow up with SOLID to determine their availability.

### **Annual Legislative/Agency Visits**

The Committee confirmed the dates of November 19 – 20, 2015 for the visits.

Dr. Elginer inquired about who should be visited what should be included in the presentation.

Mr. Ruffino suggested that the Committee visit both Business and Professions Committees; Caucus staff; Business, Consumer Services and Housing Agency and the Governor's Office to discuss achievements and provide a status update. Mr. Puleo offered to arrange these meetings.

Dr. Elginer suggested that the Committee share their accomplishments, the collaborative work the Board engaged in with chiropractic schools over the last year, sharing best practices at Executive Officer Roundtable meetings, and emerging issues. Dr. Elginer also requested Committee members to submit talking points to Mr. Puleo.

Dr. Elginer inquired about the when the Board is up for Sunset Review. Mr. Puleo offered to look into the date.

Mr. Puleo suggested that the Committee also try to meet with DCA's Legislative Director and the California Chiropractic Association.

Mr. Ruffino inquired about the status of the Scope of Practice Focus Group. He further suggested that the Board continue the stakeholder meetings to move the profession forward.

**Public Comment** – Ms. Martin-Rojas informed the Committee about upcoming training on the Legislative Process that DCA is holding on December 15 and 16. Ms. Martin-Rojas will provide further clarification on the format of the training.

Dr. Elginer offered the Board's Legislative Bill Tracking Manual as a tool to use for this training.

**Future Agenda Items –**

The Committee selected a date of January 14, 2016 at 10:00 a.m. or an alternate date of January 15, 2016 at 10:00 a.m. for convening the next Govt. Affairs Committee meeting.

**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 11:19 p.m.