



CONTRACTORS STATE LICENSE BOARD

PUBLIC AFFAIRS COMMITTEE SUMMARY REPORT

Public Affairs Committee Summary Report

A. Call to Order, Roll Call, Establishment of Quorum and Chair's Introduction

Susan Granzella, Committee Chair, called the Contractors State License Board (CSLB) Public Affairs Committee meeting to order at 9:02 a.m. on Thursday, November 7, 2019, in the John C. Hall Hearing Room at CSLB Headquarters, 9821 Business Park Drive, Sacramento, CA, 95827. A quorum was established.

Committee Members Present

Susan Granzella, Chair
Frank Altamura
Michael Layton
Diana Love

Committee Members Excused

Nancy Springer

Board Members Present

Kevin Albanese
Augie Beltran
David De La Torre

CSLB Staff Present

Dave Fogt, Registrar	Phyliz Jones, Executive Staff
Tonya Corcoran, Chief Deputy Registrar	Rick Lopes, Chief of Public Affairs
Natalie Watmore, Public Affairs Staff	Kristy Schieldge, Legal Counsel
Missy Vickrey, Chief of Enforcement	Claire Goldstene, Public Affairs Staff
Amber Foreman, Public Affairs Staff	Justin Paddock, Chief of Licensing
Leslie Gutierrez, Public Affairs Staff	Rebecca Lyke, Enforcement Staff

Visitors Present

Eddie Bernacci, Politico Group
Terry Seaburg, Western Electrical Contractors Association
Christopher Smith, Paradigm Power

Committee Chair Susan Granzella welcomed Diana Love as the newest board and committee member. She also thanked Chief of Public Affairs Rick Lopes for coordinating a meeting prior to the September 2019 board meeting with Paradise town officials and staff. In addition, she thanked CSLB staff for their outreach and enforcement efforts responding not only to recent fires in the state but also for their continued work in fire areas from prior years. Lastly, Ms. Granzella noted that the



new digital media center that allows for, among other things, live streaming of board and committee meetings was up and running.

B. Public Comment

There was no public comment.

C. Public Affairs Program Update

Chief of Public Affairs Rick Lopes began the program update by noting that the new digital media center will allow staff to create more videos, webcasts, and podcasts, which will enhance outreach efforts to licensees and consumers, and will simplify the work involved in providing web streaming of meetings.

Mr. Lopes highlighted a successful press conference in Parlier in Fresno County, in conjunction with the California Public Utilities Commission, the Department of Business Oversight, the Fresno County District Attorney's Office, and local organizations to bring attention to solar fraud in the area.

Mr. Lopes also reviewed CSLB's outreach efforts via social media, noting creation of a new Twitter page for members of the media. He also reported that he had worked with a reporter and producer from the Canadian Broadcast Company on a story about a CSLB investigation into an unlicensed contractor doing work in the Tubbs Fire rebuild area in Santa Rosa.

Lastly, Mr. Lopes noted that CSLB staff have begun to support additional local assistance centers in response to the Kincadee and Getty fires.

D. Review, Discussion, and Possible Action to Approve the 2020-22 CSLB Communications Plan

Chief Lopes presented the 2020-22 CSLB Communications plan, explaining that it provides a high-level guide for communications for the entire board that is then further refined with the adoption of specific strategic plan objectives. Mr. Lopes highlighted outreach efforts directed toward licensees and potential applicants, the significant number of stakeholders that CSLB strives to engage, and an expected increase in videos, podcasts, and webinars with the completion of the digital media studio and the addition of a staff person dedicated to video production.

Mr. Lopes requested an amendment to the communications plan in the Communication Messages section: inclusion of a Call Before You Dig message for licensed contractors and removal of the word "contractors" in the Call Before You Dig message for consumers.



MOTION: To approve, as amended, the 2020-22 CSLB Communications Plan. Diana Love moved; Michael Layton seconded. The motion carried unanimously, 4–0.

YEA: Frank Altamura, Susan Granzella, Michael Layton, Diana Love
NAY: None
ABSENT: Nancy Springer

E. Review, Discussion, and Possible Action to Amend the 2019-21 Public Affairs Strategic Plan Objectives

Committee Chair Susan Granzella reviewed the status of the Public Affairs 2019-21 strategic plan items as noted in the committee packet and explained that the request to extend the implementation date of item 4.5 (text alert) and the target date for item 4.7 (online application) was related to shifting priorities in IT to more efficiently address business needs.

MOTION: To amend the implementation date for Public Affairs strategic plan item 4.5 (text alert program) to December 2020 and to move the target date for strategic plan item 4.7 (online application) to July 2020. Michael Layton moved; Diana Love seconded. The motion carried unanimously, 4–0.

YEA: Frank Altamura, Susan Granzella, Michael Layton, Diana Love
NAY: None
ABSENT: Nancy Springer

F. Adjournment

MOTION: To adjourn the November 7, 2019, Public Affairs Committee meeting. Michael Layton moved; Diana Love seconded. The motion carried unanimously, 4–0.

YEA: Frank Altamura, Susan Granzella, Michael Layton, Diana Love
NAY: None
ABSENT: Nancy Springer

Committee Chair Susan Granzella adjourned the Public Affairs Committee meeting at approximately 9:30 a.m.