

MINUTES
EXECUTIVE COMMITTEE MEETING
JANUARY 31, 2019
TELECONFERENCE

A. CALL TO ORDER / ROLL CALL / ESTABLISHMENT OF A QUORUM

Committee Members Present

Sylvia Kwan, Chair
Tian Feng, Vice Chair
Pasqual Gutierrez
Nilza Serrano

Board Staff Present

Laura Zuniga, Executive Officer
Vickie Mayer, Assistant Executive Officer

Guests Present

Cesar Altamirano, Graphic Designer, Department of Consumer Affairs (DCA), Office of Publications, Design & Editing (PDE)
Gary Chazen, DCA PDE Manager
Rick Wong, Graphic Designer, DCA PDE

Committee Chair Sylvia Kwan called the meeting to order at 10:38 a.m., and Vice Chair Tian Feng called roll. Three members of the Committee constitute a quorum for the transaction of business. There being four members present at the time of roll, a quorum was established.

B. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

There were no comments from the public.

C. REVIEW AND POSSIBLE ACTION ON MAY 16, 2018 EXECUTIVE COMMITTEE MEETING MINUTES

Ms. Kwan asked for comments concerning the May 16, 2018 Executive Committee Meeting Minutes.

- Nilza Serrano moved to approve the May 16, 2018 Executive Committee Minutes.
- Tian Feng seconded the motion.
- Member Feng and Chair Kwan voted in favor of the motion. Members Gutierrez and Serrano abstained. The motion passed 2-0-2.

D. DISCUSS AND POSSIBLE APPROVAL OF A NEW CALIFORNIA ARCHITECTS BOARD LOGO

Laura Zuniga introduced this item and stated that it arose from a meeting with DCA's Office of Public Affairs' staff to discuss services they can provide to the Board. Ms. Zuniga summarized how the two logo options shared with the Committee were developed. Ms. Kwan asked about the existing Board logo, and whether the seal used is specific to the Board, or if it is a state seal. Ms. Zuniga stated that it was the state seal. Mr. Feng stated that his concern that the proposed logos do not reflect what the Board stands for, in part because the proposed logos do not have the accompanying text as contained in the existing logo, and that the state seal is more reflective of the Board.

Gary Chazen gave an overview of PDE's design process and discussed other DCA logos.

Pasqual Gutierrez stated that he preferred Option 1 over Option 2 but preferred the font in Option 2. Ms. Serrano stated that she also preferred Option 1, it would be easier to make the design small or large. With some designs, the vision behind the design can be lost when it shrinks down. Mr. Feng said he would like to see a more defined form, perhaps with wording, and see color options.

After viewing other DCA logos, Ms. Kwan commented that she liked the California Acupuncture Board's design best. The font is nice and contemporary, and the design is not too literal, but it looks good. She said Contractors State License Board's (CSLB's) logo is too literal, and nothing is left to the imagination. She believes Option 1 is more evocative, and that Option 2 is too retro. She believes the Landscape Architects Technical Committee's (LATC's) logo is the least effective of the DCA logos, due to the amount of text included.

Ms. Serrano said that whatever font is selected should be something that can represent the Board for years to come.

Cesar Altamirano described the concept behind Option 1, which he designed. It is intended to blend classical and modern; the font represents more classical elements and the image is modern. He believes it would be less effective with a different font, and that design staff reviewed and sampled many options before presenting this one. Mr. Gutierrez commented that he appreciated the explanation, and that he would like to see an even more progressive design, which could possibly be achieved through balancing the weight of the lines. Mr. Altamirano suggested the use of color could make it more progressive.

Ms. Kwan directed staff to work with Option 1 and develop a few variations, for the Board to approve at the February meeting.

E. REVIEW, DISCUSS AND POSSIBLE ACTION ON CALIFORNIA ARCHITECTS BOARD MEMBER ADMINISTRATIVE MANUAL

Ms. Zuniga presented this item. The Board approved a substantially revised Manual at the September 2018 Board meeting, as the Legislature requested an updated copy be included in the Board's Sunset Review Report, which was due December 1, 2018. Due to that deadline, the

Board did not have the opportunity to make changes to the Manual, and Ms. Zuniga had suggested that going forward, the Executive Committee review the Manual every two years.

Mr. Feng asked whether there was a policy on Board members having business cards. Vickie Mayer pointed out the section in the Manual, which gives Board members the option of having cards. Mr. Feng stated that he believed if Board members do have Board business cards, those cards should only contain Board contact information, and not the member's personal information, as adding personal contact information could undermine the Board's function. He asked about Board members having Board email addresses, and Ms. Zuniga suggested staff could check with DCA. Ms. Mayer added that the Board has a general email address, which Board members could include on a business card. Ms. Serrano stated that she has no concern with having personal email and contact information on the business cards. As a Board member, she wants to be accessible. Ms. Kwan added that she felt the current policy is sufficient, as adding personal information to a business card is optional.

Mr. Gutierrez suggested updating the information under the Mission section of the Manual. Mr. Feng asked whether that could be revised outside of strategic planning. Ms. Mayer stated that she believed the Board did amend the mission statement during the strategic planning session in December 2018. Ms. Zuniga said this section in the Manual could be updated after the Board adopts a new plan at the February Board meeting, to reflect the new plan. Mr. Gutierrez also suggested deleting the word "familial" from the following sentence: "Board members shall not use their positions on the Board for personal, familial, or financial gain," as he believed that it was adequately covered by the ban on personal gain. Under the Public Comment section, he suggested specifying that the reasonable time limits the Board President may set relate to the amount of time allowed for public comments. Mr. Gutierrez also suggested adding a copy of the Bagley Keene Open Meeting Act, to give members the opportunity to become more familiar with its requirements. Ms. Zuniga agreed this would be a good addition.

Mr. Feng also asked whether the state's ban on travel to certain states should be included for reference in the paragraph on out of state travel. Ms. Mayer suggested adding a link to the policy, so the most recent version of the ban will be available. Ms. Zuniga agreed this would be a good addition.

F. ADJOURNMENT

The meeting adjourned at 11:43 a.m.