



# MEETING MINUTES CALIFORNIA ARCHITECTS BOARD

## COMMUNICATIONS COMMITTEE

January 25, 2022  
TELECONFERENCE

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

Mitra Kanaani, Chair, called the meeting to order at 11:07 a.m. and Laura Zuniga, Executive Officer, called roll. Three members of the Committee present constitute a quorum. A quorum was established.

#### COMMITTEE MEMBERS PRESENT

Mitra Kanaani, Chair  
Ebony Lewis, Vice Chair  
Denise Campos  
Nilza Serrano

#### BOARD MEMBERS PRESENT

Tian Feng, Board President

#### STAFF PRESENT

Laura Zuniga, Executive Officer (EO)  
Jane Kreidler, Administration Manager  
Alicia Kroeger, Enforcement Manager  
Kim McDaniel, Regulations Manager  
Marccus Reinhardt, Examinations & Licensing Manager  
Coleen Galvan, Communications Analyst  
Drew Liston, Board Liaison  
Annamarie Fernandez, Enforcement Technician  
Michael Sganga, Lead Enforcement Analyst  
Jasmine Steinwert, Enforcement Analyst  
Katie Ball, Enforcement Analyst  
Darren Dumas, Licensing Analyst  
Jesse Bruinsma, Continuing Education Analyst  
Kourtney Nation, LATC Special Projects Analyst  
David Bouilly, SOLID  
Mike Sanchez, Office of Public Affairs (OPA)

## **B. CHAIR'S PROCEDURAL REMARKS**

Ms. Kanaani stated that during the September 1, 2021 meeting, the committee was tasked with providing recommendations for a revised outreach plan. She wants a solidified plan of action, revolving around connectivity and awareness. Ms. Kanaani referenced a 1996 report regarding establishing a vision for the future of architecture. She said the mission of this committee needs to be taken seriously, and public trust is the main responsibility of this committee. She further commented that ensuring competency, education, and regulation would create greater awareness of the profession. Ms. Kanaani believes the Committee lacks structure, and stated to achieve its goals, a forum needs to be established among students, educators, practitioners, and the public.

## **C. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**

No comments were received from the public.

## **D. REVIEW AND POSSIBLE ACTION ON FROM SEPTEMBER 1, 2021 COMMUNICATIONS COMMITTEE MEETING MINUTES**

Denise Campos moved to approve the September 1, 2021, meeting minutes and Ebony Lewis seconded the motion. Committee Members Denise Campos, Ebony Lewis, Nilza Serrano and Chair Kanaani voted in favor of the motion. The motion passed 4-0.

There was no public comment.

## **E. DISCUSSION AND POSSIBLE ACTION ON 2022-2024 STRATEGIC PLAN OBJECTIVES TO:**

1. Resume regular communication with The American Institute of Architects (AIA) by attending joint meetings once a year to give a consistent message to architects, candidates, and consumers in California.
2. Develop an outreach plan to educate licensees and candidates on information needed to acquire and maintain a license.
3. Develop communication regarding the requirements of SB 9 and its impact on the profession.
4. Develop an outreach plan for academic and private institutions to continuously provide students and educators with relevant information.
5. Publicize architects from diverse backgrounds to promote inclusion.

6. Create social media posts educating licensees on violations to increase compliance within the profession.
7. Survey higher educational institutions for data on their architect student populations to understand their plans for creating space for US resident students to mitigate a possible vacuum of professionals in the future.
8. Provide information in multiple languages to increase accessibility to licensees and candidates.

Ms. Kanaani read the objectives and had the following comments:

- Outreach needs to be established in a structured manner
- Providing information to students requires frequent visits so students are more aware of the role and responsibility they are accepting when becoming licensed architects.
- Survey higher education institutions for data. We can seek help from NCARB.

Ms. Zuniga suggested that the objectives be prioritized, and details worked out later.

Ms. Lewis discussed the need to communicate with schools. It was helpful when the Board rotated meetings throughout the schools to allow students and educators to present either virtually or in-person. Inviting the schools to present at meetings is a good way to continue the engagement. She would like to see that as a priority for this year. Ms. Kanaani agreed and mentioned the Board could invite host schools to virtually participate in meetings.

Mr. Feng said that prior discussion suggested reaching out to one UC school, one state college, and one community college each year, and possibly high schools. Mr. Feng challenged the committee to take action and give the full Board the recommendation to institutionalize the practice of reaching out to schools and provide presentations. Mr. Feng asked for school recommendations.

Ms. Campos provided some background that the Committee previously met only once a year, and the Board's mission is to protect the public. She asked for context on each of the strategic goals. Ms. Campos asked how often the committee would be meeting each year.

Mr. Feng said the committees have been restructured with fewer members and he expected at a minimum of meeting at least two times per year with the strategic goals accomplished over a three-year period.

Ms. Kanaani stated she would like the committee to meet prior to the February Board meeting if possible. Ms. Zuniga discussed requirements for open meetings and that any discussion of two or more members would constitute a public meeting.

Mr. Feng briefly clarified each of the strategic plan objectives and how these objectives were assigned to the committee. Ms. Zuniga suggested that committee members suggest what objectives could be accomplished each year.

Denise Campos suggested that objectives 1, 2, 3, 6 and 8 could be solely handled by Board staff and 4, 5, and 7 be brought before the committee.

Public Comment:

Rona Rothenberg, former committee member, introduced herself as president of AIA CA and stated she is very much ready to work with the Board to achieve objectives and overlap with AIA CA and has the Board's support.

Denise Campos thanked Ms. Rothenberg for her service on the committee and congratulated her in her new role.

## **F. ADJOURNMENT**

The meeting adjourned at 11:55 a.m.