



COUNTY OF LOS ANGELES

Consumer Affairs Advisory Committee

BOARD OF SUPERVISORS

Hilda L. Solis
Holly J. Mitchell
Sheila Kuehl
Janice Hahn
Kathryn Barger

PUBLIC INFORMATION COMMITTEE MINUTES

Thursday, October 27, 2022

11:30 a.m. – 12:30 p.m.

Meeting Held Via Teleconference

Item 1: Call to Order

Committee Chair Jayne called the meeting to order at 11:31 a.m.

Item 2: Roll Call and Confirmation of Quorum

Roll call was taken, and the quorum requirement was met.

Present:	Vivian Chan, Carlos Collard, Ronnie Jayne
Absent:	Michelle Katz
DCBA Staff:	Maggie Becerra, Morine Merritt, Keven Chavez, Taryn Lyon, Stephen Angulo, Shelly Tsai (NLSLA Presenter)
Public:	None

Item 3: Approval of the Public Information Committee Meeting Minutes

Commissioner Collard moved to approve the minutes of the August 18, 2022, Consumer Affairs Advisory Commission (CAAC) Public Information Committee meeting. The motion was seconded by Commissioner Chan. Motion was approved unanimously via roll call vote.

Item 4: Neighborhood Legal Services of Los Angeles County (NLSLA) – Outreach Assistance

Shelly Tsai, Representative from the NLSLA, shared updates and new information that has developed since the previous presentation to the CAAC. After the updates were shared, the Public Information Committee brainstormed and discussed ideas with Shelly Tsai on ways to increase outreach efforts about the services and programs offered by the NLSLA. Some efforts suggested by the Committee included direct outreach to constituents through the CAAC and a collaborative plan with the Department to promote some of the services via the Department website.

Item 5: Standing Item: Department of Consumer and Business Affairs (DCBA) Public Information Outreach Update

Keven Chavez, Public Information Officer for DCBA, shared that the Department is sharing information through all social media platforms regarding Measure C, and upcoming ballot measure concerning a potential cannabis business tax. Detailed information about this measure is currently being shared through the DCBA Office of Cannabis Management webpage. Mr. Chavez also shared that the Center for Financial Empowerment is currently sharing information on the Federal government's student loan debt forgiveness program and the availability of the public service loan forgiveness application. Finally, Mr. Chavez shared that the Department is currently exploring ways to resume direct in-person outreach events.

Item 6: Future Agenda Items

- NLSLA Outreach Efforts Follow-up – Requested by Commissioner Collard

Item 7: Public Comment

None

Item 8: Adjournment

Commissioner Chan moved to adjourn the CAAC Public Information Committee meeting. Commissioner Collard seconded the motion. The meeting was adjourned at 12:34 p.m.