



BOARD OF EQUALIZATION

**CUSTOMER SERVICE & ADMINISTRATIVE EFFICIENCY
COMMITTEE MEETING MINUTES**HONORABLE GEORGE RUNNER, COMMITTEE CHAIR
450 N STREET, SACRAMENTOJANUARY 25, 2017 9:00 AM

ACTION ITEMS & STATUS REPORT ITEMS**Agenda Item No: 1****Title:** 2017 Education and Outreach Plan**Issue/Topic:**

Presentation of the Annual Board of Equalization Education and Outreach Plan for 2017.

Committee Discussion:

Committee Chair George Runner opened the Committee meeting.

Deputy Director of External Affairs Department, Mark DeSio, presented highlights of the 2017 Education and Outreach Plan.

Controller Yee asked if the historical basis for the \$800,000 allocation for the remainder of the current fiscal year included VITA costs. Mr. DeSio responded that VITA costs were included in the historical data and Controller Yee suggested perhaps the \$800,000 could be reduced.

Controller Yee stated she appreciates and wants Members to have some flexibility regarding how education and outreach is delivered within their districts, but wants the agency to have consistency and also encourages the agency to look for ways to reduce expenses and increase efficiencies. It is her expectation the budget allocation should be reduced in future years.

Committee Chair Runner indicated he believes it is necessary the Board move forward with parameters for our education and outreach efforts and suggested that rather than reducing the \$800,000 number arbitrarily, the Board go forward with this allocation at this time, but come back in the May report with better numbers for the new fiscal year.

Controller Yee directed staff to ensure there is an evaluation mechanism in place to examine expenses and effectiveness of education and outreach efforts going forward.

Committee Chair Runner stated the May report should include a review of historical expenses.

Vice Chair Harkey stated that education and outreach is directed by Board staff and not Members.

Board Member Horton made comments to provide a historical perspective of Board education and outreach activities.

Board Member Horton suggested the Board process of approval should be 1) does it meet the legal requirement, 2) is the activity consistent with our mission, 3) is there a return on investment, and 4) has the Executive Director or his designee approved the activity?

Board Member Horton suggested the plan presented in May should be a statewide, Board education and outreach plan which includes historical perspective and information regarding all applicable BCPs which contained funding or positions for education and outreach activities. He also suggested the Board reach out to EDD, FTB, Department of Insurance, and IRS regarding a possible MOU to share costs for our partnership activities.

Committee Chair Runner stated that education and outreach is generally Board Member driven. The Board has unique Members with unique districts and they may determine that different strategies for education and outreach are appropriate based upon the needs of a given region. He indicated the staff recommendation was a reasonable starting point for providing parameters to education and outreach activities.

Controller Yee stated again that this construct is essential to tracking costs and providing transparency. The allocation will require the Board to prioritize efforts and provide accountability. She requested future plans contain a robust evaluation tool relative to impact on compliance.

Committee Action/Recommendation/Direction:

With her comments, Controller Yee moved to adopt the staff recommendation, requesting the report in May to include measurements of effectiveness.

Board Member Horton seconded the motion.

Vice Chair Harkey requested that future Outreach Plans state the allocation as a per district, not per Member allocation.

With those modifications, the staff recommendation was approved without objection.

Committee Chair George Runner adjourned the meeting.

Approved: _____


George Runner, Committee Chair


David J. Gau, Executive Director

BOARD APPROVED

At the 2-22-17 Board Meeting

Joann Richmond

Joann Richmond, Chief
Board Proceeding Division