



BOARD OF EQUALIZATION

**CUSTOMER SERVICES AND ADMINISTRATIVE  
EFFICIENCY COMMITTEE MEETING MINUTES**

HONORABLE MICHELLE STEEL, COMMITTEE CHAIR  
450 N STREET, SACRAMENTO

FEBRUARY 28, 2012, 10:00 A.M.

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**ACTION ITEMS & STATUS REPORT ITEMS**

**Agenda Item No: 1**

**Title:** 2012 Annual Education & Outreach Plan

**Issue/Topic:**

Presentation of the Board of Equalization Education & Outreach Plan for calendar year 2012. The plan includes a list of educational events/seminars for 2012.

**Committee Discussion:**

Committee Chair Michelle Steel opened the Committee meeting by introducing the agenda item and asked staff to give an update of the Board of Equalization's (BOE) 2012 Annual Education and Outreach Plan.

Ms. Cristina Herrera, Manager, Executive Projects and Services Section, sitting in for Mr. Jaime Garza, Deputy Director, External Affairs Department, introduced Ms. Kari Hammond, Division Chief, External Affairs Department, Outreach Services Division.

Ms. Hammond gave a brief summary of the education and outreach activities planned for calendar year 2012. She reported that the BOE is anticipated to sponsor and/or participate in approximately 462 education and outreach events, speaking engagements and taxpayer classes.

She stated that Outreach Services Division (OSD) was planning for 33 BOE sponsored seminars and events; 6 AB71 Cigarette Tax classes; 8 Professional Development Days; approximately 165 Speaker's Bureau requests; and approximately 250 Basic Sales and Use Tax and Return Preparation classes.

Ms. Hammond reported that the Outreach Services Division is working to secure specific dates, times and locations for the events to ensure a successful education and outreach season.

Ms. Hammond concluded the presentation and asked if there were any questions.

Committee Chair Michelle Steel thanked staff for the report.

Board Member Betty Yee thanked Committee Chair Michelle Steel for her approach toward outreach in 2012 and her continued commitment to work with community organizations in coordinating these activities.

Ms. Yee asked staff if the BOE offers AB71 Cigarette Tax classes in languages other than English.

Ms. Hammond responded that she did not have that information but would get the answer and provide the information to the Board Members.

Chairman Jerome Horton thanked staff for the report. Mr. Horton stated that education outreach is an effective enforcement tool to emphasize compliance. He stated that as BOE increases compliance, the BOE will experience an increase return to California.

Committee Chair Michelle Steel stated that taxpayers appreciate the in-person assistance. Ms. Steel thanked staff for their efforts.

Committee Chair Michelle Steel adjourned the meeting.

**Committee Action/Recommendation/Direction:**

Report to the Board Members on AB71 Cigarette Tax classes offered in languages other than English.

**Committee Materials**

2012 Calendar Year Education and Outreach Event Plan

Approved:

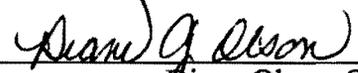


Michelle Steel, Committee Chair



Kristine Cazadd, Executive Director

At the February 29, 2012 Board Meeting



Diane Olson, Chief  
Board Proceedings Division