

BETH C. DRAIN, CA CSR NO. 7152

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BEFORE THE
COMMUNICATIONS SUBCOMMITTEE OF THE
INDEPENDENT CITIZENS' OVERSIGHT COMMITTEE
TO THE
CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE
ORGANIZED PURSUANT TO THE
CALIFORNIA STEM CELL RESEARCH AND CURES ACT
REGULAR MEETING

LOCATION: VIA ZOOM

DATE: SEPTEMBER 18, 2024
3 P.M.

REPORTER: BETH C. DRAIN, CA CSR
CSR. NO. 7152

FILE NO.: 2024-37

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I N D E X

ITEM DESCRIPTION	PAGE NO.
OPEN SESSION	
1. CALL TO ORDER	3
2. ROLL CALL	3
3. COMMUNICATIONS TEAM UPDATE: PROGRESS ON THE IMPLEMENTATION OF THE 2023-2024 COMMUNICATIONS PLAN	5
4. PUBLIC COMMENT	NONE
5. ADJOURNMENT	44

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SEPTEMBER 18, 2024; 3 P.M.

CHAIRPERSON BONNEVILLE: OKAY. WHY DON'T WE CONVENE THE MEETING. IF YOU WANT TO START THE RECORDING.

WELCOME, EVERYONE, TODAY TO OUR COMMUNICATIONS SUBCOMMITTEE MEETING. AND I WOULD ASK CLAUDETTE TO TAKE THE ROLL, OR IS SCOTT TAKING ROLL?

MS. MANDAC: KIM BARRETT. GEORGE BLUMENTHAL. MARIA BONNEVILLE.

CHAIRPERSON BONNEVILLE: PRESENT.

MS. MANDAC: LEONDRA CLARK-HARVEY. YSABEL DURON.

MS. DURON: PRESENT.

MS. MANDAC: ELENA FLOWERS. DAVID HIGGINS.

DR. HIGGINS: HERE.

MS. MANDAC: VITO IMBASCIANI.

CHAIRMAN IMBASCIANI: HERE.

MS. MANDAC: PAT LEVITT. LINDA MALKAS.

CHAIRPERSON BONNEVILLE: SHE'S WAVING. SHE'S HERE.

MS. DURON: IS THAT PHYSICAL THERAPY, LINDA?

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1 MS. MANDAC: CHRIS MIASKOWSKI.

2 DR. MIASKOWSKI: HERE.

3 MS. MANDAC: LAUREN MILLER-ROGEN.

4 MS. MILLER-ROGEN: HERE.

5 MS. MANDAC: ELENA FLOWERS.

6 DR. FLOWERS: PRESENT.

7 MS. MANDAC: BACK TO YOU, MARIA.

8 CHAIRPERSON BONNEVILLE: THANK YOU SO
9 MUCH. I BELIEVE YSABEL WANTED TO MAKE A COMMENT
10 BEFORE WE STARTED THE BUSINESS OF THE DAY.

11 MS. DURON: YES. THANK YOU VERY MUCH,
12 MARIA. I'M STILL FEELING A LITTLE -- I RELINQUISHED
13 MY DUTIES BECAUSE I'M STILL FEELING A LITTLE UNDER
14 THE WEATHER AFTER MY FIRST BOUT WITH COVID.

15 WHAT I REALLY WANTED TO DO THIS MOMENT WAS
16 TO TAKE A MINUTE TO RECOGNIZE THE RECENT PASSING OF
17 OUR BOARD MEMBER AND FRIEND FRED FISHER. HE WAS A
18 PASSIONATE ADVOCATE FOR THE CAUSE OF ALD AND
19 MULTIPLE SCLEROSIS. HE WAS A DEDICATED, OUTSPOKEN,
20 AND COMMITTED PUBLIC SERVANT FOR CIRM WHO TAUGHT ME
21 HOW TO APPRAISE GOVERNANCE AND OTHER ISSUES BEFORE
22 THE BOARD. AND HE WILL BE MISSED. THANK YOU,
23 MARIA.

24 CHAIRPERSON BONNEVILLE: THANK YOU,
25 YSABEL. AND WE WILL ALSO BE HONORING FRED AT THE

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1 BOARD MEETING NEXT WEEK. SO I WELCOME ALL BOARD
2 MEMBERS TO BRING COMMENTS AND STORIES ABOUT FRED SO
3 WE'LL START OFF THE MEETING. AND WE'VE ALSO INVITED
4 HIS FAMILY TO JUST LISTEN IN AND JUST KNOW HOW MUCH
5 WE APPRECIATED HIM. SO HOPEFULLY THEY WILL BE ABLE
6 TO LISTEN IN TO THAT.

7 KOREN, I PASS THIS ALONG TO YOU FOR THE
8 COMMUNICATIONS TEAM UPDATE.

9 MS. TEMPLE-PERRY: YES. I JUST WANT TO
10 THANK YOU, MARIA AND YSABEL. GOOD AFTERNOON,
11 EVERYONE, AND WELCOME THE COMMUNICATION SUBCOMMITTEE
12 MEETING. WE'RE JUST GETTING THE SLIDES UP SO YOU
13 ALL CAN READ THEM EASILY.

14 SO FOR TODAY I'M EXCITED TO SHARE A NUMBER
15 OF UPDATES TO OUR ONGOING PROJECTS AND INITIATIVES
16 AS WELL AS FUTURE PLANS OUTLINED IN OUR
17 COMMUNICATIONS STRATEGY.

18 AND SO FIRST, AS ALWAYS, I'D LIKE TO
19 INTRODUCE OUR TEAM. TYPICALLY I LIKE THEM TO
20 INTRODUCE THEMSELVES; BUT SINCE WE ONLY HAVE AN HOUR
21 TODAY, I'M GOING TO INTRODUCE EACH ONE. AGAIN, MY
22 NAME IS KOREN TEMPLE-PERRY. I AM THE SENIOR
23 DIRECTOR OF MARKETING AND COMMUNICATIONS HERE AT
24 CIRM. ON THE CALL TODAY WE HAVE ESTEBAN CORTEZ, WHO
25 IS OUR DIRECTOR OF MARKETING COMMUNICATIONS; ADITI

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1 DESAI, WHO IS OUR COMMUNITY OUTREACH MANAGER; KATIE
2 SHARIFY IS OUR COMMUNICATIONS TEAM COORDINATOR; AND
3 CHRISTINA SMITH IS OUR SOCIAL MEDIA AND CONTENT
4 SPECIALIST. I'D ALSO LIKE TO RECOGNIZE WE HAVE
5 ANOTHER MEMBER ON OUR CALL TODAY, JACQUELINE
6 HANTGAN, WHO IS OUR SENIOR ADVISOR OF OUTREACH. AND
7 SO SHE'S HERE TODAY ALSO TO PROVIDE ADDITIONAL
8 PERSPECTIVE ON SOME OF OUR EFFORTS. SO THANK YOU.

9 SO TO GUIDE OUR DISCUSSION TODAY, I WANTED
10 TO PROVIDE AN AGENDA OF THE TOPICS WE WILL COVER.
11 AS I MENTIONED, WE'RE GOING TO HIGHLIGHT SEVERAL
12 PROJECTS WE'VE BEEN WORKING ON THE PAST FEW MONTHS
13 ACROSS VARIOUS CHANNELS FROM PRINT TO DIGITAL TO
14 SOCIAL PROJECTS. AND THEN WE WOULD LIKE TO SHOWCASE
15 A NUMBER OF OUTCOMES FROM OUR OUTREACH CAMPAIGNS AND
16 EVENTS. AND THEN I'D LIKE TO PROVIDE AN OPPORTUNITY
17 FOR DISCUSSION AND FOR QUESTIONS.

18 ALL RIGHT. SO TO GET STARTED TODAY, WE
19 ARE VERY EXCITED TO SHARE WITH YOU A SNEAK PEAK OF
20 OUR UPCOMING ANNUAL REPORT. AND SO IN HONOR OF OUR
21 20TH ANNIVERSARY, WE'VE CENTERED THIS YEAR'S THEME
22 ON CIRM'S CONTRIBUTIONS AND IMPACTS IN THE FIELD.
23 YOU CAN ACTUALLY SEE A NICE SCREENSHOT OF OUR COVER
24 FOR THE ANNUAL REPORT. AND SO THIS YEAR'S THEME IS
25 "OUR JOURNEY FORWARD: HOW CIRM CATALYZES

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1 REGENERATIVE MEDICINE TODAY AND BEYOND." AND IT
2 REALLY REFLECTS THE MILESTONES WE'VE ACHIEVED AND
3 REALLY SHOWCASES CIRM AS A DRIVING FORCE IN
4 ADVANCING THE FIELD. THIS IS A VERY ROBUST ANNUAL
5 REPORT THIS YEAR. WE'VE BEEN WORKING ON IT FOR A
6 NUMBER OF MONTHS. SO IT CROSSED 36 PAGES. WE'VE
7 INCLUDED PATIENT STORIES, MILESTONES, TIMELINES, AS
8 WELL AS QUOTES FROM LEADERS IN THE FIELD REALLY
9 REFLECTING ON OUR INFLUENCE.

10 AND SO WE ARE IN THE FINAL STAGES OF OUR
11 ANNUAL REPORT. WE ARE FACT CHECKING NUMBERS AND
12 SPECIFIC INFORMATION, AND WE ARE PREPARING IT FOR A
13 FINAL REVIEW. AND SO AS PART OF OUR ROLLOUT, IN THE
14 NEXT COUPLE OF WEEKS, WE WILL DISTRIBUTE IT ACROSS
15 TO OUR PARTNERS. IT'S GOING TO GO TO ALPHA CLINICS
16 AS WELL AS THOSE WE HAVE FEATURED IN THE ANNUAL
17 REPORT.

18 SIMILAR TO LAST YEAR, WE'RE GOING TO
19 TRANSLATE THE ANNUAL REPORT TO SPANISH. AND WE HAVE
20 PLANS TO CREATE A CUSTOM DIGITAL LANDING PAGE AS
21 WELL AS AN ONLINE VIEW BOX TO FACILITATE EASY
22 VIEWING.

23 ANOTHER EXCITING UPDATE. AT OUR LAST
24 SUBCOMMITTEE MEETING, WE DISCUSSED THE NEED TO
25 DEVELOP A STATEWIDE NEWSLETTER TO REACH AND ENGAGE

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1 DIVERSE COMMUNITIES. AND THIS WAS A KEY INITIATIVE
2 THAT WAS OUTLINED IN OUR COMMUNICATIONS STRATEGY.
3 AND AS A REMINDER, THE INITIATIVE REALLY AIMS TO
4 DEEPEN OUR ENGAGEMENT WITH VARIOUS COMMUNITIES AS
5 WELL AS PROVIDE UPDATES ON RESEARCH AND REALLY TO
6 STRENGTHEN OUR RELATIONSHIPS WITH KEY PARTNERS.

7 SO WE'VE MET INTERNALLY WITH THE PATIENT
8 ACCESS TEAM. WE'VE HAD A WONDERFUL TIME DIGGING
9 THROUGH THIS PUBLICATION. WE HAVE NAMED IT *CIRM*
10 *COMMUNITY CONNECTIONS*. AND SO WE ACTUALLY WENT
11 THROUGH A PROCESS OF DEVELOPING THE BRANDING, WHICH
12 YOU SEE HERE TO THE RIGHT IS THE EMAIL DIGITAL
13 VERSION OF THIS, AND THEN TO THE LEFT IS THE ACTUAL
14 PRINT MOCK-UP OF THIS. AND SO FOR RIGHT NOW WE ARE
15 DEVELOPING OUR EDITORIAL CALENDAR WITH A PLAN TO
16 LAUNCH THE EMAIL VERSION OF THIS NEWSLETTER THIS
17 FALL.

18 THERE'S GOING TO BE A HEAVY EMPHASIS ON
19 SOCIAL MEDIA PROMOTION TO AMPLIFY ITS LAUNCH. AND
20 THEN BY WINTER 2025, WE ARE GOING TO DISTRIBUTE A
21 PRINT EDITION OF THIS PUBLICATION, AGAIN, TO OUR
22 VARIOUS PARTNERS. REALLY IT'S REALLY GOING TO BE A
23 VALUABLE RESOURCE TO SHARE STORIES OF IMPACT AS WELL
24 AS TO SPOTLIGHT OUR ONGOING RESEARCH EFFORTS. SO
25 WE'RE REALLY EXCITED ABOUT THIS PUBLICATION.

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1 MS. SHARIFY: KOREN, I'LL TAKE THAT FROM
2 HERE. IN ADDITION TO THE HIGHLIGHTING OF THE GRANTS
3 AWARDS AND THE RESEARCH THAT THE AGENCY FUNDS, WE'RE
4 ALSO VERY DEDICATED TO SHARING PATIENT STORIES. AND
5 THAT'S BEEN ONE OF OUR MAIN STRATEGIES WHICH WE'VE
6 SEEN THAT IS VERY HELPFUL AND ENGAGING OUR READERS
7 BOTH ON THE BLOG AND OUR SOCIAL MEDIA TO REALLY GIVE
8 PEOPLE AN IDEA OF WHAT THE REAL-WORLD EFFECT OF WHAT
9 THE RESEARCH THAT WE SUPPORT, THE DIFFERENCE THAT IT
10 MAKES IN THE LIVES OF THE PATIENTS.

11 ONE OF THE STORIES IS FROM JAKE JAVIER.
12 JAKE WAS IN A TRIAL RIGHT BEFORE HIS HIGH SCHOOL
13 GRADUATION AFTER HE HAD A SPINAL CORD INJURY. HE
14 HAS BEEN HAVING A LOT OF IMPROVEMENT AND REALLY JUST
15 LIVING HIS LIFE AND GRADUATING COLLEGE, GOING TO
16 EARN HIS MASTER'S, AND HE IS WORKING NOW. HE'S
17 GETTING MARRIED. SO THIS WAS A REALLY GREAT STORY
18 THAT I'VE ACTUALLY BEEN WORKING ON UPDATING AS I
19 KNOW JAKE PERSONALLY. AND IT'S A GREAT WAY OF
20 SHOWING OUR READERS THE IMPACT OF BEING INVOLVED IN
21 A CLINICAL TRIAL AND REALLY IMPROVING AND GETTING TO
22 HIS ULTIMATE GOAL.

23 ANOTHER STORY, IF YOU GO TO THE NEXT PAGE,
24 IS MORE FOCUSED ON THE RARE DISEASES. THIS IS
25 CONNOR'S STORY WHO WAS DIAGNOSED WITH THE SCN2A GENE

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1 AND HAS BEEN IN AN ONGOING INVESTIGATIONAL GENE
2 THERAPY AND HAS SEEN A GREAT DEAL OF IMPROVEMENT.
3 AS YOU CAN SEE, HE HAS BEGUN WRITING ON A KEYBOARD,
4 SLEEPING BETTER. HE HAS GAINED A LOT OF MOBILITY.
5 AGAIN, ANOTHER TESTAMENT TO THE POWER OF THE WORK
6 THAT WE FUND.

7 AND WHAT WAS COOL ABOUT THIS PARTICULAR
8 STORY THAT WE SHARED WAS THAT WE HAD A VIDEO
9 INTERVIEW WITH THE PRINCIPAL INVESTIGATOR WHO IS
10 OLIVIA KIM-MCMANUS. AND SHE DID THIS REALLY GREAT
11 INTERVIEW FOR US. IT'S SOMETHING THAT WE'RE HOPING
12 TO UTILIZE MORE, BEING ABLE TO INTERVIEW NOT ONLY
13 THE PI'S, BUT ALSO SHARING THE PATIENT'S PERSPECTIVE
14 TO GIVE PEOPLE THAT REALLY IN-DEPTH UNDERSTANDING OF
15 THE WORK THAT WE DO HERE AT THE AGENCY.

16 MS. DURON: KATIE.

17 MS. SHARIFY: YES.

18 MS. DURON: SORRY. I TRIED TO PUT MY HAND
19 UP.

20 SO IS THERE SOMETHING PEOPLE CLICK ON AND
21 THERE'S A STORY BEHIND THIS, OR THIS IS WHAT WE GET?

22 MS. SHARIFY: ON THE PRESENTATION YOU'RE
23 SAYING?

24 MS. DURON: NO. NO. NO. ON CONNOR'S
25 STORY.

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1 MS. SHARIFY: THIS IS AN EXCERPT FROM THE
2 ONE THAT IS POSTED.

3 MS. DURON: SO WHAT I WANT TO SAY IS THAT
4 YOU SAY A RARE MUTATION IN THE SCN2A GENE. I HAVE
5 NO CLUE WHAT THAT DOES OR WHAT IT IS. AND I THINK A
6 LOT OF READERS WOULD NOT KNOW EITHER. SO I THINK
7 YOU NEED FIRST TO TELL THEM HOW THAT IMPACTED HIS
8 LIFE OR HOW IT SHAPED HIS LIFE SO THAT THEY KNOW
9 WHAT THE IMPROVEMENTS LOOK LIKE FROM WHERE HE WAS
10 AT.

11 SO MAYBE IT'S A BIG STORY, BUT I THINK YOU
12 ALWAYS NEED TO EXPLAIN THE PARTICULAR RARE DISEASE
13 BECAUSE MOST OF US AREN'T FAMILIAR WITH IT.

14 MS. SHARIFY: OF COURSE. THAT'S THE WAY
15 THAT WE ALWAYS TRY TO DO ESPECIALLY SOMETIMES WE
16 POST A PART OF THE PRESS RELEASES OF THE RESEARCH
17 THAT WE'RE FUNDING. AND THAT'S WHERE WE REALLY TRY
18 TO HELP PEOPLE UNDERSTAND WHAT THE RESEARCH, WHAT
19 THE SCIENCE IS ABOUT BEFORE WE GET INTO THE IMPACTS
20 FOR THE PATIENT AFTER A PRESENTATION. BUT THANK YOU
21 FOR THAT, YSABEL.

22 MS. TEMPLE-PERRY: JUST BEFORE WE MOVE ON,
23 THESE WERE JUST A COUPLE OF STORIES THAT WE'VE
24 HIGHLIGHTED, BUT WE HAVE A NUMBER OF STORIES ACROSS
25 OUR BLOG AND SOCIAL MEDIA WITH PATIENTS, TRAINEES,

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1 AND RESEARCHERS. SO AS KATIE MENTIONED, REALLY
2 UTILIZING THE USE OF STORYTELLING TO ILLUSTRATE SOME
3 OF THESE REALLY IMPORTANT FACETS OF CIRM AND WHAT WE
4 DO AND WHAT WE ENGAGE WITH.

5 ON THE NEXT SLIDE, AND SO IN AN ONGOING
6 EFFORT TO INFORM AND EDUCATE THE PUBLIC, WE POSTED A
7 RECENT WEBINAR ON "ADVANCES IN EYE DISEASE AND
8 REGENERATIVE MEDICINE," WHICH GARNERED A LOT OF
9 STRONG ENGAGEMENT. AND JACQUELINE, WHO, AGAIN, IS
10 OUR SENIOR OUTREACH ADVISOR, WAS REALLY INSTRUMENTAL
11 IN ORGANIZING THIS EFFORT. SO I'M GOING TO INVITE
12 HER TO SPEAK A LITTLE BIT ON THIS INITIATIVE.

13 MS. HANTGAN: THANK YOU SO MUCH. GOOD
14 AFTERNOON, EVERYONE. MY NAME IS JACQUELINE AS
15 MENTIONED, AND I AM BASED IN THE LOS ANGELES AREA.

16 THIS WAS REALLY AN EXCITING EFFORT,
17 ENDEAVOR AND WELL RECEIVED, AS YOU CAN SEE BY SOME
18 OF THE NUMBERS. THIS WAS THE FIRST OF HOPEFULLY
19 MANY THAT WE'LL LOOK TO EXPLORE AND DEVELOP OVER THE
20 NEXT YEAR AND ONGOING.

21 THE NAME OF THIS WAS "EXPLORING ADVANCES
22 IN EYE DISEASE AND REGENERATIVE MEDICINE." WE HAD
23 DR. DAVID LIAO AND DR. PABLO AVALOS WHO ALSO PABLO
24 RUNS THE ALPHA CLINIC PROGRAM AT CEDARS. AND THEY
25 WERE OUR CLINICIANS AND EXPERTS IN THE FIELD. TWO

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1 PATIENT ADVOCATES. KRISTEN MCDONALD I THINK SOME OF
2 YOU MIGHT BE FAMILIAR WITH. KRISTEN, OF COURSE, AND
3 VERONICA AS WELL. THEY WERE BOTH IN EARLY TRIALS AT
4 DIFFERENT TIMES. AND THEY SHARED THEIR EXPERIENCE
5 BEAUTIFULLY. AND DR. ABLA, OF COURSE, INTRODUCED
6 THE WEBINAR. AND IT WAS REALLY EXCELLENT, AND IT'S
7 A PUBLIC SERVICE THAT WE SHOULD CONTINUE TO EXPLORE
8 AND DEVELOP AND GIVE BACK TO NOT JUST CALIFORNIANS,
9 BUT PEOPLE HAVE ACCESS TO PARTICIPATE WORLDWIDE.

10 THE FEW COMMENTS THAT WE RECEIVED BACK --
11 WE DIDN'T ASK FOR THEM. IT'S SOMETHING WE CAN
12 CONSIDER IN THE FUTURE JUST IN TERMS OF A
13 FOLLOW-UP -- WERE VERY WELL RECEIVED. AND PEOPLE
14 JUST APPRECIATED THE EFFORTS, BUT ALSO THE ABILITY
15 TO EXPLORE AND TALK ABOUT SCIENCE, EVERY PERSON, FOR
16 A LAYPERSON WHO IS NOT NECESSARILY A SCIENTIST, BUT
17 THAT'S AFFECTED IN ONE WAY, SHAPE, OR THE OTHER.

18 SO THANK YOU FOR THE OPPORTUNITY TO TALK
19 ABOUT THE WEBINAR AND BE HERE WITH YOU TODAY.

20 MS. DURON: JACQUELINE.

21 MS. HANTGAN: YES, YSABEL.

22 MS. DURON: ONE OF THE THINGS I ALWAYS
23 LIKE TO SEE IS WHEN YOU PUT 135 REGISTRANTS, I'D
24 LIKE TO KNOW IF YOU GOT A DIVERSE AUDIENCE. BECAUSE
25 I THINK THAT'S VERY CRUCIAL IN WHETHER OUR OUTREACH

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1 IS WORKING TO THOSE DIVERSE AUDIENCES OR WHY WE
2 CAN'T GET THEM. I THINK CEDARS-SINAI DOES HAVE A
3 LITTLE BIT OF DIVERSITY GOING ON OVER THERE NOW.

4 MS. HANTGAN: THAT'S A GREAT QUESTION.
5 AND IT'S HARD TO KNOW. WHEN WE DID THE FIRST --
6 WHEN WE DID THE REGISTRATION, WE DIDN'T ASK FOR
7 SPECIFIC QUESTIONS LIKE THAT. IN OUR FOLLOW-UP WE
8 DID TALK ABOUT GOING FORWARD INCLUDING A FOLLOW-UP
9 SURVEY, BUT WE COULD EXPLORE TOGETHER WITH THE COMMS
10 TEAM. I'M HAPPY TO TALK WITH YOU SEPARATELY AND
11 ANYBODY ELSE ABOUT HOW WE SENSITIVELY AND
12 THOUGHTFULLY HOW WE CAN GO ABOUT GAINING THAT
13 INFORMATION IN THE RIGHT WAY.

14 SO IT'S HARD TO KNOW. WE FIELD PHONE
15 CALLS AND OUTREACH EFFORTS FROM PATIENTS AROUND THE
16 WORLD. ALL THOSE PEOPLE AT LEAST HAD ACCESS TO THIS
17 INVITATION AS LONG AS WE HAD AN EMAIL ADDRESS FROM
18 THEM. AS YOU KNOW, A LOT OF PEOPLE JOIN -- EVEN
19 THOUGH A LOT OF THESE PEOPLE REGISTERED DIDN'T MEAN
20 EVERYONE ATTENDED. AND A LOT OF PEOPLE WHO DID
21 ATTEND DIDN'T NECESSARILY HAVE THEIR CAMERAS ON. SO
22 AS IT WAS A WEBINAR, IT WAS -- ACTUALLY IT WAS A
23 WEBINAR. SO THAT WOULDN'T BE -- IT WAS ONE FACING.
24 THOSE ARE THINGS THAT WE SHOULD THINK ABOUT FOR THE
25 FUTURE IN EXPLORING FOLLOW-UP SURVEYS AND FIGURING

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1 OUT WHERE THESE PEOPLE ARE COMING FROM AND HOW THEY
2 LEARN ABOUT THE WEBINAR AND SO FORTH.

3 MR. CORTEZ: JACQUELINE, JUST VERY
4 QUICKLY. THANK YOU FOR SHARING THAT. I CAN CHIME
5 IN ON THAT. ASIDE FROM PROMOTING THIS WEBINAR
6 WIDELY ON OUR SOCIAL MEDIA CHANNELS, THROUGH OUR
7 EMAILS TO OUR OWN AUDIENCES, WE DID ALSO EXTEND
8 INVITES TO COMMUNITIES ON FACEBOOK. WE ALSO REACHED
9 OUT TO FACEBOOK GROUPS FOCUSED ON VISION LOSS OR
10 RETINITIS PIGMENTOSA. I THINK THAT WAS ONE OF THE
11 REASONS WHY WE WERE ABLE TO GET A HIGH NUMBER OF
12 REGISTRANTS FOR THE -- I THINK IT WAS ABOUT TWO
13 WEEKS THAT WE WERE PROMOTING THIS. SO EVEN THOUGH
14 WE INVITED THE GENERAL PUBLIC, WE DID ALSO EMPHASIZE
15 ENCOURAGING PATIENTS WHO EITHER WERE PATIENT
16 ADVOCATES WITH VISION LOSS OR WHO WERE LIVING WITH
17 CONDITIONS LIKE RETINITIS PIGMENTOSA OR MACULAR
18 DEGENERATION.

19 SO I DID WANT TO RECOGNIZE THAT WE DID DO
20 SOME OUTREACH TO SOME OF THOSE COMMUNITIES. AND IN
21 ADDITION TO THAT, WE WORKED WITH KRISTEN MCDONALD,
22 ONE OF THE PATIENTS THERE, TO PROMOTE THE EVENT TO
23 HER OWN COMMUNITY, WHICH I BELIEVE WAS THE
24 FOUNDATION FIGHTING BLINDNESS, TO EXTEND AN INVITE
25 AS WELL.

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1 MS. HANTGAN: IN ADDITION TO THE BRAILE
2 INSTITUTE, WHICH WAS DIRECT RELATED TO THE COMMUNITY
3 THAT KRISTEN IS INVOLVED IN. SO WE'LL DO MORE OF
4 THAT IN THIS KIND OF MUSHROOM EXPERIENCE,
5 OPPORTUNITY TO WORK WITHIN PATIENT ADVOCACY
6 ORGANIZATIONS AS WELL.

7 MS. DURON: SO, ESTEBAN, ONE FOLLOW-UP.
8 DID YOU ALSO IN REACHING OUT BY SOCIAL MEDIA AND ALL
9 OF THOSE GROUPS, DID YOU GIVE SPECIFIC DATA ABOUT
10 SOME OF THE DIFFERENT GROUPS AND HOW THEY'RE
11 IMPACTED SO THAT THEY KNOW IT MEANS THEM TOO?
12 BECAUSE SOMETIMES IT'S A VERY GENERAL MESSAGE.
13 PEOPLE DON'T KNOW THAT MAYBE THEY SHOULD FIND OUT
14 ABOUT THIS IF THEY LEARN. THIS IS HAPPENING IN
15 YOUR -- 5 PERCENT OF YOUR COMMUNITY WAS IMPACTED BY
16 THIS. AND SO I THINK IT'S REALLY IMPORTANT TO HAVE
17 A LITTLE BIT OF DATA IN THOSE MESSAGES.

18 MR. CORTEZ: YEAH. YEAH. ABSOLUTELY. I
19 DO WANT TO RECOGNIZE THAT WE DID INCLUDE SOME DATA
20 ON THE CIRM SITE AROUND HOW MUCH WE FUNDED IN THIS
21 AREA. AND THIS WAS JUST A REALLY GREAT
22 COLLABORATIVE EFFORT BECAUSE YOU CAN SEE ON THE
23 SCREENSHOT HERE THE PARTICIPANTS THAT ABLA
24 PARTICIPATED, WHO WAS REALLY HELPFUL IN EVEN, AGAIN,
25 HIGHLIGHTING SOME OF THE RESEARCH PROJECTS THAT WE

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1 FUNDED. I DON'T HAVE THE NUMBER AROUND HOW MUCH WE
2 FUNDED IN THIS AREA AT THE MOMENT, BUT WE DID MAKE
3 SURE TO INCLUDE SOME OF THOSE KEY MESSAGES IN SOME
4 OF OUR OUTREACH.

5 MS. DURON: THAT'S NOT WHAT I'M TALKING
6 ABOUT. I'M TALKING ABOUT PATIENTS THEMSELVES AND
7 WHICH COMMUNITIES THEY COME FROM AND, THEREFORE, HOW
8 THEY'RE IMPACTED. AND, THEREFORE, THEY MIGHT WANT
9 TO PARTICIPATE. SO IF THIS IS KIND OF A DISEASE AND
10 AN ISSUE THAT MIGHT IMPACT 5 PERCENT OF THE BLACK
11 COMMUNITY OR 7 PERCENT OF THE LATINO COMMUNITY OR 10
12 PERCENT OF THE ASIAN COMMUNITY, I THINK THOSE LITTLE
13 DATA POINTS ARE REALLY CRITICAL FOR SOMEONE TO SAY,
14 I DIDN'T KNOW THAT WAS A PROBLEM IN MY COMMUNITY.
15 MAYBE WE SHOULD LEARN MORE. THAT'S TO ME WHAT THAT
16 SOCIAL MEDIA OUTREACH IS ABOUT.

17 MR. CORTEZ: OKAY. THANK YOU.

18 CHAIRPERSON BONNEVILLE: REALLY QUICKLY,
19 I'M SO HAPPY TO SEE THESE COME BACK INTO THE FOLD.
20 THIS USED TO BE SOMETHING WE WOULD DO YEARS AGO
21 WHERE WE WOULD HAVE FACEBOOK -- BACK THEN IT WAS
22 FACEBOOK LIVE, AND I'M NOT SURE IF THAT'S EVEN THE
23 RIGHT FORM ANYMORE. SO THAT'S SOMETHING ELSE TO
24 CONSIDER, BUT THESE WERE REALLY POPULAR.

25 OUR INTERNAL TEAM LOVED IT, THE

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1 RESEARCHERS LOVED IT, AND THE PATIENT ADVOCATES
2 LOVED IT. SO I'M REALLY HAPPY TO SEE THIS COME
3 BACK. SO THANK YOU.

4 MS. HANTGAN: THANK YOU. AND I WILL SAY
5 PRIOR TO THAT, IN THE EARLY, EARLY DAYS, WE HAD THE
6 SPOTLIGHT ON DISEASES IN THE EARLY DAYS OF THE
7 CREATION. SO THANK YOU.

8 MS. TEMPLE-PERRY: THANK YOU. AND THANK
9 YOU, YSABEL, FOR YOUR COMMENTS. WE'LL DEFINITELY
10 INCORPORATE THAT FEEDBACK INTO PLANNING THESE
11 WEBINARS MOVING FORWARD. AND THANK YOU, JACQUELINE,
12 ALSO FOR PROVIDING AN OVERVIEW OF THAT GREAT, GREAT
13 WEBINAR.

14 SO NEXT I'D LIKE TO TOUCH ON THE ROLE OF
15 OUR MEDIA AND OUR COMMUNICATION EFFORTS. AND JUST
16 SO I'M BEING VERY CLEAR, EARNED MEDIA BASICALLY
17 REFERS TO SORT OF EXPOSURE OR COVERAGE THAT WE
18 RECEIVE FROM OTHER ORGANIZATIONS, OTHER MEDIA
19 OUTLETS OUTSIDE OF CIRM. AND SO THIS COULD INCLUDE
20 NEWSPAPER ARTICLES, NEWSLETTER FEATURES, BLOGS,
21 PODCASTS, ET CETERA, ALL THE VARIOUS TYPES OF MEDIA
22 THAT ARE OUT THERE.

23 AND SO OVER THE PAST YEAR, WE HAVE
24 INCREASED OUR EARNED MEDIA COVERAGE BY ABOUT 32
25 PERCENT. OVER THE PAST QUARTER, WE'VE SEEN A

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1 SIGNIFICANT UPTICK IN THAT WHERE WE'VE HAD COVERAGE
2 IN VARIOUS REGIONS, SUCH AS SOUTHERN CALIFORNIA,
3 EVEN IN FRESNO AND CENTRAL CALIFORNIA. YOU CAN SEE
4 HERE IN THE NEXT COUPLE OF SLIDES WE HAVE A NUMBER
5 OF EXAMPLES -- ACTUALLY GO BACK ONE SECOND -- OF OUR
6 EARNED MEDIA COVERAGE, INCLUDING FEATURING OUR
7 FUNDED RESEARCH, PATIENT STORIES. J.T. WAS VERY
8 POPULAR. AND ACTUALLY WE HAD THOSE PHOTOS TAKEN TO
9 MAKE SURE THAT HE HAD A NICE SHOT TO GO WITH THIS.

10 THESE ARE JUST, AGAIN, A COUPLE OF
11 EXAMPLES OF SOME OF THE MEDIA COVERAGE THAT WE
12 RECEIVED OVER THIS PAST QUARTER -- IF YOU KEEP
13 GOING -- THINGS SUCH AS RESEARCH, TALKING ABOUT OUR
14 MANUFACTURING NETWORK, A LOT OF UPTICK AND COVERAGE
15 OF OUR AWARDS AROUND OUR EDUCATION AND TRAINING
16 PROGRAMS. WE HAD A REALLY NICE FEATURE IN THE *LOS*
17 *ANGELES TIMES* TALKING ABOUT SORT OF THE HURDLES OF
18 THE RARE COMMUNITY AND HOW CIRM IS REALLY FOCUSED ON
19 MAKING SURE THAT WHAT WE FUND IS GOING TO CONTINUE
20 TO INCLUDE THE PRIORITIES FOR THE RARE DISEASE
21 COMMUNITY.

22 THERE WAS A NICE PATIENT STORY THAT RAN ON
23 ABC IN FRESNO, CENTRAL CALIFORNIA. WE HAD A REALLY
24 NICE SHOUT-OUT THERE. AND, AGAIN, THIS WAS A LOT OF
25 COLLABORATIVE EFFORTS WITH OUR MEDIA PARTNERS TO

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1 PULL THIS TOGETHER.

2 AND SO I WILL JUST SAY WE ATTRIBUTE THESE
3 INCREASES TO A FEW KEY REASONS. ONE, WE HAVE OVER
4 THE PAST FEW MONTHS REALLY FOCUSED ON ESTABLISHING A
5 PROTOCOL FOR OUR COMMUNICATIONS TEAM. WE RELEASED
6 PRESS RELEASES REGULARLY. IN ADDITION TO THAT,
7 WHICH IS REALLY, REALLY CRUCIAL TO EARNED MEDIA, IS
8 THAT WE'VE INCREASED OUR OWN MEDIA. SO THAT'S
9 HIGHLIGHTING OUR PROGRAMS, TALKING ABOUT OUR KEY
10 ACHIEVEMENTS ACROSS ALL OF OUR SOCIAL NETWORK, OUR
11 BLOGS, PUTTING INFORMATION OUT THERE. THE MORE
12 THAT'S PUT OUT THERE, THE MORE PEOPLE ARE GOING TO
13 RECOGNIZE OUR EFFORTS.

14 TWO, IN ADDITION TO THAT, WE REALLY
15 PRIORITIZED OUR RELATIONSHIP BUILDING WITH
16 COMMUNICATION TEAMS. SAY, FOR EXAMPLE,
17 COMMUNICATIONS TEAMS THAT ARE AT A LOT OF OUR ALPHA
18 CLINIC NETWORKS AS WELL AS DEVELOPING KEY
19 RELATIONSHIPS WITH RESEARCHERS AND PI'S. AND SO
20 THEY HAVE KEPT US IN THE LOOP, AND WE REALLY WORK
21 COLLABORATIVELY TO ENHANCE THE MEDIA THAT COMES OUT
22 OF THIS.

23 AND WE'VE ALSO ESTABLISHED RELATIONSHIPS
24 WITH KEY REPORTERS TO UNDERSTAND THEIR BEATS AND
25 INTERESTS. AND MAYBE THERE'S CONVERSATION THAT'S

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1 HAPPENED. MAYBE THEY DON'T HAVE SOMETHING RIGHT NOW
2 FOR US; BUT BY REGULARLY ENGAGING, THIS IS REALLY,
3 REALLY CRUCIAL TO HIGHLIGHTING A LOT OF OUR MEDIA
4 AND MAKING SURE THAT WE'RE DEVELOPING ENOUGH
5 COVERAGE IN WHAT WE'RE DOING.

6 AND SO I WOULD SAY THAT THE THIRD POINT IS
7 THAT WE HAVE INVESTED IN OUR MEDIA ANALYTICS AND
8 MONITORING TOOLS. SO FOR CONTEXT AND CLARIFICATION,
9 RIGHT NOW A LOT OF -- OUR MEDIA LIST IS BASICALLY
10 RUN THROUGH MAILCHIMP WHICH IS BASICALLY STATIC. WE
11 RENEGOTIATED A CONTRACT WITH MELTWATER, WHICH IS OUR
12 MEDIA MONITORING TOOL. WE HAVE NOW ENHANCED
13 CAPABILITIES SUCH AS PITCHING TOOLS. AND THAT IS
14 REALLY UTILIZING REAL-TIME INSIGHTS TO KNOW WHO ARE
15 THE KEY REPORTERS, WHAT ARE THEIR NEEDS, WHAT ARE
16 THEY COVERING NOW. WHEREAS, OUR STATIC LIST, WE
17 DIDN'T HAVE THAT OPPORTUNITY IF SOMEBODY LEFT A
18 PUBLICATION OR THEIR BEAT CHANGED, WE HAD NO IDEA.
19 WE DIDN'T HAVE THOSE INSIGHTS. AND SO BY NOW
20 RENEGOTIATING OUR CONTRACT, INCREASING OUR
21 CAPABILITIES, WE WILL REALLY BE ABLE TO CONTINUE TO
22 PITCH THE RIGHT MATERIALS TO THE RIGHT REPORTERS.

23 AND SO, AGAIN, I THINK WE'LL CONTINUE TO
24 MOVE THIS FORWARD. THERE'S ANOTHER EFFORT
25 INTERNALLY, IT'S NOT YET READY FOR PRIME TIME, BUT

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1 REALLY FOCUSING ON MAKING SURE THAT PEOPLE ARE
2 INCLUDING US, FOLKS WHO ARE RECEIVING CIRM-FUNDED
3 RESEARCH, IN THEIR PRESS RELEASES. AND WE ARE
4 THINKING THROUGH A STRATEGY INTERNALLY TO MAKE THAT
5 A REQUIREMENT. NEXT SLIDE.

6 I'M GOING TO TRANSITION ON, AND I'M GOING
7 TO LET ESTEBAN PROVIDE AN OVERVIEW OF A COUPLE OF
8 CONFERENCES WE ATTENDED RECENTLY.

9 MR. CORTEZ: ABSOLUTELY. AND THEN JUST
10 BEFORE I GET INTO THIS, I JUST WANTED TO RECOGNIZE
11 THAT ON THE PREVIOUS SLIDE ABC 30 IS THE NEWS
12 CHANNEL THAT I GREW UP WATCHING IN CENTRAL
13 CALIFORNIA. SO IT WAS REALLY GREAT TO SEE A PATIENT
14 STORY FROM CENTRAL CALIFORNIA. AND I'VE BEEN ABLE
15 TO CONNECT UP WITH A MOM WHO (INAUDIBLE) UPCOMING
16 TREATMENT AT UCLA. SO WE LOOK FORWARD TO SHARING
17 MORE ABOUT THAT.

18 IF YOU GO TO THE NEXT SLIDE, CHRISTINA, I
19 WANT TO RECOGNIZE THAT, IN ADDITION TO SOME OF THAT
20 COLLABORATION THAT KOREN JUST HIGHLIGHTED, WE SPENT
21 SOME TIME THIS SUMMER WORKING WITH VARIOUS TEAMS TO
22 SUPPORT THE SPARK AND TRAINEE CONFERENCES AT UC
23 RIVERSIDE AND USC. BUT BEFORE I GET INTO THAT, I
24 DID REALLY WANT TO RECOGNIZE AND HIGHLIGHT THE HARD
25 WORK THAT DAISY SIN AND KELLY SHEPARD PUT IN TO

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1 ORGANIZING THESE CONFERENCES AND MAKING THEM A HUGE
2 SUCCESS. SO I WANTED TO DO THAT BEFORE I GET INTO
3 SOME OF THE WORK THAT COMMS DID FOR THESE.

4 BUT REALLY WHAT WE DID IS WE PROVIDED
5 MARKETING SUPPORT FOR BOTH CONFERENCES, AND THAT
6 INCLUDED BRANDING, MESSAGING SUPPORT. WE ALSO
7 CREATED SOCIAL MEDIA TOOLKITS FOR THE ENTRANTS AND
8 TRAINEES TO ENGAGE ON SOCIAL MEDIA. FOR THE SPARK
9 CONFERENCE, WE WORKED CLOSELY WITH THE UC RIVERSIDE
10 EVENT PLANNERS AND THE MEDIA TEAMS TO AMPLIFY
11 COVERAGE OF THE EVENT. AND AS YOU CAN SEE HERE,
12 SOME OF THESE SCREENSHOTS, WE, OF COURSE, GATHERED
13 SOME CONTENT. WE MADE SURE THAT WE ASKED SOME OF
14 THE STUDENTS ABOUT THEIR PERSPECTIVES. HOW WOULD
15 THEY TALK TO THEIR FAMILY MEMBERS ABOUT REGENERATIVE
16 MEDICINE? WE ALSO WORKED WITH THE UC RIVERSIDE TEAM
17 TO THE COLLEGE OF ENGINEERING TO ISSUE A JOINT
18 RELEASE. IT WAS REALLY IN DEPTH AND REALLY
19 HIGHLIGHTED CIRM'S INVOLVEMENT IN MAKING THIS
20 CONFERENCE HAPPEN AND FUNDING SOME OF THESE PROGRAMS
21 ACROSS THE STATE. SO THAT WAS A REALLY BIG SUCCESS.

22 IF YOU GO TO THE NEXT SLIDE, CHRISTINA.
23 WE'VE ALSO OFFERED VERY SIMILAR SUPPORT TO THE
24 TRAINEE CONFERENCE, AGAIN COLLABORATING WITH KELLY,
25 DAISY, AND THE USC TEAM TO AMPLIFY THIS EVENT. I'D,

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1 AGAIN, REALLY LIKE TO HIGHLIGHT THAT WE BOOSTED OUR
2 SOCIAL MEDIA OUTREACH FOR BOTH CONFERENCES THIS
3 YEAR, WHICH CHRISTINA WILL HIGHLIGHT BRIEFLY.

4 MS. SMITH: SO BECAUSE OF THE HASHTAG CIRM
5 TRAINING CONFERENCE, WE SAW THAT THAT HASHTAG
6 REACHED OVER 17,000 UNIQUE ACCOUNTS ACROSS TWITTER
7 AND INSTAGRAM -- SORRY, X AND INSTAGRAM. AND THEN
8 WE ALSO SAW THAT ON BOTH PLATFORMS CIRM WAS
9 MENTIONED OR TAGGED OVER 200 TIMES, WHICH IS WITHIN
10 A TWO-WEEK PERIOD, WHICH IS PRETTY GOOD. AND WE
11 ALSO NOTICED THAT WITHIN JUST A WEEK OVER 50 UNIQUE
12 ACCOUNTS USED, NOT REACHED, BUT USED THE HASHTAG,
13 BOTH HASHTAGS, CIRM TRAINEE CONFERENCE AND
14 CIRMSPARKLAB, WHICH IS PRETTY GOOD SINCE WE ONLY HAD
15 A COUPLE WEEKS TO REALLY PUSH IT OUT THERE.

16 MS. DURON: CAN I ASK A QUESTION, MARIA --
17 CHAIRPERSON BONNEVILLE: YES, PLEASE DO.

18 MS. DURON: -- ACTUALLY OF YOU? I'M JUST
19 WONDERING. I KNOW X IS VERY POPLAR, BUT I'M
20 WONDERING IF, GIVEN ITS INFLAMMATORY MESSAGING AND
21 THE LEADERSHIP, I'M WONDERING IF THIS MIGHT SEND A
22 DIFFERENT IMPRESSION OF CIRM THAN WE WANT IT TO BE,
23 OUR VALUES, OUR BELIEFS. MY AGENCY LEFT X BECAUSE
24 WE DID NOT WANT TO BE ASSOCIATED OR AFFILIATED WITH
25 ALL OF THE MIS- AND DISINFORMATION THAT WAS GOING ON

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1 THERE. SO I'M JUST ASKING IF CIRM BROADLY, THE
2 BOARD OR LEADERSHIP, HAS RECONSIDERED WHETHER OR NOT
3 WE WANT TO STAY ON X OR WE WANT TO -- WE HAVE A
4 MESSAGE THAT DESCRIBES WHY WE'RE THERE? OR I DON'T
5 KNOW. I'M JUST CONCERNED ABOUT THAT, AND I DON'T
6 KNOW IF WE DISCUSSED IT YET.

7 CHAIRPERSON BONNEVILLE: THANK YU, YSABEL.
8 ACTUALLY A COUPLE OF MONTHS AGO I DID TALK TO
9 CHRISTINA ABOUT THIS AND EXPRESSED SIMILARLY. IS
10 THIS SOMETHING WE SHOULD BE CONSIDERING? AND IN
11 TALKING TO CHRISTINA AND TALKING TO SOME OF THE
12 OTHER SCIENCE OFFICERS IN THE ORGANIZATION, X IS
13 STILL REALLY A PLATFORM THAT A LOT OF MAJOR SCIENCE
14 POLICY IS DISCUSSED, SCIENCE NEWS COMES OUT, AND
15 THERE'S A LOT OF EXCHANGE OF INFORMATION AND IDEAS
16 THAT COMES OUT OF THAT PLATFORM.

17 SO I THINK WE FELT THAT LEAVING THAT
18 PLATFORM WOULD ACTUALLY PROBABLY NOT BE GREAT FOR US
19 IN UNDERSTANDING SORT OF WHAT IS GOING ON OUT THERE
20 AND WHAT THE SCIENCE WORLD AND THE RESEARCH WORLD IS
21 SAYING.

22 NOW, PERHAPS PROVIDING A COMMENT ABOUT WHY
23 WE ARE AND MAKING SURE THAT PEOPLE UNDERSTAND THAT
24 WE DO WANT TO STAY INVOLVED IN WHAT IS HAPPENING
25 DESPITE PERHAPS THE AFFILIATIONS OF SOME OF THEIR

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1 OWNERSHIP AND LEADERSHIP. SO THAT'S -- I LEAVE THAT
2 UP TO THE COMMUNICATION TEAM TO SORT OF FIGURE OUT
3 AND MAYBE COME BACK TO US WITH A THOUGHT ON THAT.

4 MS. DURON: COULD I ASK CHRISTINE OR LINDA
5 OR ELENA FLOWERS OR LAURA, ANYBODY HAVE OTHER
6 OPINIONS ABOUT THIS OR CONCERNS?

7 DR. FLOWERS: THIS IS ELENA, WHICH IS TO
8 SAY, I GUESS JUST TO SAY I'M NOT ACTUALLY A HUGE --
9 I DON'T USE A LOT OF SOCIAL MEDIA FOR MY OWN
10 SCIENCE, BUT MY EXPERIENCE IS THAT, FROM A PURELY
11 SCIENCE PERSPECTIVE, EVERYTHING MARIA JUST SAID IS
12 FAIRLY TRUE. PEOPLE ARE STILL USING X TO
13 DISSEMINATE AND SHARE INFORMATION.

14 MR. CORTEZ: I JUST WANTED TO CHIME IN IN
15 THAT ONE OF THE THINGS THAT WE ARE MONITORING
16 ACTIVELY IS JUST TAKING A LOOK AT WHAT OTHER STATE
17 ORGANIZATIONS OR SCIENCE INSTITUTIONS ARE DOING AS
18 WELL. THERE, OF COURSE, WAS SOME DROP-OFF, BUT WE
19 ARE STILL SEEING THAT A LOT OF THE MAJOR
20 INSTITUTIONS REMAIN THERE SO THAT THEY CAN HAVE SOME
21 OF THESE REAL-TIME CONVERSATIONS. AND WE ARE, OF
22 COURSE, CONTINUING TO MONITOR THAT. THANK YOU FOR
23 THAT SUGGESTION. WE ABSOLUTELY WILL MAKE A
24 STATEMENT, AND THAT'S SOMETHING THAT WE CAN POST
25 ABOUT WHY WE REMAIN ON THAT PLATFORM.

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1 CAN YOU MOVE ON TO THE NEXT SLIDE,
2 CHRISTINA. WE WILL FOLLOW UP WITH SHARING THIS
3 VIDEO AS WELL WITH EVERYONE AFTER THIS MEETING.

4 JUST REALLY QUICKLY BEFORE I TRANSITION
5 OVER TO ADITI, JUST TO GIVE A QUICK UPDATE ON THE
6 PROGRESS OF THE WEBSITE, IS THAT WE, OF COURSE, HAVE
7 CONTINUED TO MOVE FORWARD WITH THIS PROJECT. WE'VE
8 BEEN WORKING ON THIS FOR MOST OF THE YEAR TO IMPROVE
9 OUR DIGITAL PRESENCE AND ENSURE THAT OUR MISSION AND
10 PROGRAMS ARE COMMUNICATED EFFECTIVELY.

11 SO IF YOU RECALL AT THE LAST MEETING, WE
12 HIGHLIGHTED THAT WE WENT THROUGH A STRATEGY AND
13 DESIGN PHASE, WHICH INCLUDED A COMPREHENSIVE AUDIT,
14 A WEB DESIGN USER INTERFACE, AND ALSO A PHASE TO
15 DEVELOP CONTENT. SO NOW WE'RE FOCUSED ON WRAPPING
16 UP THE DEVELOPMENT OF THE SITE, AND WE'RE EXCITED TO
17 SHARE A SCREENSHOT PREVIEW HERE OF THE STAGING SITE
18 OF THE WEBSITE.

19 NOW, AS YOU CAN SEE, THE HOMEPAGE HAS
20 IMPROVED NAVIGATION, MORE STREAMLINED DESIGN WHICH
21 WILL IMPROVE THE USER EXPERIENCE ONCE WE LAUNCH. SO
22 NOW WE'RE WORKING WITH THE INTERNAL TEAMS TO REVIEW
23 AND CONFIRM CONTENT FOR SPECIFIC PAGES. AND ONCE
24 SOME OF THOSE RECOMMENDATIONS ARE MADE FROM THE
25 UPCOMING STRATEGIC ALLOCATION FRAMEWORK, WE'LL MAKE

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1 SURE TO ENSURE THAT ANY UPDATES ARE REFLECTED IN THE
2 CONTENT.

3 SO AS WE'RE WORKING THROUGH THIS,
4 RECOGNIZING THAT IS ALWAYS GOING TO BE AN ONGOING
5 PROJECT, WE'LL CONTINUE TO LOOK AT THE CONTENT AND
6 LOOKING FOR OPPORTUNITIES TO CONTINUE TO MAKE
7 IMPROVEMENTS TO KEEP THE SITE FRESH AND UP TO DATE.

8 I'D LIKE TO END THIS UPDATE ON THE WEBSITE
9 BY RECOGNIZING ALL OF THE TEAMS, ALL OF INTERNAL
10 STAFF WHO HAVE PROVIDED FEEDBACK AND SUPPORT WHILE
11 BALANCING SO MANY INITIATIVES THAT ARE GOING ON HERE
12 AT CIRM.

13 AND WITH THAT, I'LL GO AHEAD AND
14 TRANSITION OVER TO ADITI WHO WILL HIGHLIGHT SOME OF
15 OUR OUTREACH EFFORTS AND RECENT EVENTS.

16 MS. DESAI: THANK YOU, ESTEBAN. HOPEFULLY
17 EVERYONE CAN HEAR ME OKAY. GO ON TO THE NEXT SLIDE.
18 SO BEFORE I GO THROUGH JUST A QUICK SNAPSHOT OF SOME
19 OF THE EVENTS THAT WE'VE ATTENDED RECENTLY, I DID
20 WANT TO JUST BE RESPONSIVE TO SOME QUESTIONS THAT
21 HAVE COME UP IN TERMS OF HOW WE DECIDE WHICH EVENTS
22 TO ATTEND, WHAT KIND OF PRIORITIZATION METHOD THAT
23 WE GO THROUGH. SO YOU WILL SEE ON THIS SLIDE, ON
24 THE LEFT SIDE SPECIFICALLY, SOME PRIORITIES AND
25 CONSIDERATIONS THAT WE GO THROUGH, AND THEN THE

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1 SPECIFIC STRATEGIES RELATED TO THOSE PRIORITIES.

2 SO THE FIRST ONE IS ALIGNING WITH OUTREACH
3 PRIORITIES AND CIRM-FUNDED RESEARCH. SO WE
4 PRIORITIZE EVENTS THAT ARE IDENTIFIED IN AN OUTREACH
5 CALENDAR THAT I MAINTAIN. SO IT'S A VERY LARGE
6 COMPENDIUM OF POSSIBLE EVENTS. AND THEN WE TRY TO
7 ENSURE THAT THERE'S CONSISTENCY WITHIN OUR
8 COMMUNICATIONS PLAN THAT WAS DEVELOPED AT THE
9 BEGINNING OF THE YEAR. AND WE FOCUS ON EVENTS THAT
10 ALIGN WITH RESEARCH AREAS THAT ARE FUNDED BY CIRM.
11 SO AT THOSE EVENTS WE'LL PRESENT INFORMATION ABOUT
12 HOW MUCH CIRM IS FUNDING IN THESE DISEASE AREAS.

13 WE ALSO PRIORITIZED COMMUNITY INITIATIVES.
14 SO PRIORITIZING INVITATIONS FROM COMMUNITY GROUPS,
15 PATIENT ADVOCACY GROUPS THAT ARE REQUESTING OUR
16 ATTENDANCE WHETHER THAT'S AT EVENTS HAVING BOOTHS OR
17 GIVING PRESENTATIONS OR TALKS.

18 WE ALSO WANT TO MAKE SURE WE'RE MAXIMIZING
19 POTENTIAL ENGAGEMENT. SO WE LOOK AT EVENTS THAT
20 GIVE US THE BEST OPPORTUNITY TO ENGAGE WITH SPECIFIC
21 COMMUNITIES THAT MIGHT BE MOST IMPACTED BY SOME OF
22 THE DISEASE AREAS THAT CIRM IS PUTTING, FUNDING
23 RESEARCH IN.

24 SO AND THEN ALSO LOOKING AT COMMUNITY
25 DIVERSITY. SO MAKING SURE THAT WE'RE EMPHASIZING

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1 REACHING DIVERSE COMMUNITIES, ESPECIALLY THOSE
2 SIGNIFICANTLY IMPACTED BY THE DISEASE AREAS THAT
3 WE'RE FUNDING RESEARCH IN. WE REALLY TAKE GREAT
4 PRIDE IN INVESTIGATING THE EVENT IN DETAIL AS WELL
5 AS THE ORGANIZATIONS THAT ARE HOSTING AS WELL AS
6 PRESENT AT THE EVENT JUST TO ENSURE THAT EVERYONE
7 INVOLVED ARE TRUSTED MESSENGERS THAT ALIGN WITH KIND
8 OF THE MESSAGING THAT WE WANT TO ALIGN WITH AND THEY
9 ARE TRUSTED MESSENGERS IN THESE COMMUNITIES THAT WE
10 WANT TO REACH.

11 AND THEN, OF COURSE, WE HAVE TO LOOK AT
12 THE COST OF THESE EVENTS. SO WE TAKE INTO
13 CONSIDERATION THE COST-EFFECTIVE OPTIONS. I REALLY
14 TRY TO FIND OPTIONS THAT ARE NO COST TO US BEING A
15 STATE AGENCY. BUT SOMETIMES THERE IS A MINIMAL FEE
16 THAT WE HAVE TO CONSIDER. SO WE HAVE TO LOOK AT THE
17 COST AND LOOK AT THE POTENTIAL IMPACT, THE POTENTIAL
18 ENGAGEMENT NUMBERS, AND REALLY DO A COST-BENEFIT
19 ANALYSIS TO DETERMINE IF THAT EVENT IS SOMETHING WE
20 SHOULD ATTEND.

21 MS. TEMPLE-PERRY: JUST BEFORE WE
22 TRANSITION ON, THESE ARE SOME INITIAL CONSIDERATIONS
23 IN TERMS OF PRIORITIES AND OUR STRATEGY. AND
24 OBVIOUSLY WITH ADITI'S ARRIVAL AT CIRM AND BEING HER
25 FIRST OFFICIAL OUTREACH MANAGER, THIS STRATEGY WILL

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1 EVOLVE OVER TIME, AND WE WELCOME ANY FEEDBACK,
2 THOUGHTS, AND DIRECTION.

3 MS. DESAI: AS I START TO REVIEW SOME OF
4 THE EVENTS THAT WE'VE ATTENDED, I DO WANT TO
5 EMPHASIZE THAT THIS ISN'T A COMPLETE LIST OF EVENTS
6 THAT WE'VE ATTENDED RECENTLY. I'M JUST KIND OF
7 PROVIDING A SNAPSHOT OF SOME OF THE HIGH ENGAGEMENT
8 EVENTS THAT WE'VE PARTICIPATED IN TO SHARE SOME
9 OUTCOMES.

10 SO IN AUGUST WE PARTICIPATED IN THE BAY
11 AREA COMMUNITY HEALTH OHANA HEALTH AND RESOURCE
12 FAIR. THIS WAS HOSTED BY BAY AREA COMMUNITY HEALTH
13 AND THE UNLOCK ORGANIZATION. IT TOOK PLACE IN EAST
14 SAN JOSE. IT HAD AROUND 200 ATTENDEES. AT OUR
15 BOOTH WE SPECIFICALLY WE HAD AROUND 60 INTERACTIONS.
16 THE MAJORITY OF THE POPULATION THAT WERE PRESENT
17 SPOKE SPANISH OR WERE PART OF THE AAPI COMMUNITY.
18 YOU CAN GO TO THE NEXT SLIDE.

19 SO THIS WAS A REALLY GREAT EVENT. JUST
20 KIND OF ON A PERSONAL NOTE, WHEN I FIRST MOVED TO
21 CALIFORNIA, I STARTED MY CAREER WITH BAY AREA
22 COMMUNITY HEALTH. AT THE TIME IT WAS CALLED
23 TRI-CITY HEALTH CENTER. SO IT WAS REALLY GREAT TO
24 BE ATTENDING THIS EVENT AGAIN WHICH WAS PART OF MY
25 PREVIOUS ROLE AT BAY AREA COMMUNITY HEALTH. AND IT

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1 WAS REALLY GREAT TO ENGAGE WITH COMMUNITIES THAT ARE
2 OFTEN UNDERSERVED, OVERLOOKED COMMUNITIES THAT DON'T
3 KNOW A LOT ABOUT REGENERATIVE MEDICINE, STEM CELL
4 RESEARCH, GENE THERAPY. SO IT WAS REALLY GREAT TO
5 BRING GENERAL FOUNDATIONAL INFORMATION TO THIS
6 COMMUNITY, BUT ALSO PROVIDE THEM WITH RESOURCES ON
7 HOW TO FIND OUT MORE, HOW TO ENGAGE POSSIBLY AND
8 LEARN MORE ABOUT CLINICAL TRIALS, LEARN MORE ABOUT
9 WHAT CIRM IS FUNDING.

10 AND ESTEBAN ATTENDED THIS EVENT WITH ME.
11 SO I ALSO WANT TO JUST OPEN THE -- GIVE ESTEBAN A
12 COUPLE OF MINUTES JUST TO SHARE IF HE HAD ANYTHING
13 TO ADD.

14 MR. CORTEZ: YEAH. YEAH. THANKS, ADITI.
15 ONE OF THE THINGS I REALLY WANTED TO POINT OUT IS
16 THAT IF YOU LOOK AT THE PICTURES HERE, THE PHOTO ON
17 THE LEFT WHICH HAS OUR NAME SPELLED OUT ON OUR
18 CANOPY, JUST BECAUSE THIS WAS PART OF THE
19 CONVERSATION WHEN WE WERE DECIDING ON OUR LOGO AND
20 SPELLING OUT OUR NAME IS THAT IT'S BEEN REALLY GREAT
21 TO PUT SOME OF THESE NEW MATERIALS OUT THERE BECAUSE
22 I THINK THAT SPELLING OUT OUR NAME ACTUALLY REALLY
23 PROMPTS A LOT OF CONVERSATIONS. I EVEN RECALL EARLY
24 ON IN THE EVENT THAT THERE WAS ONE PERSON WHO CAME
25 UP TO US AND SAID, "HEY, REGENERATIVE MEDICINE,

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1 THAT'S SUCH A BIG WORD. WHAT DOES THAT?" SO IT
2 REALLY OPENS UP THAT CONVERSATION FOR US TO TALK
3 ABOUT IT AND HAVE AN ORGANIC CONVERSATION.

4 I WILL SAY IT WAS REALLY GREAT PRACTICE
5 FOR ME BEING A SPANISH SPEAKER, BUT NOT NECESSARILY
6 A SCIENCE SPANISH SPEAKER TO REALLY FRESHEN UP MY
7 SKILLS ON TALKING ABOUT THAT. WE GAVE OUT A TON OF
8 SPANISH ANNUAL REPORTS. AND EVEN TO WHAT ADITI SAID
9 ABOUT OUR EVENT STRATEGY, WHAT WAS REALLY GREAT
10 ABOUT THIS PARTICULAR EVENT IS THAT AT THE VERY
11 BEGINNING WE WERE ALSO ABLE TO ENGAGE WITH OTHER
12 ORGANIZATIONS WHO WERE THERE. AS AN EXAMPLE, WE
13 CONNECTED WITH AN ALZHEIMER'S ORGANIZATION THERE WHO
14 WE CONNECTED WITH AFTER THE EVENT. AND WE LEARNED
15 ABOUT OTHER UPCOMING OUTREACH OPPORTUNITIES THROUGH
16 THAT. SO REALLY GREAT EVENT. I THINK IT WAS A
17 REALLY GREAT EXAMPLE OF COMMUNITY OUTREACH AND SOME
18 OF THE GREAT CONVERSATIONS THAT WE CAN HAVE.

19 MS. TEMPLE-PERRY: THANK YOU, ESTEBAN.

20 MS. DESAI: SO THE NEXT EVENT -- SORRY.
21 WAS THERE A QUESTION? OKAY. SO THE NEXT EVENT I
22 WANTED TO JUST HIGHLIGHT WAS A TALK ESTEBAN AND I
23 GAVE TO THE MID-PENINSULA WIDOWS AND WIDOWERS
24 ASSOCIATION LOCATED IN LOS ALTOS.

25 SO THIS WAS AN EVENT THAT WE WERE INVITED

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1 TO. WE GOT AN EMAIL TO THE PRESS INBOX JUST
2 INQUIRING IF WE WERE ABLE TO GIVE A TALK TO THIS
3 GROUP. I BELIEVE THIS WAS A GROUP THAT PREVIOUSLY
4 CIRM STAFF HAD PRESENTED TO, GIVEN TALKS TO. SO
5 THEY REACHED OUT TO ASK IF WE COULD CONTINUE DOING
6 THAT. THEY SPECIFICALLY ASKED FOR INFORMATION ON
7 ANY UPDATES OR RESEARCH RELATED TO ALZHEIMER'S AND
8 PARKINSON'S DISEASE. SO WE WERE ABLE TO REALLY
9 CATER THE MESSAGING, THE TALK, THE PRESENTATION TO
10 PROVIDE THAT INFORMATION.

11 SO THERE WERE ABOUT 50 INDIVIDUALS THAT
12 ATTENDED THE MEETING, AND THE MAJORITY OF THE
13 INDIVIDUALS WERE OLDER AND PRIMARILY CAUCASIAN.
14 NEXT SLIDE.

15 SO ONE OF THE GREAT THINGS WAS REALLY
16 BEING ABLE TO ENGAGE FOLKS WHO EITHER HAD DIRECT
17 IMPACT FROM THESE DISEASE AREAS OR REALLY HAD
18 INTEREST IN LEARNING MORE ABOUT WHAT WAS GOING ON IN
19 THESE DISEASE AREAS. WE DID PROVIDE SOME OF THAT
20 BASELINE STEM CELL/GENE THERAPY EDUCATION BECAUSE
21 SOME OF THE FOLKS DIDN'T REALLY KNOW WHAT THAT
22 ENTAILED OR HAD SOME MISINFORMATION ABOUT WHAT
23 REGENERATIVE MEDICINE WAS AND REALLY KIND OF ALIGNED
24 IT MORE WITH BEAUTY AND STAYING YOUNG. SO WE REALLY
25 TRIED TO KIND OF NOT NECESSARILY LIKE TELL THEM THAT

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1 THEY WERE WRONG, BUT JUST CORRECT THEM IN A GENTLE
2 WAY.

3 AND ACTUALLY IN THE AUDIENCE THERE WAS A
4 SCIENTIST, AND SINCE BOTH ESTEBAN AND I AREN'T
5 SCIENTISTS BY TRAINING, IT WAS REALLY NICE THAT
6 SCIENTIST IN THE AUDIENCE GAVE US VALIDATION, THAT
7 THE WAY WE EXPLAINED THE SCIENCE WAS ACCURATE AND
8 UNDERSTANDABLE AND RELATABLE. SO IT WAS REALLY NICE
9 GETTING THAT VALIDATION FROM AN AUDIENCE MEMBER WHO
10 WAS ALSO A SCIENTIST. AND, AGAIN, ESTEBAN, IF YOU
11 HAVE ANYTHING TO ADD, PLEASE DO.

12 MR. CORTEZ: YEAH. YEAH. I THINK THIS
13 WAS JUST AGAIN ANOTHER WONDERFUL EVENT. IT'S REALLY
14 GREAT TO SEE HOW THE CONVERSATIONS VARY BY THE
15 AUDIENCE THAT YOU TALK TO. LIKE ADITI MENTIONED,
16 THIS WAS VERY DISEASE FOCUSED, AND THEY HAD VERY
17 SPECIFIC QUESTIONS ABOUT SOME OF THE RESEARCH WE'RE
18 FUNDING, FOR EXAMPLE, IN ARTHRITIS, CLINICAL TRIALS,
19 BUT ALSO JUST QUESTIONS ABOUT ECONOMIC IMPACT.

20 AND THE LAST THING I WANT TO DRIVE THROUGH
21 WITH THIS EVENT IS THAT THIS REALLY HIGHLIGHTS HOW
22 WE COLLABORATE WITH A LOT OF THE TEAMS AT CIRM
23 BECAUSE, AGAIN, WE DON'T HAVE THAT SCIENTIFIC
24 BACKGROUND NECESSARILY. WE CONNECT WITH OTHER TEAMS
25 ON THE SCIENCE SIDE TO REALLY HELP US WITH COMING UP

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1 WITH SOME TALKING POINTS AND WHAT ARE SOME OF THOSE
2 RESEARCH PROJECTS THAT WE CAN TALK ABOUT. SO I DO
3 WANT TO RECOGNIZE EVERYBODY WHO CONTRIBUTED AND WHO
4 HAS CONTRIBUTED TO THESE EVENTS AND JUST RECOGNIZE
5 THAT WE ARE REALLY WORKING TO BOOST THAT
6 COLLABORATION INTERNALLY TO MAKE SURE THAT WE ARE
7 DRIVING THE CORRECT MESSAGES.

8 MS. DESAI: ABSOLUTELY. NEXT SLIDE. AND
9 THE LAST EVENT I KIND OF WANT TO HIGHLIGHT IN DETAIL
10 IS THE NORTH BEACH FARMER'S MARKET. SO SINCE I
11 STARTED AT CIRM, ONE OF THE THINGS I REALLY WANTED
12 TO DO WAS KIND OF PUSH THE BOUNDARIES OF WHAT WE
13 THINK OF AS OUTREACH AND WHERE WE ARE PRESENT IN OUR
14 OUTREACH. SO PERSONALLY, WHEN I FIRST STARTED AT
15 CIRM, I DIDN'T HAVE A LOT OF AWARENESS ABOUT WHO
16 CIRM WAS AND WHAT WE DO. THAT WAS A LOT OF LEARNING
17 I DID BEFORE INTERVIEWING AND THEN OBVIOUSLY
18 ON-THE-JOB LEARNING.

19 SO I THINK GENERALLY WITHIN COMMUNITIES IN
20 CALIFORNIA THERE MAY NOT BE A VERY LARGE
21 UNDERSTANDING OF WHO CIRM IS, WHAT WE DO. SO THAT
22 WAS ONE OF THE REASONS WHY I REALLY WANTED TO BE IN
23 NONTRADITIONAL SPACES FOR CIRM, LIKE THESE FARMER'S
24 MARKETS, TO REALLY GET AWARENESS OF, HEY, CIRM
25 EXISTS. THIS IS WHO WE ARE. YOU MAY HAVE VOTED FOR

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1 US, SO LEARN ABOUT WHAT WE'RE DOING. THIS WAS A
2 REALLY GREAT EVENT.

3 THIS WAS A FARMER'S MARKET IN SAN
4 FRANCISCO. SO WE HAD A LOT OF FOLKS, AAPI, LATINX
5 FOLKS. AND A FEW RESEARCHERS AND SCIENTISTS ALSO
6 CAME TO THE TABLE AND WERE INTERESTED TO LEARN A BIT
7 MORE. KATIE JOINED ME AT THIS EVENT. SO I KNOW --
8 I WANT TO BE MINDFUL FOR TIME, BUT IF KATIE HAD ANY
9 HIGHLIGHTS OR ANYTHING SHE WANTED TO SHARE.

10 MS. SHARIFY: I THINK YOU CAPTURED
11 EVERYTHING PERFECTLY.

12 MS. DESAI: ALL RIGHT. AND THEN I JUST
13 WANTED TO --

14 MS. TEMPLE-PERRY: I WAS JUST GOING TO
15 MENTION ANOTHER GREAT EVENT, WHICH IS ACTUALLY THE
16 FIRST BULLET POINT HERE, WHICH WE HAVE AS UPCOMING
17 EVENTS, BUT IT ACTUALLY JUST HAPPENED THIS PAST
18 WEEKEND, WAS OUR PRESENCE AT THE KITS CUBED STEM
19 FAIR WHICH TOOK PLACE AT OAKLAND TECHNICAL HIGH
20 SCHOOL. AND WE HAD A LOT OF FOLKS FROM OUR TEAM
21 THERE. IT WAS VERY, VERY POPULAR. WE FEATURED DNA
22 BRACELET MAKING. WE HAD A NUMBER OF COLORING PAGES,
23 CROSSWORD PUZZLES WHICH ADITI HAS BEEN INSTRUMENTAL
24 IN DEVELOPING. IT WAS VERY, VERY POPULAR. IT WAS
25 AN ALL DAY EVENT, AND OUR BOOTH WAS VERY, VERY

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1 POPULAR. WE WERE QUITE TIRED AT THE END OF THAT.
2 BUT I DEFINITELY WANT TO RECOGNIZE ADITI FOR MOVING
3 THAT PROCESS FORWARD. IT WAS REALLY COLLABORATIVE.
4 AND SO, ADITI, I DON'T KNOW IF THERE'S ANYTHING ELSE
5 YOU WANTED TO MENTION ABOUT THAT.

6 MS. DESAI: YEAH. SO WE HAVE THIS LISTED
7 AS AN UPCOMING EVENT JUST BECAUSE IT LITERALLY JUST
8 HAPPENED THIS PAST WEEKEND. BUT THIS EVENT IS THE
9 ANNUAL EVENT WITH THE KITS CUBED ORGANIZATION. AN
10 ALUMNI FROM OAKLAND TECH STARTED THIS ORGANIZATION,
11 AND THIS IS THEIR BIGGEST EVENT THROUGHOUT THE YEAR.

12 THE EVENT REALLY TRIES TO HONE IN ON
13 REACHING COMMUNITIES THAT ARE OVERLOOKED AND
14 UNDERSERVED IN THE SPACES OF STEM AND REALLY
15 ENCOURAGE YOUTH FROM THOSE COMMUNITIES, VERY
16 SPECIFICALLY BLACK AFRICAN-AMERICAN COMMUNITIES AND
17 ALSO LATINX COMMUNITIES, TO ENGAGE IN STEM
18 ACTIVITIES AND TO GET EXCITED ABOUT STEM SUBJECTS.

19 SO THE EVENT REALLY HAS INTERACTIVE
20 EXPERIMENTS. SO MOST OF THE BOOTHS HAVE SOMETHING
21 INTERACTIVE. AND SO WHEN WE WENT LAST YEAR, IT WAS
22 RIGHT AFTER I STARTED. SO WE DIDN'T HAVE A LOT OF
23 TIME TO CREATE THESE HANDS-ON ACTIVITIES, BUT THIS
24 YEAR IT WAS REALLY EXCITING TO HAVE DNA BRACELET
25 MAKING, THE PLINKO BOARD, AS WELL AS SOME COLORING

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1 SHEETS. AND I WILL HAVE TO SAY THERE WAS A POINT
2 WHERE WE GOT SWARMED BY CHILDREN, AND IT WAS
3 OVERWHELMING IN THE BEST WAY POSSIBLE BECAUSE THE
4 KIDS WERE REALLY, REALLY ENGAGED. AND NOT JUST ON
5 MAKING THE BRACELET, BUT REALLY INTERESTED IN
6 LEARNING WHAT THE BRACELET WAS.

7 SO WE HAD THE DNA SEQUENCE FOR DIFFERENT
8 ANIMALS, AND THEY WERE ABLE TO PICK THEIR FAVORITE
9 ANIMALS OUT OF THAT LIST AND MAKE A DNA BRACELET
10 THAT REPRESENTED THE DNA OF THAT ANIMAL. IT WAS
11 JUST REALLY GREAT TO SEE THAT LEVEL OF ENGAGEMENT.
12 AND, OF COURSE, THEIR PARENTS AND GUARDIANS
13 INTERACTED WITH US IN TERMS OF CIRM, LEARNING ABOUT
14 CIRM PROGRAMMING, ESPECIALLY THE EDUCATIONAL
15 PROGRAMS.

16 I WANT TO GIVE A BIG SHOUT-OUT TO DAISY
17 FOR HELPING DEVELOP THESE HANDS-ON ACTIVITIES. I
18 THINK WITHOUT HER, I WOULD NOT BE ABLE TO EXPLAIN IT
19 AS WELL AS I DID. SO THANK YOU.

20 MS. TEMPLE-PERRY: THANKS ALSO TO A NUMBER
21 OF THE CIRM SPOUSES AND PARTNERS. WE DID HAVE A
22 NICE ORGANIZED FASHION OF PULLING THINGS TOGETHER,
23 PACKING IT UP. AND THERE WERE A NUMBER OF FOLKS
24 FROM CIRM WHO CAME BY, BROUGHT THEIR KIDS. I PUT MY
25 DAUGHTER TO WORK.

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1 MS. DESAI: ABSOLUTELY. ABSOLUTELY. AND
2 THEN JUST TO HIGHLIGHT SOME UPCOMING EVENTS. SO
3 THROUGH THE OHANA FAIR THAT WE ATTENDED IN AUGUST,
4 WE WERE ABLE TO CONNECT WITH THE ALZHEIMER'S
5 ASSOCIATION. AND WE SECURED A BOOTH AT THE
6 FRESNO/MADERA ALZHEIMER'S ASSOCIATION WALK. AND
7 THEN I'VE ALSO BEEN WORKING TO REACH OUT TO VARIOUS
8 ROTARY CLUBS, SPECIFICALLY IN THE BAY AREA, BUT ALSO
9 THROUGHOUT THE STATE WITH THE HELP OF JACQUELINE TO
10 SECURE DATES AND TIMES TO HAVE SOME PRESENTATIONS,
11 SOME TALKS JUST TO SHARE ABOUT CIRM, WHO WE ARE,
12 WHAT WE DO. AND ALSO, SIMILAR TO THAT LOS ALTOS
13 TALK, MAYBE PROVIDE SOME SPECIFIC DISEASE AREA
14 INFORMATION SHOULD THEY REQUEST IT.

15 WE ALSO HAVE SOME EVENTS HAPPENING IN
16 SOUTHERN CALIFORNIA THAT ARE COMING UP. SO RIGHT
17 NOW JACQUELINE IS ATTENDING THE SICKLE CELL DISEASE
18 EDUCATIONAL SUMMIT THAT IS GOING THROUGH THE END OF
19 THE WEEK. AND THEN WE ALSO HAVE THE VISION WALK
20 THAT'S TAKING PLACE OCTOBER 26TH. THAT'S WITH THE
21 FOUNDATION FOR FIGHTING BLINDNESS. AND THEN FINALLY
22 WE HAVE OUR WORLD AIDS DAY EVENT WHICH WILL BE
23 TAKING PLACE IN PALM SPRINGS THAT JACQUELINE WILL BE
24 ATTENDING IN DECEMBER. I KNOW THAT WAS A LOT.
25 THANK YOU SO MUCH.

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1 MS. TEMPLE-PERRY: THAT BRINGS US TO THE
2 END OF OUR PRESENTATION. AND WE JUST WANTED TO OPEN
3 THE FLOOR. IF YOU HAVE FEEDBACK, THOUGHTS,
4 QUESTIONS, WE'RE OPEN TO THAT.

5 CHAIRPERSON BONNEVILLE: YSABEL, PLEASE.

6 MS. DURON: I WAS JUST WONDERING, WHENEVER
7 YOU TALK TO WHOMEVER YOU SPEAK WITH, DO YOU TELL
8 THEM THAT THIS IS TAXPAYER FUNDED AND THANK YOU VERY
9 MUCH?

10 MS. DURON: ALL THE TIME?

11 MS. DESAI: YES. EVERY TIME. SO THAT'S
12 PART OF MY -- I'LL SPEAK FOR MYSELF. WHENEVER I'M
13 IN THE COMMUNITY, THAT'S PART OF MY KIND OF SPIEL OR
14 ONE OF THREE VERSIONS OF THE SPIEL IS WE'RE A
15 VOTER-APPROVED, STATE-FUNDED AGENCY. THAT'S ONE OF
16 THE VERY FIRST THINGS I SAY AFTER EXPLAINING WHAT
17 CIRM STANDS FOR. SO, YES, DEFINITELY THAT'S A KEY
18 PART OF THE MESSAGING.

19 MS. DURON: DO THEY RESPOND? IN OTHER
20 WORDS, OH, I DIDN'T KNOW THAT?

21 MS. DESAI: YEAH. SOMETIMES THEY'LL ASK
22 LIKE, OH, WHAT DOES THAT MEAN? SO THEN I'LL TALK
23 ABOUT THE PROPOSITIONS AND TRY AND SEE IF THEY MIGHT
24 VAGUELY REMEMBER EITHER OF THE PROPOSITIONS. BUT
25 YEAH, SOMETIMES. MOST OF THE TIME THEY ARE LIKE,

1 OH, OKAY. COOL.

2 MR. CORTEZ: I CAN CHIME IN TOO BECAUSE
3 HAVING BEEN AT SOME OF THESE EVENTS, USING KITS
4 CUBED EVENT IN OAKLAND AS AN EXAMPLE. THAT'S ALSO
5 PART OF MY PITCH. SO I WILL SPEAK FOR MYSELF AND I
6 THINK REALLY FOR MOST OF THE TEAM. I WANT TO MAKE
7 SURE WE MENTION THAT.

8 BUT IN MANY CASES THERE ARE QUESTIONS
9 ABOUT, OKAY, WELL, YOU'RE TAXPAYER FUNDED. WHAT ARE
10 SOME OF THE RESULTS? AND WE'RE ABLE TO TALK ABOUT
11 THE PROGRESS AND THE RESEARCH, SOME OF THE CLINICAL
12 TRIALS WE'VE FUNDED, BUT ALSO THIS OPENS UP THE
13 DISCUSSION FOR ECONOMIC IMPACT. WE HAVE OUR
14 ECONOMIC IMPACT REPORT FROM A FEW YEARS BACK. SO
15 WE'RE ABLE TO REALLY HIGHLIGHT HOW CIRM HAS CREATED
16 THIS ECOSYSTEM IN CALIFORNIA. SO IT REALLY OPENS UP
17 THAT CONVERSATION. SO WE DO MAKE THAT SURE THAT
18 WE'RE ALWAYS MENTIONING AND HIGHLIGHTING THAT WE ARE
19 FUNDED BY THE PEOPLE OF CALIFORNIA.

20 MS. TEMPLE-PERRY: AND TO YOUR POINT,
21 YSABEL, MOST OF THE CONVERSATIONS THAT WE HAVE ARE
22 REALLY ORGANIC WHICH IS THE BEAUTY OF IT ALL. AND
23 PEOPLE ARE REALLY THANKFUL. EVERY TIME I THINK I'VE
24 HAD CONVERSATIONS, THEY THANK US FOR COMING OUT
25 THERE. THEY THANK US FOR OUR PRESENCE AND JUST

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1 ENGAGING WITH THE COMMUNITY.

2 MS. DURON: THAT'S NICE TO HEAR.

3 CHAIRPERSON BONNEVILLE: ARE THERE ANY
4 OTHER QUESTIONS OR COMMENTS? I HAVE ONE, BUT I WANT
5 TO LET OTHER BOARD MEMBERS ASK THEIR QUESTIONS OR
6 MAKE THEIR COMMENTS. OKAY.

7 CHRISTINA, THIS IS FOR YOU. I WOULD LOVE
8 IT IF EITHER AT THE NEXT, NOT NEXT WEEK'S BOARD
9 MEETING BECAUSE THAT'S NEXT WEEK, BUT AT THE NEXT
10 COMMUNICATIONS SUBCOMMITTEE MEETING AND THEN LIKELY
11 THE DECEMBER BOARD MEETING, I WOULD LOVE TO TALK
12 MORE ABOUT OUR SOCIAL MEDIA STRATEGY, WHO WE TALK TO
13 ON THAT, HOW OFTEN. LIKE I HAVE QUESTIONS, FOR
14 EXAMPLE, AT THE TRAINEE CONFERENCE, WOULD WE EVER DO
15 LIKE A LIVE INSTAGRAM REEL DURING THAT TIME OR A
16 STORY -- I'M NOT SPEAKING THE RIGHT WORDS. YOU KNOW
17 WHAT I'M TRYING TO SAY. I'M OLD. SO I'D LOVE TO
18 HEAR ABOUT THAT AND JUST SORT OF WHAT OUR THOUGHTS
19 ARE AROUND THAT.

20 MS. SMITH: SURE.

21 CHAIRPERSON BONNEVILLE: ANYTHING ELSE?
22 ANYONE, ANYONE? IS THERE ANY PUBLIC COMMENT?

23 MS. MANDAC: NO HANDS RAISED.

24 MS. DESAI: CAN I JUST SAY ONE THING?

25 CHAIRPERSON BONNEVILLE: OF COURSE YOU

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1 CAN.

2 MS. DESAI: I JUST WANT TO THANK ALL THE
3 BOARD MEMBERS WHO HAVE VOLUNTEERED. I KNOW SOME OF
4 YOU VOLUNTEERED TO ATTEND EVENTS AND HAD TO BACK OUT
5 LAST MINUTE FOR PERSONAL REASONS, WHICH ARE TOTALLY
6 UNDERSTANDABLE, BUT I DO WANT TO THANK YOU SO MUCH
7 FOR EVEN JUST GIVING THE POSSIBILITY OF YOUR TIME.
8 AND I WILL CONTINUE TO WORK WITH CLAUDETTE TO GET
9 INFORMATION ABOUT EVENTS OUT THERE TO HOPEFULLY SEE
10 IF YOU ALL CAN JOIN BECAUSE IT'S REALLY GREAT HAVING
11 BOARD MEMBERS ATTEND AND JUST TO SEE THE OUTREACH
12 AND THE WAY THE COMMUNITY IS RECEIVING US. SO JUST
13 WANTED TO MENTION THAT.

14 CHAIRPERSON BONNEVILLE: ALL RIGHT. WITH
15 THAT, WE CAN ADJOURN THE MEETING. AND THANK YOU SO
16 MUCH. YOU GET THREE MINUTES BACK.

17 (THE MEETING WAS THEN CONCLUDED AT 3:57 P.M.)
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REPORTER'S CERTIFICATE

I, BETH C. DRAIN, A CERTIFIED SHORTHAND REPORTER IN AND FOR THE STATE OF CALIFORNIA, HEREBY CERTIFY THAT THE FOREGOING TRANSCRIPT OF THE VIRTUAL PROCEEDINGS BEFORE THE COMMUNICATIONS SUBCOMMITTEE OF THE INDEPENDENT CITIZEN'S OVERSIGHT COMMITTEE OF THE CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE IN THE MATTER OF ITS REGULAR MEETING HELD ON SEPTEMBER 18, 2024, WAS HELD AS HEREIN APPEARS AND THAT THIS IS THE ORIGINAL TRANSCRIPT THEREOF AND THAT THE STATEMENTS THAT APPEAR IN THIS TRANSCRIPT WERE REPORTED STENOGRAPHICALLY BY ME AND TRANSCRIBED BY ME. I ALSO CERTIFY THAT THIS TRANSCRIPT IS A TRUE AND ACCURATE RECORD OF THE PROCEEDING.

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