

BETH C. DRAIN, CA CSR NO. 7152

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

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: MARCH 18, 2025
2 P.M.

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

FILE NO.: 2025-8

BETH C. DRAIN, CA CSR NO. 7152

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

I N D E X

ITEM DESCRIPTION	PAGE NO.
OPEN SESSION	
1. CALL TO ORDER	3
2. ROLL CALL	3
3. DISCUSSION OF CIRM COMMUNICATIONS STRATEGY IN RESPONSE TO FEDERAL REPRIORITIZATIONS	4
4. PUBLIC COMMENT	NONE
5. ADJOURNMENT	46

BETH C. DRAIN, CA CSR NO. 7152

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

MARCH 18, 2025; 2 P.M.

CHAIRPERSON DURON: OKAY. GOOD AFTERNOON,
EVERYBODY. GOOD TO SEE YOU. WELCOME TO CIRM'S
COMMUNICATIONS SUBCOMMITTEE MEETING THIS PLEASANT
WEDNESDAY AFTERNOON. TO ANY MEMBERS OF THE PUBLIC
WHO ARE JOINING US, WELCOME AS WELL.

I'M GOING TO TURN THIS OVER TO SCOTT
TOCHER. HE'S GOING TO TAKE ROLL.

MR. TOCHER: KIM BARRETT.

DR. BARRETT: PRESENT.

MR. TOCHER: GEORGE BLUMENTHAL.

DR. BLUMENTHAL: HERE.

MR. TOCHER: MARIA BONNEVILLE.

VICE CHAIR BONNEVILLE: PRESENT.

MR. TOCHER: LEONDRA CLARK-HARVEY.

DR. CLARK: HERE.

MR. TOCHER: YSABEL DURON.

CHAIRPERSON DURON: HERE.

MR. TOCHER: ELENA FLOWERS. DAVID
HIGGINS. VITO IMBASCIANI.

CHAIRMAN IMBASCIANI: HERE.

MR. TOCHER: PAT LEVITT. LINDA MALKAS.

DR. MALKAS: HERE.

MR. TOCHER: CHRIS MIASKOWSKI.

BETH C. DRAIN, CA CSR NO. 7152

1 DR. MIASKOWSKI: PRESENT.

2 MR. TOCHER: GREAT. THANKS VERY MUCH. WE
3 HAVE A QUORUM. YSABEL.

4 CHAIRPERSON DURON: OKAY. THIS IS WHERE I
5 TURN IT OVER TO ESTEBAN FOR THE NEXT STEP.

6 MR. CORTEZ: YEAH. THANK YOU, YSABEL.

7 CHAIRPERSON DURON: OKAY. WASTING NO
8 TIME, ESTEBAN. TAKE IT AWAY.

9 MR. CORTEZ: THANKS, YSABEL. GOOD
10 AFTERNOON, MEMBERS OF THE COMMUNICATIONS
11 SUBCOMMITTEE AND MEMBERS OF THE PUBLIC WHO ARE
12 PRESENT. WELCOME TO THE MARCH COMMUNICATIONS
13 SUBCOMMITTEE MEETING. THE TEAM APPRECIATES YOUR
14 TIME TODAY TO HEAR ABOUT SOME OF THE RECENT WORK
15 THAT WE'VE BEEN DOING.

16 BEFORE WE BEGIN, HERE'S A REMINDER OF OUR
17 MISSION, WHICH IS TO ACCELERATE WORLD-CLASS SCIENCE
18 TO DELIVER TRANSFORMATIVE REGENERATIVE MEDICINE
19 TREATMENTS IN AN EQUITABLE MANNER TO A DIVERSE
20 CALIFORNIA AND WORLD.

21 AND I'M ESTEBAN CORTEZ, THE DIRECTOR OF
22 MARKETING COMMUNICATIONS AT CIRM. I'M PART OF A
23 SMALL, BUT MIGHTY TEAM THAT LEADS AND SUPPORTS THE
24 ENTIRE AGENCY WITH VARIOUS MARKETING COMMUNICATIONS
25 INITIATIVES AND CHANNEL MANAGEMENT. THIS INCLUDES

BETH C. DRAIN, CA CSR NO. 7152

1 EXTERNAL AND INTERNAL COMMUNICATIONS, SOCIAL MEDIA,
2 EMAIL MARKETING, PRINT PUBLICATIONS LIKE OUR ANNUAL
3 REPORT, MANAGING OUR WEBSITE AND BLOG, MEDIA, AND
4 PRESS, AS WELL AS SUPPORTING WITH COMMUNITY OUTREACH
5 EFFORTS.

6 AND BEFORE WE START, I WOULD ALSO LIKE TO
7 RECOGNIZE SOME OTHER TEAM MEMBERS. KATIE SHARIFY,
8 WHO ISN'T PRESENT HERE TODAY, OUR COMMUNICATIONS
9 TEAM COORDINATOR; AND CHRISTINA SMITH, OUR SOCIAL
10 MEDIA AND CONTENT SPECIALIST. THEY'VE BEEN
11 INSTRUMENTAL IN DRIVING OUR MISSION FORWARD AND A
12 LOT OF THESE EFFORTS WE'RE GOING TO TALK ABOUT
13 TODAY.

14 SO WE HAVE TWO AGENDA ITEMS TODAY. THE
15 FIRST IS AN UPDATE ON OUR COMMUNICATIONS STRATEGY IN
16 RESPONSE TO RECENT FEDERAL DEVELOPMENTS FOLLOWED BY
17 QUICK UPDATES ON OTHER COMMUNICATIONS INITIATIVES
18 THAT WE'VE BEEN WORKING ON.

19 SO, OF COURSE, WE'D LIKE TO START BY
20 TALKING ABOUT OUR APPROACH TO KEEPING OUR AUDIENCES
21 INFORMED ABOUT CIRM'S ROLE IN LIGHT OF RECENT
22 FEDERAL DEVELOPMENTS. WE'RE ALL AWARE THERE HAVE
23 BEEN A FLURRY OF EXECUTIVE ORDERS THAT, IF
24 IMPLEMENTED, CAN HAVE DRASTIC EFFECTS ON THE
25 SCIENTIFIC COMMUNITY, INCLUDING MANY CIRM-FUNDED

BETH C. DRAIN, CA CSR NO. 7152

1 RESEARCHERS AND INSTITUTIONS.

2 AND J.T. WILL NOW GIVE AN UPDATE ON SOME
3 OF THE DEVELOPMENTS THAT WE'VE BEEN FOLLOWING. I'LL
4 HAND IT OFF TO YOU, J.T.

5 DR. THOMAS: THANK YOU, ESTEBAN. MADAM
6 CHAIR, MADAM CO-CHAIR, MEMBERS OF THE SUBCOMMITTEE,
7 CIRM TEAM, AND MEMBERS OF THE PUBLIC, BEFORE I GIVE
8 A FEW OPENING REMARKS, I WANTED TO LET THE
9 SUBCOMMITTEE KNOW THAT WE HAVE POSTED THE JOB
10 DESCRIPTION FOR THE SENIOR DIRECTOR OF
11 COMMUNICATIONS WHOSE PRINCIPAL RESPONSIBILITY WILL
12 BE TO DEVELOP AND IMPLEMENT A COMPREHENSIVE
13 STRATEGIC COMMUNICATION PLAN TO REACH AND INFORM
14 CIRM'S MANY AND VARIED STAKEHOLDER GROUPS.

15 WE HAVE IN A SHORT TIME ALREADY RECEIVED
16 25 APPLICATIONS AND EXPECT MORE IN THE DAYS AHEAD.
17 WE'LL KEEP YOU POSTED AS THE PROCESS PROCEEDS.

18 IN THE TWO MONTHS SINCE THE NEW
19 ADMINISTRATION TOOK OFFICE, SEVERAL ACTIONS HAVE
20 RAISED SERIOUS CONCERNS ABOUT THE FUTURE OF
21 SCIENTIFIC RESEARCH IN THE UNITED STATES, INCLUDING
22 SIGNIFICANT FUNDING CUTS TO SCIENTIFIC INSTITUTIONS,
23 THE APPOINTMENT OF INDIVIDUALS TO KEY HEALTH AND
24 SCIENTIFIC PHYSICIANS WHO MAY NOT FULLY VALUE THE
25 IMPORTANCE OF SCIENCE, CHANGES TO FUNDING STRUCTURES

BETH C. DRAIN, CA CSR NO. 7152

1 THAT COULD HINDER SCIENTIFIC PROGRESS, AND EFFORTS
2 TO BAN DEI PROGRAMS THAT COULD UNDERCUT THE
3 DEVELOPMENT OF TREATMENTS FOR UNDERSERVED
4 COMMUNITIES.

5 WE AT CIRM UNDERSTAND THE UNCERTAINTY
6 AROUND HOW THESE FEDERAL DEVELOPMENTS ARE IMPACTING
7 THE SCIENTIFIC AND PATIENT COMMUNITIES. THIS
8 AMBIGUITY CAN BE CHALLENGING, ESPECIALLY ON
9 RESEARCHERS AND INSTITUTIONS THAT RELY ON A STABLE
10 FUNDING ENVIRONMENT TO DRIVE SCIENTIFIC PROGRESS.

11 WE ARE CLOSELY MONITORING, WITH THE HELP
12 OF POLICY PARTNERS, THE EVOLVING LANDSCAPE IN
13 WASHINGTON, D.C. CIRM REMAINS RESOLUTE AND FULLY
14 COMMITTED TO SUPPORTING CALIFORNIA'S RESEARCH
15 COMMUNITY AND TO ADVANCING INNOVATIVE REGENERATIVE
16 MEDICINE THERAPIES TO PEOPLE ACROSS THE STATE.

17 LATER THIS MONTH THE BOARD WILL BE
18 CONSIDERING FOUR CONCEPT PLANS APPROVED LAST FALL AS
19 PART OF OUR STRATEGIC ALLOCATION FRAMEWORK.
20 APPLICATIONS FOR DISCOVERY, PRECLINICAL DEVELOPMENT,
21 AND CLINICAL PROGRAMS ARE EXPECTED TO OPEN IN THE
22 SPRING WITH DEADLINES THROUGHOUT THE SUMMER AND
23 FALL. COMBINED THIS FIRST ROUND OF FUNDING PROGRAMS
24 WILL PROVIDE MORE THAN 425 MILLION TO SUPPORT DOZENS
25 OF NEW CELL AND GENE THERAPY RESEARCH PROJECTS.

BETH C. DRAIN, CA CSR NO. 7152

1 WITH PARTICULAR RESPECT TO DEI, IT HAS
2 LONG BEEN CIRM POLICY THAT THE ONLY WAY TO DEVELOP
3 CELL AND GENE THERAPIES FOR ALL CALIFORNIANS IS TO
4 MAKE SURE THAT CLINICAL TRIALS INVOLVE PATIENTS FROM
5 ALL AFFECTED COMMUNITIES. ACCORDINGLY, CLINICAL
6 GRANT APPLICATIONS ARE RIGOROUSLY JUDGED BOTH ON
7 SCIENTIFIC MERIT AND THE GAME PLAN TO RECRUIT AND
8 TREAT PATIENTS FROM ALL SUCH COMMUNITIES ON THE
9 SPECIFIC DISEASES UNDER REVIEW.

10 WE REMAIN FULLY COMMITTED TO ENSURING
11 DIVERSE REPRESENTATION IN ADDITION IN OUR EDUCATION
12 AND TRAINING PROGRAMS. THESE PROGRAMS ARE BUILDING
13 THE NEXT GENERATION OF SCIENTISTS AND INNOVATORS IN
14 THE STATE AND EQUIPPING THEM WITH THE SKILLS NEEDED
15 TO LEAD IN REGENERATIVE MEDICINE.

16 OUR INVESTMENT INTO THESE EDUCATION AND
17 MENTORSHIP OF THESE FUTURE SCIENTIFIC LEADERS IS
18 CRITICAL TO ENSURING PROGRESS IN THE FIELD.

19 THE PRINCIPLES BEHIND DEI PERMEATES ALL
20 THAT WE DO AT CIRM. WITHOUT A COMMITMENT TO THOSE
21 PRINCIPLES, WE ARE LESS EFFECTIVE IN OUR OVERALL
22 APPROACH.

23 CIRM STRONGLY OPPOSES THE DISCREDITING OF
24 SCIENCE AND THE ILL-ADVISED ATTEMPT TO STIFLE
25 SCIENTIFIC INGENUITY AND INNOVATION. WE ARE

BETH C. DRAIN, CA CSR NO. 7152

1 FORTUNATE THAT THE CITIZENS OF CALIFORNIA HAVE GIVEN
2 US THE OPPORTUNITY AND PRIVILEGE TO CONTINUE TO LEAD
3 THE WAY IN ACCELERATING WORLD-CLASS SCIENCE AND
4 INTEND FULLY IN THE YEARS AHEAD TO DO JUST THAT. AS
5 WE EMBARK ON OUR THIRD DECADE, FACING AN UNCERTAIN
6 FEDERAL LANDSCAPE, WE'LL CONTINUE TO CHAMPION
7 REGENERATIVE MEDICINE IN CALIFORNIA AND CONTRIBUTE
8 TO THE STATE'S LEADERSHIP IN GLOBAL SCIENTIFIC
9 BREAKTHROUGHS.

10 IT IS ABSOLUTELY CRITICAL THAT OUR
11 STAKEHOLDERS KNOW WE REMAIN COMMITTED TO THESE
12 VALUES, PROGRAMS, AND INITIATIVES. THAT'S WHY I AND
13 CIRM LEADERSHIP WILL WORK CLOSELY WITH
14 COMMUNICATIONS AND THE BOARD TO ENSURE THAT WE ARE
15 ALIGNED IN OUR STANCE AND HOW WE COMMUNICATE THESE
16 IMPORTANT UPDATES.

17 ESTEBAN AND HIS TEAM HAVE DEVELOPED A
18 STRATEGY THAT WILL EMPHASIZE SOME OF THESE MESSAGES
19 WHICH YOU ARE ABOUT TO HEAR. WE LOOK FORWARD TO
20 HEARING YOUR FEEDBACK AND SUGGESTIONS. THANK YOU.
21 AND OVER TO ESTEBAN.

22 MR. CORTEZ: THANK YOU, J.T.

23 SO WHILE WE RECOGNIZE THAT THESE THINGS
24 ARE COMING TO US AT A RAPID PACE AND THINGS CHANGE
25 WEEK BY WEEK AND DAY BY DAY, THE COMMUNICATIONS

BETH C. DRAIN, CA CSR NO. 7152

1 TEAM, OF COURSE, WILL BE HERE TO SUPPORT J.T. AND
2 THE EXECUTIVE TEAM IN DELIVERING THESE IMPORTANT
3 MESSAGES AND UPDATES TO OUR AUDIENCES, AS J.T. JUST
4 MENTIONED.

5 THIS, OF COURSE, INCLUDES LAUNCHING EMAILS
6 IN A TIMELY MANNER, POSTING SOCIAL MEDIA UPDATES,
7 RELEASING STATEMENTS, RESPONSES WHEN NEEDED TO
8 SUPPORT LEADERSHIP'S VISION, AS WELL AS THE ENTIRE
9 AGENCY.

10 I WILL BE PRESENTING A COMPREHENSIVE
11 COMMUNICATIONS STRATEGY IN RESPONSE TO THESE
12 DEVELOPMENTS AND TO OUTLINE HOW CIRM WILL THROUGH
13 ITS COMMUNICATION EFFORTS CONTINUE TO ENGAGE WITH
14 STAKEHOLDERS AND REINFORCE OUR MISSION IN LIGHT OF
15 THESE CHANGES.

16 SO AMIDST ALL OF THIS UNCERTAINTY, CIRM
17 HAS A UNIQUE OPPORTUNITY TO POSITION ITSELF AS A
18 PROACTIVE LEADER. OUR ROLE AS A KEY RESEARCH
19 FUNDER, OUR ADVOCACY FOR SCIENTIFIC INNOVATION, AND
20 OUR COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION
21 IN SCIENCE PUTS US IN A STRONG POSITION TO NAVIGATE
22 SOME OF THESE CHALLENGES. SO AT CIRM OUR MISSION TO
23 ACCELERATE WORLD-CLASS SCIENCE REMAINS UNSHAKEN, AND
24 THAT'S WHY OUR COMMUNICATION EFFORTS MUST REFLECT
25 THIS COMMITMENT.

BETH C. DRAIN, CA CSR NO. 7152

1 SO OUR COMMUNICATIONS STRATEGY, WHICH WAS
2 PROVIDED TO YOU IN THE AGENDA, IS DESIGNED TO ENSURE
3 THAT WE MEET SEVERAL KEY OBJECTIVES. FIRST, WE WANT
4 TO EMPHASIZE CIRM'S LEADERSHIP ROLE IN REGENERATIVE
5 MEDICINE AND UNDERScore CALIFORNIA'S CRITICAL
6 POSITION IN ADVANCING SCIENTIFIC RESEARCH. WE WILL
7 ALSO REASSURE STAKEHOLDERS THAT CIRM'S STRATEGIC
8 IMPACT GOALS AND MISSION REMAIN UNCHANGED DESPITE
9 ALL OF THESE FEDERAL POLICY SHIFTS. WE WILL
10 EMPHASIZE THE VALUE OF SCIENCE AND THE ONGOING NEED
11 FOR INVESTMENT IN RESEARCH. WE'LL REAFFIRM CIRM'S
12 COMMITMENT TO INCLUSIVITY, EMPHASIZING THE
13 IMPORTANCE OF DIVERSITY AND INCLUSION IN DRIVING
14 SCIENTIFIC EXCELLENCE AND EQUITABLE ACCESS TO
15 THERAPIES. AND WE WILL CONTINUE TO MAINTAIN AND
16 DEEPEN OUR RELATIONSHIPS WITH KEY STAKEHOLDERS,
17 INCLUDING RESEARCHERS, PATIENT ADVOCACY GROUPS,
18 ELECTED OFFICIALS, THE BROADER SCIENTIFIC COMMUNITY,
19 AND, OF COURSE, THE GENERAL PUBLIC.

20 SO THESE OBJECTIVES WILL GUIDE OUR
21 STRATEGY AND ENSURE THAT WE COMMUNICATE CLEARLY AND
22 EFFECTIVELY DURING THIS TIME AND MOVING FORWARD.

23 THROUGH OUR COMMUNICATIONS EFFORTS, WE
24 WILL REACH A WIDE RANGE OF AUDIENCES, INCLUDING CIRM
25 STAFF AND BOARD, CIRM AWARDEES AND APPLICANTS, THE

BETH C. DRAIN, CA CSR NO. 7152

1 REGENERATIVE MEDICINE SCIENTIFIC COMMUNITY, PATIENT
2 ADVOCACY GROUPS, KEY GOVERNMENT OFFICIALS AND
3 AGENCIES, AND THE GENERAL PUBLIC. BY ALIGNING OUR
4 MESSAGES WITH THESE AUDIENCES, WE CAN BUILD SUPPORT,
5 FOSTER COLLABORATION, AND ENSURE THAT CIRM'S MISSION
6 REMAINS STRONG AND VISIBLE.

7 SO TO ENSURE ALIGNMENT AND CONSISTENCY IN
8 OUR COMMUNICATION EFFORTS, WE HAVE DEVELOPED CORE
9 MESSAGING THAT REINFORCES OUR OBJECTIVES IN THE
10 PLAN. IN THE INTEREST OF TIME, I'M NOT GOING TO GO
11 OVER EACH OF THESE MESSAGES IN DETAIL. SO I DO
12 INVITE YOU TO REVIEW FURTHER MESSAGING IN THE
13 PROVIDED PLANNING DOCUMENT AND PROVIDING FEEDBACK AS
14 YOU SEE FIT.

15 A KEY TAKEAWAY THAT I HAVE NOTICED AND
16 THAT WE'VE NOTICED FROM RECENT CONVERSATIONS WITH
17 THE BOARD IS THAT WE REALLY NEED TO REAFFIRM THE
18 STRENGTH AND COMMITMENT OF OUR MISSION. AND WE CAN
19 DO THIS BY CONTINUING TO HIGHLIGHT OUR IMPACT IN
20 CALIFORNIA, HIGHLIGHTING THE RESEARCH WE FUND, AND
21 PROMOTING OUR FUNDING OPPORTUNITIES WIDELY TO THE
22 SCIENTIFIC COMMUNITIES THAT WE SUPPORT.

23 A KEY MESSAGE WE WANT TO EMPHASIZE, FOR
24 EXAMPLE, IS THAT CIRM'S MISSION IS STEADFAST AND
25 GROUNDED IN SCIENTIFIC INTEGRITY, PATIENT ACCESS,

BETH C. DRAIN, CA CSR NO. 7152

1 AND INCLUSIVITY. WE WILL CONTINUE TO LEAD THE WAY
2 IN REGENERATIVE MEDICINE AND REMAIN A RELIABLE
3 PARTNER TO OUR STAKEHOLDERS, ENSURING THAT OUR
4 FUNDING DRIVES GROUNDBREAKING THERAPIES TO REACH
5 PATIENTS WHO NEED THEM MOST.

6 SO USING THAT MESSAGE, FOR EXAMPLE, WE
7 WOULD DEFINITELY ENSURE THAT ALL OF OUR STORIES, OUR
8 CONTENT REFLECTS THAT MESSAGING AND OTHERS
9 IDENTIFIED IN THIS PLAN WHENEVER POSSIBLE. THAT'S
10 WHAT WE'RE GOING TO STRIVE TO DO THROUGH THESE
11 MESSAGES.

12 WE ALSO WANT TO HIGHLIGHT THAT CIRM
13 REMAINS COMMITTED TO CREATING AN INCLUSIVE AND
14 EQUITABLE RESEARCH ENVIRONMENT IN REGENERATIVE
15 MEDICINE, SUPPORTING RESEARCH THAT BENEFITS
16 UNDERREPRESENTED COMMUNITIES, AND ENSURING DIVERSITY
17 IN SCIENTIFIC RESEARCH OUTCOMES. SO THIS PRESENTS,
18 FOR EXAMPLE, AN OPPORTUNITY TO HIGHLIGHT MORE
19 STORIES FROM CIRM-FUNDED RESEARCH, CLINICAL TRIALS,
20 AND OUR EDUCATION PROGRAMS. SO AS WE IDENTIFY THESE
21 STORIES TO SHARE, WE WILL ENSURE THAT THEY REFLECT
22 ALL OF THESE VALUES.

23 AND FINALLY, WE WANT TO ENSURE THAT WE'RE
24 EMPHASIZING THE VALUE OF SCIENCE AND CONTINUED
25 INVESTMENT IN RESEARCH. WE WILL DO THIS BY

BETH C. DRAIN, CA CSR NO. 7152

1 PROMOTING OUR FUNDING OPPORTUNITIES AND AWARDS,
2 COMMUNICATING WHY THE RESEARCH POSITIVELY IMPACTS
3 CALIFORNIA COMMUNITIES.

4 OUR MESSAGING WILL ALSO HIGHLIGHT THE WORK
5 WE'RE DOING TO IMPROVE PATIENT OUTCOMES. AND THIS
6 PRESENTS US WITH OPPORTUNITIES TO FEATURE RECENT
7 INITIATIVES LIKE OUR PATIENT SUPPORT PROGRAM WHICH
8 RECENTLY LAUNCHED AND CASE STUDIES THAT EMPHASIZE
9 THE IMPORTANCE OF ACCESS AND AFFORDABILITY.

10 WE'LL EXECUTE THIS STRATEGY THROUGH A
11 VARIETY OF TACTICS THAT WE'VE IDENTIFIED. ON THE PR
12 SIDE, PUBLIC RELATIONS SIDE, IN ADDITION TO
13 LAUNCHING STATEMENTS AND DEVELOPING TALKING POINTS
14 AS NEEDED, WE WILL ENGAGE WITH CIRM BOARD MEMBERS
15 AND MEDIA TO AMPLIFY OUR MESSAGES. WE'RE ALREADY
16 SEEING AN INCREASE IN MEDIA COVERAGE OVER THE PAST
17 FEW WEEKS SINCE MANY OF THESE FEDERAL CHANGES HAVE
18 TAKEN EFFECT. SO WE'LL TAKE THIS AS AN OPPORTUNITY
19 TO CONTINUE TO REFINE THE MEDIA STRATEGY WITH
20 LEADERSHIP. WE'LL ALSO BE REACHING OUT TO BOARD
21 MEMBERS ABOUT WAYS YOU CAN LEND YOUR VOICE TO THESE
22 EFFORTS BY PROVIDING TESTIMONIALS, QUOTES, AND
23 STATEMENTS.

24 WE'RE ALSO SEEING MORE ENGAGEMENT ON
25 SOCIAL MEDIA, ESPECIALLY AS IT RELATES TO CIRM

BETH C. DRAIN, CA CSR NO. 7152

1 FUNDING ANNOUNCEMENTS. OUR AUDIENCES RECOGNIZE THE
2 IMPORTANCE OF CONTINUED FUNDING ESPECIALLY DURING
3 THIS TIME. SO WE WILL SHARE RECURRING UPDATES ON
4 OUR SOCIAL CHANNELS THAT REALLY HIGHLIGHT OUR
5 CONTINUED FUNDING COMMITMENT.

6 WE'LL ALSO CONTINUE TO FIND OPPORTUNITIES
7 TO MEET COMMUNITIES WHERE THEY ARE AND IDENTIFY
8 ONLINE PLATFORMS, COMMUNITY GROUPS, AND FORUMS TO
9 SHARE RELEVANT UPDATES AND JOIN THE CONVERSATION ON
10 THESE IMPORTANT TOPICS.

11 BUILDING ON THE MOMENTUM OF OUR NEW
12 WEBSITE, WHICH I'LL HIGHLIGHT MOMENTARILY, AN
13 INCREASED ENGAGEMENT ON SOCIAL MEDIA PLATFORMS LIKE
14 LINKEDIN, WE WILL, OF COURSE, UTILIZE OUR DIGITAL
15 AND PRINT CHANNELS TO CONTINUE SHARING RELEVANT
16 UPDATES TO OUR AUDIENCES. THIS INCLUDES BUILDING
17 DEDICATED LANDING PAGES FOR IMPORTANT ANNOUNCEMENTS,
18 UPDATING OUR BLOG REGULARLY, AND DEVELOPING
19 COLLATERAL WHICH REINFORCES THESE KEY MESSAGES AT
20 OUR OUTREACH EVENTS.

21 WE RECOGNIZE THAT THIS IS A LOT OF WORK
22 FOR A SMALL TEAM. SO TO ENSURE THAT WE CAN BE
23 RESPONSIVE, WE HAVE ON-BOARDED ADDITIONAL WRITING
24 SUPPORT FROM A FORMER CIRM STAFFER TURNED
25 CONSULTANT, AMY ADAMS, IN HELPING US DRIVE SOME OF

BETH C. DRAIN, CA CSR NO. 7152

1 THIS CONTENT. WE REALLY LOOK FORWARD TO WORKING
2 WITH HER, CIRM STAFF, AND MANY OF YOU TO HELP US
3 DRIVE THIS STRATEGY.

4 SO WHILE I DIDN'T COVER EACH KEY MESSAGE
5 AND TACTIC IN DETAIL FOR THE SAKE OF TIME, THE
6 COMMUNICATIONS TEAM APPRECIATES HEARING YOUR
7 FEEDBACK ON THIS APPROACH. SPECIFICALLY, WE'D LIKE
8 TO HEAR WHETHER YOU FEEL THERE ARE ANY OTHER KEY
9 MESSAGES WE SHOULD EMPHASIZE OR IF THERE ARE ANY
10 OTHER KEY COMMUNICATION STRATEGIES TO CONSIDER. WE
11 VALUE YOUR FEEDBACK. SO I'D LIKE TO OPEN IT UP FOR
12 DISCUSSION.

13 MR. TOCHER: GEORGE BLUMENTHAL.

14 DR. BLUMENTHAL: THANK YOU. FIRST OF ALL,
15 THANK YOU VERY MUCH. THAT WAS A GREAT PRESENTATION.
16 I VERY MUCH LIKE HEARING ABOUT HOW WE ARE PRESENTING
17 OURSELVES, PARTICULARLY IN RESPONSE TO WHAT'S TAKING
18 PLACE AT THE NATIONAL LEVEL. SO I THINK THAT'S ALL
19 GOOD, AND I THINK IT'S REALLY IMPORTANT THAT WE GET
20 OUT THE MESSAGE THAT BASICALLY WE ARE NOT CRAZY
21 CATS. WE ARE ACTUALLY A GROUP THAT'S SCIENTIFICALLY
22 SOUND, DOING GREAT RESEARCH, AND MAKING SURE THAT
23 IT'S AVAILABLE.

24 AND I GUESS THE ONLY OTHER THING THAT I
25 WOULD ADD IS THAT, AS TIME GOES ON OVER THE NEXT

BETH C. DRAIN, CA CSR NO. 7152

1 COUPLE YEARS, IT MAY VERY WELL BE THAT CIRM MIGHT
2 HAVE AN AUDIENCE FOR OUR COMMUNICATIONS WHICH IS
3 BROADER THAN CALIFORNIA BECAUSE I THINK CONTRAST
4 WILL BE DRAWN BETWEEN WHAT HAPPENS IN CALIFORNIA AND
5 WHAT'S HAPPENING ON THE NATIONAL SCENE.

6 SO I WOULD ENCOURAGE YOU TO BE PREPARED
7 FOR THAT AND TO TAKE ADVANTAGE OF WHAT OPPORTUNITIES
8 ARISE. BUT OTHER THAN THAT, I'M VERY PLEASED WITH
9 THE DIRECTION THIS IS TAKING.

10 MR. CORTEZ: THANK YOU, GEORGE.
11 APPRECIATE THAT.

12 CHAIRPERSON DURON: CHRISTINE.

13 DR. MIASKOWSKI: I THINK KIM WAS BEFORE
14 ME. SO, KIM, IF YOU WANT TO GO FIRST.

15 CHAIRPERSON DURON: SHE HAS A PALE HAND.

16 DR. BARRETT: I'M VERY PALE. YES, THANK
17 YOU.

18 I REITERATE GEORGE'S COMMENTS ABOUT HOW
19 HELPFUL THIS PRESENTATION WAS. I THINK WE'RE GOING
20 TO NEED TO BE EXTREMELY NIMBLE GIVEN THE RAPID PACE
21 OF CHANGES AND REALLY STAY IN THE LOOP BECAUSE I
22 THINK THERE IS A THREAT TO CRITICAL INFRASTRUCTURE
23 THAT COULD HAVE THE POTENTIAL TO IMPACT IN A SORT OF
24 KNOCK-ON WAY CIRM PROGRAMS.

25 FOR EXAMPLE, WE JUST LEARNED LATE LAST

BETH C. DRAIN, CA CSR NO. 7152

1 WEEK -- NOW, THIS IS OUTSIDE OF CALIFORNIA -- BUT
2 THE UNIVERSITY OF UTAH HAD THEIR CTSA GRANT
3 CANCELED, NOT BECAUSE THEY DIDN'T COMPETE
4 SUCCESSFULLY FOR RENEWAL, BUT IN THE MIDDLE OF THE
5 FUNDING CYCLE. AND THEY HAVE 30 DAYS TO APPEAL.
6 AND THE GENERAL MESSAGE WAS THAT THERE WAS TOO MUCH
7 EMPHASIS ON DIVERSITY IN THEIR APPLICATION.

8 NOW, EVERY CTSA HAS AN EMPHASIS ON
9 DIVERSITY BECAUSE THAT WAS WHAT WAS REQUIRED. AND
10 SO I THINK WE HAVE TO BE VERY VIGILANT ABOUT THE
11 IMPACT THAT LOSING ALL OF THAT SORT OF CLINICAL AND
12 TRANSLATIONAL RESEARCH INFRASTRUCTURE MIGHT HAVE ON
13 INSTITUTIONS' ABILITY TO DO THINGS.

14 AND THEN IN TERMS OF THE PIPELINE, WE ARE
15 HEARING SO MANY INSTITUTIONS THAT ARE EITHER
16 LIMITING OR RESCINDING EVEN THE ADMISSION OF
17 GRADUATE STUDENTS, PARTICULARLY IN THE SCIENCES.
18 AND THAT MEANS THAT A WHOLE GROUP OF TRAINEES MAY
19 NOT BE AVAILABLE TO WORK ON PROBLEMS THAT RELATE TO
20 THE CIRM MISSION.

21 SO I KNOW YOU'RE DOING THIS, BUT WE JUST
22 NEED TO KEEP OUR EYES OPEN.

23 MR. CORTEZ: THANK YOU.

24 CHAIRPERSON DURON: CHRISTINE.

25 DR. MIASKOWSKI: I AGREE AND WANT TO

BETH C. DRAIN, CA CSR NO. 7152

1 FOLLOW UP ON WHAT KIM WAS SAYING. I THINK IN TERMS
2 OF THE MESSAGING, ONE OF THE KEY THINGS TO EMPHASIZE
3 IS THE IMPORTANCE OF SCIENCE AND HOW WE'RE
4 REINFORCING THAT.

5 BUT THE OTHER THOUGHT I HAD, AND THIS MAY
6 BE SOMEWHAT OUTLANDISH -- GIVEN THE TIMES WE'RE IN,
7 I THINK IT'S PRETTY OUTLANDISH TIMES -- IS SOME OF
8 THE THERAPIES THAT WE'RE GOING TO DEVELOP ARE BEST
9 SUITED FOR PEOPLE FROM UNDERSERVED GROUPS OR FROM A
10 MINORITY BACKGROUND. AND MY QUESTION IS, AND I
11 DON'T EVEN KNOW IF THIS IS A REASONABLE QUESTION,
12 GIVEN THE ADMINISTRATION'S FOCUS, DO YOU THINK THERE
13 WILL BE ANY PUSHBACK FROM THE FDA TO APPROVE THESE
14 PRODUCTS? AND CAN WE THINK ABOUT -- DO WE NEED TO
15 THINK ABOUT WAYS TO APPROACH THAT IF IT SHOULD
16 OCCUR? MAYBE THAT'S WAY FARFETCHED, BUT...

17 CHAIRPERSON DURON: GIVEN THE
18 ADMINISTRATION, I DON'T THINK ANYTHING IS FARFETCHED
19 ANYMORE, CHRISTINE.

20 DR. MIASKOWSKI: MAYBE WE HAVE TO PUT IT
21 ON OUR THINK TANK LIST.

22 CHAIRPERSON DURON: WE HAVE TO LOOK AT ALL
23 THE ANGLES.

24 VICE CHAIR BONNEVILLE: THAT'S INFORMATION
25 THAT I CAN KEEP UP WITH AND SEND TO YOU AS I HEAR

BETH C. DRAIN, CA CSR NO. 7152

1 MORE AROUND THINGS THAT ARE GOING ON IN DC. I THINK
2 WHAT WE'RE SEEING IS ACTUALLY THAT THEY'RE VEERING
3 TOWARDS LESS REGULATION, NOT MORE. AND HOW THAT
4 IMPACTS US I DON'T KNOW YET, BUT THERE'S SOME
5 ARTICLES THAT HAVE COME UP AROUND THE MEETING THAT
6 RFK, JR. HAD AROUND REGENERATIVE MEDICINE. AND WE
7 HAVE SOME MORE FEEDBACK ON THAT. AS IT COMES IN,
8 I'LL BE SURE TO SHARE IT WITH YOU ALL.

9 DR. MIASKOWSKI: THAT WOULD BE GREAT.

10 CHAIRPERSON DURON: TO YOUR POINT,
11 CHRISTINE, AND TO WHAT HAS BEEN SAID, I THINK I HAVE
12 BEEN OUT THERE ON THE HUSTINGS AND MANY DIFFERENT
13 KINDS OF MEETINGS, A LOT OF IT, OF COURSE, DRIVING
14 HEALTH DEVELOPMENT, HEALTH TICK DEVELOPMENT, AI, AND
15 ET CETERA, ET CETERA. AND I HAVE TO -- I KEEP
16 REMINDING THEM THAT THE COMMUNITIES THAT HAVE BEEN
17 SO EASILY ERASED OFF THE BLACKBOARD BY THE
18 ADMINISTRATION WHEN THEY DETERMINED TO DO AWAY WITH
19 THE CONVERSATION ON DEI OR ANY RECOGNITION OF IT IS
20 THAT ALL OF THESE COMMUNITIES ARE NECESSARY TO THE
21 ECONOMIC VITALITY OF THIS COUNTRY.

22 AND IF THIS COMMUNITY WERE, SPEAKING AT
23 MORE BROADLY, NEEDS TO HEAR ANYTHING, I KNOW WE
24 CAN'T APPEAL TO THEIR SOCIAL CONSCIENCE, THEIR
25 MORALITY, OR THEIR ETHICS, THEN WE NEED TO APPEAL TO

BETH C. DRAIN, CA CSR NO. 7152

1 THE POCKETBOOK.

2 SO HOW CAN WE PUT THOSE ISSUES TOGETHER,
3 ESTEBAN, WITH THAT UNDERLYING NOTION THAT THESE ARE
4 YOUR CONSUMERS, THESE ARE YOUR FUTURE WORKFORCE, OR
5 PART OF YOUR CURRENT WORKFORCE, THESE ARE YOUR NEW
6 TECH LEADERS? IF WE CAN SOMEHOW BROADEN OUR
7 MESSAGING TO HIT -- SERVE THEM WHERE THEY LIVE AND
8 MAKE THEM RETHINK THIS ISSUE OF DIVERSITY AND WHY IT
9 IS CRITICAL, THEN I THINK WE CAN HAVE GREATER IMPACT
10 THAN JUST TRYING TO APPEAL TO THEIR SOCIAL
11 CONSCIENCE.

12 SO NOT ONLY AM I MOVING IN THAT DIRECTION
13 IN TERMS OF THE LATINO COMMUNITY, BUT I REALLY DO
14 THINK THAT WE AS AN ORGANIZATION NEED TO PUT SOME
15 THINGS OUT FAIRLY QUICKLY AROUND THAT.

16 AND ALSO, I WAS TELLING ESTEBAN WE NEED TO
17 BE NIMBLE. WE NEED TO BE PREPARED TO JUST RESPOND
18 TO SOME OF THE GENERAL GOINGS-ON, BUT CONNECT THEM
19 BACK TO HOW THEY'RE IMPACTING OR RELATE TO OUR WORK.
20 AND I DON'T KNOW IF ANYBODY SAW THAT ERIC GREEN, THE
21 DIRECTOR OF THE NATIONAL HUMAN GENOME RESEARCH
22 INSTITUTE, JUST STEPPED DOWN. AND WHO KNOWS WHO
23 GOES IN HIS PLACE, HOW THAT IMPACTS A VARIETY OF
24 THINGS BEING ADDRESSED IN WASHINGTON.

25 SO I JUST -- WE NEED TO THINK AHEAD OF

BETH C. DRAIN, CA CSR NO. 7152

1 THESE PEOPLE. WE DON'T NEED TO BE PRO- -- SIT AND
2 WAIT. WE NEED TO BE THINKING OUTSIDE THE BOX. AND
3 I THINK EVERYBODY ON THIS COMMITTEE AGREES WITH
4 THAT.

5 I ALSO THINK THAT WE NEED TO GET IN SOME
6 WAYS LIKE KIM AND CHRISTINE AND EVEN ELENA AND
7 LINDA, WE NEED BUY-IN FOR THIS TOUGH, I THINK, VERY
8 OUTWARD STANCE FROM ALL THE ACADEMIC INSTITUTIONS
9 ENGAGED WITH CIRM, THAT IS ON THE BOARD EVEN, SO
10 THAT THEY WILL AGREE WITH US. WE CANNOT SIT BACK.
11 WE CANNOT BE COWED. WE MUST TAKE A VERY STRONG
12 STAND ABOUT THIS ISSUE BECAUSE IT'S GOOD FOR
13 SCIENCE. DIVERSITY IS GOOD FOR SCIENCE AND IT'S
14 GOOD MEDICINE.

15 BUT I KNOW THAT J.T., WHEN WE HAD A
16 CONVERSATION, WAS CONCERNED ABOUT HARMS COMING BACK
17 TO SOME OF THOSE WE FUND. WE KNOW THE INSTITUTIONS
18 ARE UNDER FIRE. AND SO HOW DO WE CAPTURE ALL THIS
19 IN OUR MESSAGING AND BE LEADING THESE CONVERSATIONS
20 AND NOT JUST COMING FROM BEHIND? AND I WOULD
21 SUGGEST, J.T., THAT WE MAKE A SPACE TO HAVE THIS
22 CONVERSATION AT THE NEXT BOARD MEETING DESPITE THE
23 FACT THAT MAYBE WE HAVE A HUGE AGENDA. I REALLY DO
24 THINK WE NEED TO DO THAT. AND I'D LOVE TO HEAR FROM
25 SOME OTHERS OF YOU LIKE LEONDRA AND LINDA AND ELENA.

BETH C. DRAIN, CA CSR NO. 7152

1 MR. CORTEZ: THANK YOU, YSABEL.

2 DR. THOMAS: YSABEL, THE REPORT ON THIS
3 MEETING WILL BE ON THE AGENDA. SO THERE WILL BE AN
4 OPPORTUNITY FOR DISCUSSION.

5 CHAIRPERSON DURON: OKAY. ANYBODY ELSE?

6 DR. MIASKOWSKI: YSABEL, COULD I COMMENT
7 ON THAT?

8 CHAIRPERSON DURON: YES, PLEASE.

9 DR. MIASKOWSKI: I THINK ONE OF THE ISSUES
10 THAT I'M HEARING IN THE -- AT UCSF IS THE POTENTIAL
11 LOSS OF REIMBURSEMENT TO THE HEALTH SYSTEM. AND I
12 WAS IN A MEETING RECENTLY WITH THE NURSE SCIENTISTS
13 FROM THE UC SYSTEM, AND ONE OF THE MEMBERS WAS FROM
14 UC SAN DIEGO. AND AT THE MEETING SHE RECEIVED AN
15 EMAIL SAYING THAT UC SAN DIEGO WAS GOING TO SCRUB
16 THEIR WEBSITES THROUGHOUT THE WHOLE SYSTEM OF ANY
17 REFERENCE TO DIVERSITY, EQUITY, OR INCLUSION.

18 WHAT I'VE HEARD AT UCSF, THE CHANCELLOR
19 KEEPS SENDING OUT AN EMAIL, IS WE'RE GOING TO STICK
20 TO OUR VALUES. BUT I THINK THERE'S GOING TO BE A
21 TENSION -- PERSONALLY, THIS IS MY PERSONAL BELIEF --
22 BETWEEN THE HEALTH SYSTEM WITHIN THE UC SYSTEM AND
23 THE ACADEMIC ENVIRONMENT. AND HOW DO WE NAVIGATE
24 THIS BECAUSE WE WANT TO MAINTAIN THE HEALTH SYSTEM?

25 CHAIRPERSON DURON: EXACTLY.

BETH C. DRAIN, CA CSR NO. 7152

1 DR. MIASKOWSKI: AND IT'S GOING TO BE A
2 REAL, REAL CHALLENGE. I KNOW THERE'S A REAL THREAT
3 TO PROGRAMS THAT SUPPORT GENDER-AFFIRMING SURGERY.
4 THAT'S COME UNDER ATTACK. AND WE'RE GOING TO HAVE
5 TO NEGOTIATE, I THINK, AND BE ALERT, LIKE YOU SAID.

6 CHAIRPERSON DURON: ELENA.

7 DR. FLOWERS: YEAH. I THINK THAT I'LL ADD
8 JUST VERY PRACTICALLY SPEAKING IS THAT I HAVE ALSO
9 SEEN THAT UC IS TAKING THIS UC-WIDE APPROACH AS
10 OPPOSED TO CAMPUS BY CAMPUS. OF COURSE, I'M
11 DISMAYED TO HEAR THAT ABOUT SAN DIEGO. I HAD NOT
12 AND I COMPLETELY AGREE WITH WHAT CHRIS SAID, THAT
13 UCSF IS STAY THE COURSE AS OF NOW. BUT MY
14 SUGGESTION WOULD BE THAT CIRM MIGHT GO TO THE UC
15 LEVEL AS OPPOSED TO INDIVIDUAL CAMPUSES TO REALLY
16 SORT OF BOLSTER. AND I SEE KIM NODDING AS WELL.

17 AND WE DO HAVE DAN BERNAL AS THE NEW HEAD
18 OF GOVERNMENT RELATIONS AT UCSF. SO WE MIGHT HAVE
19 AN INSIDE TRACK ON HOW AND WHERE TO START THOSE
20 CONVERSATIONS. THEY'RE OBVIOUSLY BEING HELD TO A
21 LOT OF ATTORNEY-CLIENT PRIVILEGES. THAT MIGHT HELP
22 US FIGURE OUT THE PATH FORWARD.

23 CHAIRPERSON DURON: WELL, WHEN THERE ARE
24 THREATS TO FUNDING, I KNOW EVERYBODY FLINCHES. BUT
25 WE WORKING ON THE PATIENT ADVOCACY COMMUNITY ARE

BETH C. DRAIN, CA CSR NO. 7152

1 ALWAYS TRYING TO MOVE OUR COMMUNITIES INTO ACCESS TO
2 GREAT PRECISION DIAGNOSTICS AND TREATMENT. AND SO
3 WE KNOW THERE ARE PERCENTAGES OF OUR COMMUNITIES
4 THAT ARE BEING ABLE TO ACCESS COMPREHENSIVE CANCER
5 CENTERS, BUT NOW WE'RE HEARING OBVIOUSLY ONE OF THE
6 BUDGET CUTS IS MEDICAID. AND \$800 BILLION IN
7 MEDICAID IS GOING TO BE ONE OF THOSE THINGS,
8 CHRISTINE, THAT EVEN THOUGH IT'S A SMALL PIECE FOR
9 EACH OF THE COMPREHENSIVE CANCER CENTERS, EVEN
10 THOUGH THEY AMY ONLY BE ABLE TO AFFORD A NUMBER OF
11 PATIENTS BECAUSE IT'S SUCH LOW REIMBURSEMENT, BUT IT
12 STILL SAYS THAT INSTEAD OF US MOVING FORWARD, WE
13 WILL BE FORCED TO MOVE BACKWARDS BY MULTIPLE CUTS,
14 RIGHT. AND HOW DO WE BEGIN TO LOOK AT ALL OF THAT
15 PICTURE AND STILL BE ABLE TO RESPOND WITHOUT FEAR?

16 I'M HAVING ACTUALLY A CONVERSATION WITH
17 DR. ASHWORTH AS PART OF THE COMMUNITY ADVISORY BOARD
18 FOR UCSF. WE'RE MEETING HIM ON THURSDAY. AND I'M
19 ASKING HIM THESE QUESTIONS. AND ONCE AGAIN, TO
20 ELENA'S POINT, IS IT AN INDIVIDUAL POSITION OR IS IT
21 ACROSS BROADLY THE UC'S? IT'S A TOUGH PLACE TO BE,
22 BUT I THINK IN SOME WAYS DO WE HAVE CHOICE BECAUSE
23 IF WE ALLOW THIS LEADERSHIP, WHICH IS SMALL, OUT OF
24 DC TO RUN RAMPANT OVER EVERYTHING WE KNOW, BELIEVE,
25 AND PRACTICE, WHO'S GOING TO WIN? CERTAINLY THERE

BETH C. DRAIN, CA CSR NO. 7152

1 ARE GOING TO BE A TON OF LOSERS IN THIS, AND IT'S
2 GOING TO BE MOSTLY PEOPLE, THE PUBLIC, ET CETERA, ET
3 CETERA.

4 SO LET ME GO TO LEONDRA. I SEE HER HAND
5 IS UP.

6 DR. CLARK-HARVEY: I THINK KIM PUT IT UP
7 AT THE SAME TIME. SO I'LL LET HER GO AHEAD AND I'LL
8 MAKE MY COMMENT IN A SECOND.

9 CHAIRPERSON DURON: IT'S THAT PALE THING
10 AGAIN.

11 DR. BARRETT: YOU DEFINITELY PUT YOUR HAND
12 UP BEFORE ME, LEONDRA. I CAN TELL BECAUSE I'M
13 SECOND ON THE SCREEN.

14 DR. CLARK-HARVEY: IT'S OKAY. IT'S ALL
15 RIGHT. I GUESS I WAS GOING TO TRY TO MAYBE SHIFT IT
16 A LITTLE BIT, THE CONVERSATION A LITTLE BIT, IN THE
17 SENSE THAT I'M GLAD WE'RE DISCUSSING THIS. THIS IS
18 THE REALITY. THIS IS, LIKE I SAID, THE TIMES. AND
19 I DO THINK, OF COURSE, IT IS IMPORTANT TO HAVE OUR
20 VALUES AND BE PRINCIPLED AND TO TAKE A STAND. I
21 WANT IT TO BE INCREDIBLY STRATEGIC. THIS IS UNLIKE
22 THREATS THAT WE'VE SEEN NECESSARILY IN THE PAST
23 BECAUSE OF THE MULTIDIMENSIONAL IMPACT OF IT, RIGHT?
24 THIS ISN'T JUST ONE THING WE'RE FIGHTING. THIS IS
25 EVERYTHING.

BETH C. DRAIN, CA CSR NO. 7152

1 AND SO WITH THAT IN MIND, I WOULD APPEAL
2 TO THIS GROUP TO BE, AND I KNOW YOU WILL, BE VERY
3 STRATEGIC. THIS IS MORE THAN JUST SAYING, NO, WE
4 WON'T. THIS IS, NO, WE WON'T BECAUSE AND WE
5 RECOGNIZE YOUR VALUES. AND WE MAY NEED TO STEP
6 OUTSIDE OF OUR COMFORT ZONE TO APPEAL TO VALUES THAT
7 MAY NOT ON THEIR FACE SEEM TO COMPORT WITH OUR OWN.
8 AND THERE'S A LOT IN THAT. I WON'T GET INTO THIS
9 COMPLETELY, BUT I REALLY DO THINK THAT WE HAVE TO BE
10 VERY CAREFUL HOW WE COMMUNICATE OUR MESSAGING AND
11 OUR STANCE.

12 IT'S MORE THAN JUST SAYING WE'RE OPPOSING
13 THINGS RIGHT NOW. IT REALLY IS TRYING TO FIGURE OUT
14 WHAT MAKES PEOPLE TICK, WHAT THE MESSAGING THAT WILL
15 REACH PEOPLE IS. AND I THINK IT REALLY IS THROUGH
16 OUR PATIENT STORIES, THE FOLKS THAT ARE GETTING
17 SERVICES, THE PEOPLE THAT ARE IN THEIR FAMILIES AND
18 THEIR COMMUNITIES THAT CAN ALSO BE IMPACTED BY THE
19 GOOD THAT SCIENCE DOES. I THINK THAT STORY AND THAT
20 PIECE IS A LOT. IT'S A DIFFERENT WAY OF
21 COMMUNICATING. AND ANYWAYS, I THINK IT'S ALL
22 NECESSARY AND WE NEED TO BE CAREFUL. AND ALSO BE
23 VERY STRATEGIC. SO I THINK THERE'S A LOT OF WORK TO
24 BE DONE.

25 CHAIRPERSON DURON: TO THAT, LEONDRA, THAT

BETH C. DRAIN, CA CSR NO. 7152

1 IS SORT OF PUTTING MY POSITION BETWEEN A ROCK AND A
2 HARD PLACE BECAUSE, WHILE I SIT ON THE CIRM BOARD
3 AND AM VERY SENSITIVE AND ATTUNED, I'M ALSO A
4 PATIENT ADVOCATE WITH A VOICE TRYING TO SPEAK FOR
5 WHOLE GROUPS OF PEOPLE WHO HAVE NOT BEEN
6 ACKNOWLEDGED TO THIS POINT AND NOW THEY'RE BEING
7 ERASED. AND I'M TALKING ABOUT LATINOS AS A GROUP.

8 SO WHEN I GO OUT THERE AND I TAKE A VERY
9 STRONG STAND, DOES THAT COME BACK TO BITE CIRM? AND
10 SHOULD I BE CONCERNED ABOUT THAT BECAUSE I AM -- IF
11 MY VOICE AND THE PEOPLE I WORK FOR AND WHO NEED OUR
12 VOICES OUT THERE FOR THEM, WHO IS MORE IMPORTANT? I
13 MEAN THAT'S -- MAYBE IT'S A FAUSTIAN CONVERSATION.
14 I DON'T KNOW.

15 I FEEL IT'S VERY NECESSARY, VERY NECESSARY
16 TO TAKE A VERY --

17 DR. CLARK-HARVEY: SO LET ME CLARIFY. SO
18 LET ME CLARIFY FOR YOU IF I WASN'T CLEAR ENOUGH,
19 WHICH IS TOTALLY POSSIBLE.

20 I'M NOT SAYING DON'T TAKE YOUR STANCE AND
21 DON'T STAND UP FOR PATIENT COMMUNITIES. I AS AN
22 AFRICAN-AMERICAN, AS A PSYCHOLOGIST, AS A PATIENT
23 ADVOCATE ON THIS BOARD AS WELL VERY MUCH CARE ABOUT
24 THE COMMUNITIES THAT I REPRESENT AND BELONG TO. AND
25 I GUESS WHAT I AM ADVOCATING MORE IS OR ADVOCATING

BETH C. DRAIN, CA CSR NO. 7152

1 IN ADDITION IS TO HAVE A VERY STRATEGIC WAY IN WHICH
2 WE GO ABOUT COMMUNICATING THAT MESSAGE BECAUSE
3 SAYING NO IS IMPORTANT. AND IF WE ARE REALLY TRYING
4 TO CHANGE THE HEARTS, MINDS OF POLICYMAKERS AND
5 FOLKS THAT ARE BEING PRESSURED BY LARGER ENTITIES
6 AND POLITICAL KIND OF REALITIES THAN US, THEN WE
7 HAVE TO THINK EVEN MORE DEEPLY AROUND HOW WE CRAFT
8 OUR MESSAGE SO THAT FOLKS CAN HEAR IT AND ARE REALLY
9 ENCOURAGED TO BE COURAGEOUS ON BEHALF OF THEIR
10 CONSTITUENTS THAT LOOK LIKE THE PEOPLE THAT WE
11 REPRESENT, YSABEL.

12 SO I DON'T THINK I AM DISAGREEING WITH
13 YOU. I AM ADVOCATING FOR CONTINUED CONVERSATION
14 AROUND HOW WE SEND THAT MESSAGING CAREFULLY. I HOPE
15 THAT MAKES SENSE.

16 CHAIRPERSON DURON: IT DOES, BUT PART OF
17 ME IS STILL SAYING TO J.T., DO YOU HAVE CONCERNS
18 ABOUT, FOR INSTANCE, PATIENT ADVOCATES TAKING A
19 STAND THAT YOU FEEL -- MAY FEEL HARMFUL CONSIDERING
20 THAT YOU'RE WORRIED ABOUT A LOT OF INVESTIGATORS
21 THAT WE SUPPORT WHO ARE -- WHOM ARE IN THIS AGENCY
22 THAT DOES LOVE DEI, WHETHER THAT HARMS THEM. SO
23 IT'S KIND OF A SNOWBALL EFFECT. SO IF I'M OUT THERE
24 AND SOMEBODY LOOKS UP, LOOK IT, SHE'S ON THAT GROUP
25 AND OH, OH. I'M OBVIOUSLY VERY OVERT WITH DEI, BUT

BETH C. DRAIN, CA CSR NO. 7152

1 DOES IT COME BACK TO HAUNT SOMEBODY LIKE CIRM
2 BECAUSE OF THE STANCE THAT I TAKE?

3 VICE CHAIR BONNEVILLE: REALLY QUICKLY, I
4 JUST WANT TO INTERJECT. I THINK THIS IS A POLICY
5 CONVERSATION. THIS IS NOT A STRICTLY COMMUNICATIONS
6 CONVERSATION.

7 CHAIRMAN IMBASCIANI: I AGREE.

8 VICE CHAIR BONNEVILLE: THERE ARE THINGS
9 THAT NEED TO BE DISCUSSED AS A FULL BOARD. THERE
10 ARE POSITIONS THAT WILL BE TAKEN PERHAPS, MAYBE NOT.
11 AND THOSE ARE THINGS THAT NEED TO BE DISCUSSED AT
12 THE BOARD AND A POLICY AROUND ALL OF THAT AND THEN
13 HOW WE COMMUNICATE THOSE DECISIONS THAT ARE MADE.

14 I THINK FOR TODAY WHAT THE TEAM WANTED TO
15 LET US KNOW WAS THAT THEY'RE BEING AS RESPONSIVE AS
16 THEY CAN RIGHT NOW WITH THE INFORMATION THEY HAVE
17 OUT OF DC WITH HOW WE WOULD LIKE TO CONTINUE TO MOVE
18 FORWARD, HOW WE STILL HAVE TO BE NIMBLE BASED ON
19 OTHER THINGS THAT MAY OR MAY NOT COME TO THE FOLD,
20 AND THAT WE PLAN ON CONTINUING HAVING THESE
21 CONVERSATIONS.

22 BUT I DO THINK SOME OF THE DECISIONS THAT
23 PERHAPS WILL NEED TO BE MADE MOVING FORWARD ARE
24 THINGS THE FULL BOARD WILL HAVE TO DISCUSS AND
25 POLICIES WILL HAVE TO BE ADOPTED AROUND THEM.

BETH C. DRAIN, CA CSR NO. 7152

1 CHAIRMAN IMBASCIANI: DON'T DISAGREE,
2 MARIA. BUT I DON'T THINK THAT IF WE DON'T BRING
3 THEM UP THEY'RE GOING TO NECESSARILY END UP AT THE
4 BOARD. AND THAT'S WHY I ASKED ARE WE GOING TO TAKE
5 THIS TO THE BOARD.

6 VICE CHAIR BONNEVILLE: I THINK THEY WILL.

7 CHAIRPERSON DURON: AND I UNDERSTAND IT.
8 BUT I MEAN THIS IS THE COMMUNICATIONS SUBCOMMITTEE,
9 AND WE SHOULD BE TALKING ABOUT THESE ISSUES SO THAT
10 THEY GET TO THE BOARD. AND THOSE WHO LEAD THE
11 DISCUSSIONS LIKE J.T. AND ESTEBAN, WHEN HE STEPS UP
12 TO THE PLATE, SHOULD KNOW WHAT THE SUBCOMMITTEE WAS
13 THINKING AND HOW WE SAW IT AND OUR POB'S, EVEN SOME
14 OF THE DISCREPANCIES IN OUR POB'S, SO THAT THERE'S A
15 FULL, ROUNDED CONVERSATION AND THEN LEAD TOWARDS
16 POLICY DECISIONS. SO I THINK THIS IS REALLY AN
17 IMPORTANT PLACE TO HAVE THIS CONVERSATION.

18 VICE CHAIR BONNEVILLE: I'M NOT SUGGESTING
19 OTHERWISE. I'M JUST ADDRESSING THESE ARE POLICY
20 DECISIONS TO BE MADE, NOT STRICTLY HOW WE
21 COMMUNICATE.

22 CHAIRPERSON DURON: THAT'S FINE. OKAY.
23 SO ANYBODY ELSE WITH A COMMENT SO THAT WE CAN MOVE
24 TO NEXT?

25 DR. BARRETT: I DO HAVE ONE.

BETH C. DRAIN, CA CSR NO. 7152

1 CHAIRPERSON DURON: OH, I'M SORRY, KIM.
2 GO AHEAD.

3 DR. BARRETT: SO I THINK TO UNDERSCORE
4 WHAT CHRIS SAID, WE ARE DEFINITELY GETTING DIRECTION
5 TO REALLY LOOK TO THE OFFICE OF THE PRESIDENT FOR
6 COMMUNICATIONS. I CAN REPORT THAT AS OF YET UC
7 DAVIS HAS NOT REMOVED ANYTHING FROM OUR WEBSITES
8 RELATED TO DIVERSITY. AND I'M KIND OF HORRIFIED TO
9 HEAR THAT AT SAN DIEGO, MY FORMER INSTITUTION.

10 BUT I THINK THE OTHER THING THAT THE
11 SITUATION IS TEACHING US IS THE IMPORTANCE OF
12 COALITIONS. AND SO MAYBE SOME OUTREACH TO THE
13 OFFICE OF THE PRESIDENT, EITHER DAVE RUBIN OR DEENA
14 MCRAE ON THE ACADEMIC SIDE OF UC HEALTH, BECAUSE
15 WE'VE NOTICED FOR THINGS LIKE THE INJUNCTION FOR THE
16 INDIRECT COST RATE, THAT WAS A COALITION OF STATES.
17 IT INVOLVED AAMC. I THINK CIRM NEEDS TO BE AT THE
18 TABLE. THIS IS SUCH AN IMPORTANT AGENCY.

19 CHAIRPERSON DURON: OKAY. ANYBODY ELSE?
20 OKAY. SO BACK TO YOU, ESTEBAN.

21 MR. CORTEZ: WELL, THANK YOU ALL FOR THAT
22 VALUABLE FEEDBACK AND DISCUSSION. REALLY APPRECIATE
23 IT.

24 AND TO FINISH OFF THIS MEETING, I'M JUST
25 GOING TO PROVIDE SOME QUICK UPDATES ON OTHER

BETH C. DRAIN, CA CSR NO. 7152

1 COMMUNICATIONS EFFORTS FROM THE LAST TIME THAT WE
2 MET.

3 SO IN FEBRUARY WE WERE THRILLED TO FINALLY
4 LAUNCH OUR NEW WEBSITE, A YEAR-LONG PROJECT THAT HAS
5 RESULTED IN AN IMPROVED WEBSITE WITH BETTER
6 NAVIGATION, MODERN DESIGN, AND CONSISTENT BRANDING.
7 UNFORTUNATELY, I WON'T HAVE THE TIME TO GIVE A
8 PREVIEW TODAY, BUT I REALLY INVITE YOU ALL TO GO
9 CHECK IT OUT IF YOU HAVEN'T SEEN IT ALREADY.

10 THE NEW WEBSITE HAS IMPROVED ACCESSIBILITY
11 FEATURES. WE ARE ACTIVELY WORKING TO ROLL OUT MORE,
12 INCLUDING IMPROVEMENTS TO OUR GRANTS FEEDS, THE
13 ADDITION OF AN ACCESSIBILITY WIDGET AS WELL. SO I
14 REALLY INVITE YOU ALL TO GO CHECK THAT OUT. IF YOU
15 HAVE ANY QUESTIONS OR FEEDBACK, PLEASE FEEL FREE TO
16 REACH OUT.

17 AND I REALLY WANT TO RECOGNIZE AND SHOUT
18 OUT TO THE MANY TEAMS HERE AT CIRM WHO SUPPORTED
19 WITH THIS LAUNCH AS WELL AS OUR WEB DEVELOPERS,
20 DOWITCHER DESIGNS. AND I'D REALLY LIKE TO RECOGNIZE
21 THE MANY, MANY HOURS PUT INTO THIS PROJECT BY
22 CHRISTINA SMITH AND KATIE SHARIFY ON THE
23 COMMUNICATIONS TEAM AS WELL AS ADITI DESAI WHO
24 HELPED WITH THE EARLY DEVELOPMENT PHASES. THIS
25 PROJECT WOULDN'T HAVE BEEN POSSIBLE WITHOUT THEIR

BETH C. DRAIN, CA CSR NO. 7152

1 SUPPORT.

2 AND JUST ONE REALLY QUICK NOTE ON THE
3 WEBSITE IS THAT I THINK THAT WITH THIS NEW LAUNCH,
4 IT REALLY OPENS UP THE WAY THAT WE CAN REALLY
5 CONTINUE TO SHARE SOME OF THESE UPDATES THAT WE
6 TALKED ABOUT EARLIER AND REALLY TELL THAT CALIFORNIA
7 STORY AND REALLY HIGHLIGHT OUR IMPACT. SO WE ARE
8 REALLY EXCITED TO MOVE FORWARD WITH IT.

9 AND WE HAVE ALSO ATTENDED SEVERAL EVENTS
10 SINCE WE LAST MET IN DECEMBER. SOME KEY EVENTS
11 INCLUDE A COUPLE OF ROTARY CLUB MEETINGS. IN
12 JANUARY, FOR EXAMPLE, CHRISTINA AND I ATTENDED THE
13 FREMONT ROTARY CLUB WHERE WE GAVE AN OVERVIEW OF OUR
14 MISSION, HIGHLIGHTED SOME PATIENT STORIES, AS WELL
15 AS CIRM-FUNDED RESEARCH. THERE WERE ABOUT 20 PEOPLE
16 IN ATTENDANCE THERE, INCLUDING NON-PROFIT LEADERS,
17 LOCAL BUSINESS OWNERS, RETIREES. THIS WAS A
18 SUCCESSFUL EVENT IN THAT THE AUDIENCE WAS
19 PARTICULARLY ENGAGED AND ASKED MANY QUESTIONS ABOUT
20 OUR FUNDING AREAS.

21 I ACTUALLY RECALL AT THE END OF OUR
22 PRESENTATION, SOMEBODY COMMENTED OUT LOUD, WOW, THE
23 THINGS THAT CALIFORNIA DOES FIRST. SO IT WAS REALLY
24 JUST GREAT TO HEAR THAT FEEDBACK.

25 ADITI DESAI AND BLANCA FROM THE PATIENT

BETH C. DRAIN, CA CSR NO. 7152

1 ACCESS TEAM ALSO ATTENDED THE SAN MATEO ROTARY CLUB,
2 WHICH SAW ABOUT 60 PEOPLE ATTEND. ADITI POINTED OUT
3 THAT MANY CLUB MEMBERS EXPRESSED THEIR GRATITUDE FOR
4 CIRM'S EXISTENCE AND FOR THE PRESENTATION. IN
5 PARTICULAR, THEY WERE VERY ENGAGED WITH OUR UPDATES
6 ON ACCESS AND AFFORDABILITY.

7 CHAIRPERSON DURON: ESTEBAN, CAN I
8 INTERRUPT YOU FOR HALF A MINUTE WHILE THIS IS ON MY
9 BRAIN BECAUSE I WANT TO ASK J.T. A QUESTION.

10 J.T., ARE THEY ALLOWED, IS ESTEBAN AND THE
11 TEAM ALLOWED TO GO OUT AND TELL -- SHOW THEM WHAT
12 WE'RE DOING, BUT ARE YOU ASKING THEM HOW THEY CAN
13 HELP US DO WHAT WE DO? CAN YOU TALK ABOUT US OUT
14 THERE BECAUSE PEOPLE DON'T REALLY KNOW ENOUGH ABOUT
15 US. CAN WE SUPPLY YOU WITH MATERIALS? HOW CAN YOU
16 HELP US LET THE PEOPLE KNOW WHAT WE'RE DOING AND HOW
17 CALIFORNIA IS LEADING THIS INFORMATION AND
18 PARTICULARLY NOW? IS THERE ANY LEGAL REASONS WHY WE
19 CAN'T ASK THE PUBLIC TO HELP US?

20 DR. THOMAS: NO, ABSOLUTELY NOT.

21 CHAIRPERSON DURON: SO WHAT DO YOU THINK
22 ABOUT THAT, ESTEBAN? ARE YOU DOING THAT?

23 MR. CORTEZ: WE DO, OF COURSE, TAKE
24 MATERIALS THAT WE LEAVE BEHIND. AND ONE OF THE
25 GREAT THINGS THAT COMES FROM THESE EVENTS IS THAT

BETH C. DRAIN, CA CSR NO. 7152

1 THEY DO OFTEN CONNECT US WITH OTHER GROUPS. ADITI,
2 I THINK, DOES A REALLY GREAT JOB. EVEN WHEN
3 CHRISTINA AND I ATTENDED, OFTEN AT THE END OF THESE
4 MEETINGS, THEY'LL FOLLOW UP BY SAYING, HEY, I'M A
5 PART OF THIS OTHER GROUP THAT I THINK WOULD REALLY
6 LOVE TO HEAR THESE UPDATES. SO THAT'S REALLY HOW
7 WE'RE LEVERAGING SOME OF THESE EVENTS. AND I THINK
8 WE CAN DEFINITELY TAKE IT A STEP FURTHER BY HAVING
9 SOME OF THOSE MORE FIRM CALLS TO ACTION. SO I
10 REALLY APPRECIATE THAT FEEDBACK, YSABEL.

11 CHAIRPERSON DURON: I THINK HANDING OUT
12 MATERIALS IS NOT GOOD ENOUGH. BASICALLY WE NEED
13 YOU. YOU'RE PAYING FOR THIS STUFF. WE NEED YOU TO
14 HELP US. AND ESPECIALLY IF YOU CAN RAISE THAT KIND
15 OF TRICKLE OF ALARM IN THESE DAYS IN WHICH WE'RE
16 KIND OF IN THIS BUBBLE, ISOLATED BUBBLE. I DON'T
17 KNOW. WE REALLY NEED THIS PUBLIC WHO ARE THE
18 CONSUMERS AS WELL AS THE TAXPAYERS. THEY NEED TO
19 KNOW WE NEED THEM. I THINK IT'S A POWERFUL MESSAGE.

20 SO I DON'T KNOW WHAT TALKING POINTS YOU
21 CAN DRAFT FOR THAT, ESTEBAN, BUT THINK ON IT. MARIA
22 WOULD BE GREAT TO HELP YOU, I KNOW.

23 MR. CORTEZ: THANK YOU, YSABEL. I
24 APPRECIATE IT.

25 THOSE ARE TWO ROTARY CLUBS THAT WE

BETH C. DRAIN, CA CSR NO. 7152

1 ATTENDED. IN FEBRUARY J.T. GAVE A KEYNOTE ADDRESS
2 AT UC IRVINE WHICH WE SUPPORTED HIM WITH. THIS WAS
3 THE FEATURED COMMUNITY LECTURE, PUBLIC COMMUNITY
4 OUTREACH EVENT WHICH WELCOMED NEARLY 200 PEOPLE,
5 INCLUDING COMMUNITY MEMBERS, HIGH LEVEL DONORS, AND
6 UC IRVINE AFFILIATES.

7 THE KEYNOTE HIGHLIGHTED CIRM'S ROLE IN
8 CALIFORNIA, AND ALSO THERE WAS A PANEL DISCUSSION
9 THAT HIGHLIGHTED SOME CURRENT FEDERAL ISSUES. J.T.,
10 IF THERE WAS ANYTHING YOU WANTED TO ADD.

11 DR. THOMAS: SURE. SO THE PANEL WAS
12 INTERESTING. THIS WAS MYSELF, DANIELA BOTA, WHO
13 RUNS THE ALPHA CLINIC AT UC IRVINE, A GENTLEMAN WHO
14 HEADS THEIR MANUFACTURING, AND ANOTHER GENTLEMAN
15 NAMED LEE TURNER WHO'S SORT OF THEIR RESIDENT
16 BIOETHICIST. AND THERE WERE QUITE A FEW QUESTIONS
17 FROM THE COMMUNITY ABOUT SORT OF WHAT'S HAPPENING IN
18 THE LARGER SCENE GIVEN THE DEVELOPMENTS TO THAT
19 POINT AT THE FEDERAL GOVERNMENT LEVEL.

20 AND THERE WERE FOUR DIFFERENT PERSPECTIVES
21 ON HOW THESE THINGS IMPACT WHATEVER IT IS THAT WE
22 WERE IN CHARGE OF AND WAS ACTUALLY A VERY VIBRANT
23 DISCUSSION THAT ENDED UP GOING ABOUT HALF AN HOUR
24 LONGER THAN THE MEETING WAS AGENDIZED.

25 SO SORT OF THE POINT TO GET ACROSS TO THE

BETH C. DRAIN, CA CSR NO. 7152

1 SUBCOMMITTEE HERE IS THAT WE'RE ALREADY OUT THERE
2 NOW GETTING ENGAGED WITH THE PUBLIC ON THE ISSUES OF
3 THE SORT THAT WE'RE TALKING ABOUT TODAY. SO I THINK
4 IT WAS A GOOD SESSION. THE FEEDBACK WAS VERY GOOD.
5 AND IT WAS APPRECIATED THAT WE WERE OUT THERE AND A
6 CENTRAL PART OF IT.

7 MR. CORTEZ: THANK YOU, J.T.

8 AND FINALLY, WE COLLABORATED WITH FOUR OF
9 CIRM'S SCIENCE OFFICERS, INCLUDING DRs. LILA
10 COLLINS, JIM CAMPANELLI, LISA MCGINLEY, CHAN LEK
11 TAN, AND OUR COMMUNITY OUTREACH MANAGER, ADITI DESAI
12 TO BOOST VISIBILITY OF CIRM AT THE ALS RESEARCH
13 SUMMIT IN JANUARY. THIS WAS HOSTED BY THE ALS
14 NETWORK.

15 THERE WERE MORE THAN 200 ATTENDEES AT THE
16 EVENT CONSISTING OF RESEARCHERS, INVESTIGATORS,
17 PATIENTS, AND PATIENT ADVOCATES.

18 IN ADDITION AT THIS EVENT TO FEATURING
19 MANY CIRM-FUNDED RESEARCHERS AND SPEAKERS, CIRM
20 SENIOR SCIENCE OFFICER DR. CHAN LEK TAN GAVE AN
21 OVERVIEW OF CIRM'S MISSION. AND WE ALSO HOSTED A
22 BOOTH FOR CONFERENCE GUESTS AND CREATED AN AD FOR
23 THE PROGRAM BOOKLET. CHAN POINTED OUT TO ME ABOUT
24 THIS EVENT THAT IT WAS REALLY SUCCESSFUL BECAUSE,
25 WHILE MANY ATTENDEES WEREN'T FAMILIAR WITH OUR WORK,

BETH C. DRAIN, CA CSR NO. 7152

1 THERE WERE STILL MANY WHO DIDN'T KNOW ABOUT US. AND
2 IN ADDITION, THOSE WHO WERE FAMILIAR WITH CIRM
3 WEREN'T FAMILIAR WITH THE WIDE RANGE OF OUR
4 PROGRAMS.

5 SO IT WAS A REALLY GOOD OPPORTUNITY TO
6 CONTINUE TO SPREAD AWARENESS. AND I THOUGHT THIS
7 WAS A REALLY GREAT EXAMPLE OF COLLABORATING WITH THE
8 SCIENCE TEAMS IN GOING OUT TO A COMMUNITY EVENT. I
9 KNOW THAT'S SOME FEEDBACK THAT WE'VE RECEIVED FROM
10 THE COMMUNICATIONS SUBCOMMITTEE. SO WE REALLY HOPE
11 TO CONTINUE THAT WORK AND COLLABORATING WITH OUR
12 SCIENCE OFFICERS AND SCIENCE TEAMS AT CIRM.

13 AND THEN FINALLY, EARLIER I HIGHLIGHTED
14 THAT WE'VE SEEN AN INCREASED ENGAGEMENT WITH MEDIA.
15 SO I DID WANT TO PROVIDE A SNAPSHOT OF SOME RECENT
16 MEDIA FEATURES. THIS INCLUDES A WRITE-UP IN
17 POLITICO'S CALIFORNIA PLAYBOOK WHICH HIGHLIGHTED
18 CIRM'S UNIQUE POSITION AS A STATE AGENCY IN LIGHT OF
19 ALL OF THESE FEDERAL UPDATES THAT WE'VE JUST TALKED
20 ABOUT. ALSO FEATURED SOME OF J.T.'S THOUGHTS ON
21 RECENT FEDERAL DEVELOPMENTS.

22 WE ALSO HAVE RECENTLY ENGAGED WITH THE *SAN*
23 *FRANCISCO BUSINESS TIMES* ON OUR FUNDING PROGRAMS,
24 AND SOLE MENTIONS AND OP-EDS FEATURED IN THE *LOS*
25 *ANGELES TIMES*. ALSO WORKING ON SETTING UP

BETH C. DRAIN, CA CSR NO. 7152

1 INTERVIEWS WITH *NATURE* PUBLICATION. SO WE'RE REALLY
2 SEEING A LOT OF ENGAGEMENT THERE.

3 SO, AGAIN, WE'LL CONTINUE TO TAKE THIS --
4 TAKE ADVANTAGE OF THIS MOMENTUM AND WORK WITH OUR
5 LEADERSHIP TO ENSURE THAT OUR TALKING POINTS ARE
6 ALIGNED, OUR MESSAGING IS ALIGNED, ENSURING THAT OUR
7 MISSION AND PRIORITIES ARE COMMUNICATED EFFECTIVELY
8 THROUGH ALL OF THESE OPPORTUNITIES.

9 CHAIRPERSON DURON: ESTEBAN, HAVE WE BEEN
10 FUNDING DIABETES RESEARCH?

11 MR. CORTEZ: WE HAVE --

12 CHAIRPERSON DURON: BECAUSE THEY JUST CUT
13 OFF A MAJOR 30-YEAR STUDY ON DIABETES AT THE NIH,
14 HUGE, HUGE, LONG-TERM STUDY ON DIABETES. MAYBE WE
15 CAN RESPOND TO THAT. SORRY TO SEE THAT THEY CUT
16 THIS OFF OF THIS CRITICAL ISSUE FOR MILLIONS -- WITH
17 FINDINGS FOR MILLIONS OF NOT ONLY CALIFORNIANS, BUT
18 PEOPLE AROUND THE COUNTRY WHO HAVE FACED DIABETES,
19 WHO ARE DEALING WITH THIS, ET CETERA, ET CETERA.
20 CIRM HAS DONE SOME RESEARCH AROUND THIS. WE BELIEVE
21 YOU HAVE TO INVEST. THAT KIND OF STUFF. YOU'RE
22 RESPONDING TO THE HEADLINES IN A VERY NIMBLE WAY,
23 CONNECTING THE DOTS BETWEEN WHAT WE RESEARCH, WHAT
24 WE UNDERSTAND ABOUT THE SCIENCE, HOW IT IMPACTS
25 CALIFORNIA, BUT IT IMPACTS THE WHOLE COUNTRY. SO

BETH C. DRAIN, CA CSR NO. 7152

1 IT'S NOT A GREAT DECISION ON THEIR PART.

2 DR. THOMAS: THIS IS SORT OF A LAW AND
3 ORDER STRATEGY RIPPED FROM THE HEADLINES, YSABEL.
4 IS THAT WHAT YOU'RE --

5 CHAIRPERSON DURON: I DON'T KNOW. I DON'T
6 KNOW. THANK YOU FOR CALLING OUT, BUT I DIDN'T THINK
7 ABOUT IT THOUGH. I'M THINKING LIKE A JOURNALIST.
8 RESPOND TO WHAT THE DAILY RAG IS FEEDING YOU AND HOW
9 DO YOU TURN IT INTO A POSITIVE? HOW DO YOU MAKE IT
10 RESONATE WITH ALL THE HUMANS THAT ARE GOING TO BE
11 IMPACTED SO THAT THEY GET THEIR VOICES HEARD WITH
12 THEIR CONGRESS PEOPLE. WHY DID YOU DO THAT? MY
13 SON, MY PARENT, MY NEIGHBOR, ET CETERA, ET CETERA SO
14 THAT THEY BEGIN TO CONNECT, THE PEOPLE ON THE GROUND
15 BEGIN TO CONNECT THE DOTS AND SEE THAT WE'RE ONE OF
16 THE CHAMPIONS FOR RESEARCH AND FOR THESE PARTICULAR
17 ISSUES THAT IMPACT ALL OF OUR COMMUNITIES.

18 BUT IT REALLY -- I DON'T KNOW IF IT'S SO
19 MUCH LAW AND ORDER AS IT IS JUST, ONCE AGAIN, GOOD
20 SCIENCE. IMPORTANT AND DIVERSE SCIENCE IS GOOD
21 MEDICINE. AND EVERYBODY WINS WITH GOOD MEDICINE.

22 MR. CORTEZ: THANK YOU, YSABEL.

23 THAT WRAPS UP OUR CONCLUSION -- ELENA,
24 SORRY, GO AHEAD.

25 DR. FLOWERS: THIS IS MINOR. WE CAN EMAIL

BETH C. DRAIN, CA CSR NO. 7152

1 LATER. I WORK CLOSELY WITH THAT TEAM OF
2 INVESTIGATORS FROM THE DIABETES PREVENTION PROGRAM
3 OUTCOMES STUDY. AND ACTUALLY THEY'VE MOST RECENTLY
4 BEEN FUNDED BY AGING. SO IT'S ALSO ALIGNED WITH OUR
5 EMPHASIS ON NEURODEGENERATIVE DISEASE. AND I
6 CHATTED WITH ONE OF THEM LAST WEEK, AND THEY'RE ALSO
7 SCRAMBLING, GRAPPLING WITH MEDIA AND SOCIAL OUTREACH
8 AND PATH FORWARD. SO I'M SURE THEY'D LOVE TO HAVE A
9 POWERHOUSE JOIN FORCES WITH THEM.

10 CHAIRPERSON DURON: THANK YOU.

11 MR. CORTEZ: THANK YOU, ELENA.

12 CHAIRPERSON DURON: YEAH. ALL THESE WILL
13 OUT IF WE JUST START THINKING STRATEGICALLY,
14 LEONDRA, AND TALKING TOGETHER AMONGST WHAT'S GOING
15 ON.

16 I'M NOT SURE WHAT WAS NEXT ON THE AGENDA,
17 SCOTT, BUT I KNEW THAT VITO WANTED TO TALK ABOUT
18 THEY'RE LOOKING FOR THE COMMS CHIEF, I BELIEVE,
19 VITO.

20 CHAIRMAN IMBASCIANI: THANK YOU, MADAM
21 CHAIR. CAN YOU HEAR ME OKAY?

22 CHAIRPERSON DURON: YEAH.

23 CHAIRMAN IMBASCIANI: THIS IS REALLY
24 FASCINATING BECAUSE THE INTEREST THAT I EXPRESSED TO
25 YOU IN MY CONVERSATION -- MY TELEPHONE MESSAGE TO

BETH C. DRAIN, CA CSR NO. 7152

1 YOU DOVETAILS VERY NICELY WITH THE CONVERSATION WE
2 JUST HAD ABOUT THE NEED FOR COMMUNICATING BETTER. I
3 LOVE WHAT YOU SAID, THAT WE NEED TO ASK THE PUBLIC
4 FOR THEIR HELP AND MAYBE EDUCATE THEM THAT THEY NEED
5 OUR HELP, ALTHOUGH THEY MAY NOT REALIZE IT OR PUT IT
6 INTO WORDS.

7 I LOOKED AT THE, AS MANY PEOPLE AT CIRM
8 DID, AT THE JOB DESCRIPTION FOR THE NEW DIRECTOR OF
9 COMMUNICATIONS. I LIKE THE WAY IT'S WORDED AND
10 STRUCTURED. I THINK IT SETS DOWN ON PAPER THE KIND
11 OF THINGS WE'RE GOING TO LOOK FOR IN THE NEW PERSON
12 TO FILL THIS POSITION.

13 I JUST WANT TO UNDERSCORE THAT A JOB
14 DESCRIPTION CAN ATTRACT ANY NUMBER OF PEOPLE OR ANY
15 DIVERSE NUMBER OF PEOPLE COULD CHECK OFF ALL THE
16 BOXES ON A JOB DESCRIPTION AND YET NOT BE SIMILAR TO
17 EACH OTHER IN SOME FUNDAMENTAL WAYS. WHAT I'M
18 TRYING TO SAY IS, AS I PREPARE A MAJOR PRESENTATION
19 TO THE BOARD ON HOW CIRM WILL SUSTAIN ITSELF WHEN
20 OUR EXISTING FUNDS RUN OUT, ONE OF THE KEY, AND I
21 CAN'T UNDERSCORE THIS ENOUGH, ONE OF THE KEY NEEDS I
22 HAVE IS SOMEBODY WITH THE RIGHT CHOPS IN THE COMMS
23 DEPARTMENT WHO WILL EDUCATE THE PEOPLE IN CALIFORNIA
24 THAT WE EXIST, WHAT WE DO, WHAT OUR ACCOMPLISHMENTS
25 HAVE BEEN, AND TO THE EXTENT ALLOWED WHAT THE

BETH C. DRAIN, CA CSR NO. 7152

1 PROMISE OF CIRM WILL BE.

2 I THINK, NOT TO PUT IT IN THE MASCULINE,
3 BUT IT'S A HERCULEAN EFFORT. IT'S GOING TO TAKE
4 SOMEBODY WITH EXTRAORDINARY OUTREACH. GOT TO BE
5 ABLE TO SPEAK TO ALL OF OUR STAKEHOLDER GROUPS, NOT
6 JUST INTERNAL, BUT THE GROUPS THAT ARE VERY
7 IMPORTANT TO US THAT DON'T EVEN KNOW US YET.
8 THEY'VE GOT TO LEAD THE SOCIAL MEDIA STRATEGY AND A
9 DIGITAL ARMAMENTARIUM AND SO ON.

10 CHAIRPERSON DURON: I THINK WE ALL AGREE
11 WITH YOU. THAT WAS PART OUR DISCUSSION WHEN WE WERE
12 TALKING ABOUT THE COMMS DIRECTOR.

13 CHAIRMAN IMBASCIANI: I JUST WANT TO
14 UNDERSCORE THAT TO THE EXTENT THAT ANYONE HAS ANY
15 SAY IN THE SEARCH.

16 CHAIRPERSON DURON: YEAH. AND I'M SURE
17 WHOEVER REVIEWS THE SEARCH WILL KNOW THESE THINGS.
18 SO THANK YOU FOR THAT, VITO. I'M SURE WE'RE ALL
19 VERY CONCERNED ABOUT THAT WOMAN WHO'S A HERCULES WHO
20 WE MIGHT BE LOOKING FOR. THE QUESTION IS DOES SHE
21 WANT TO TAKE US ON. WE'RE A FRACTIOUS GROUP. WE'RE
22 VERY LOVELY, BUT WE'RE A FRACTIOUS GROUP. ANYWAY,
23 SO THANK YOU, VITO.

24 ANYTHING ELSE THAT I NEED TO NOTE SO THAT
25 I DO IT RIGHT? CALL ON THE PUBLIC.

BETH C. DRAIN, CA CSR NO. 7152

1 MR. TOCHER: DOESN'T APPEAR THAT WE HAVE
2 ANY HANDS RAISED HERE.

3 CHAIRPERSON DURON: OKAY. DOES ANYBODY
4 ELSE NEED -- MARIA, YOU WANT TO MAKE ANY COMMENTS OR
5 STATEMENTS TO WRAP IT ALL UP WITH A BOW?

6 VICE CHAIR BONNEVILLE: NO, BUT THANK YOU
7 FOR ASKING. I THINK I SAID A LOT.

8 CHAIRPERSON DURON: ACTUALLY YOU WERE VERY
9 QUIET. BUT, ANYWAY, J.T., ANYTHING, ANY CLOSING
10 ANYTHING?

11 DR. THOMAS: JUST I THINK IT'S BEEN A VERY
12 HEALTHY DISCUSSION, GETTING A LOT OF THINGS ON THE
13 TABLE THAT ARE VERY GOOD FOOD FOR THOUGHT. AND THIS
14 WILL BOTH BE A DISCUSSION THAT WE WILL DISCUSS
15 INTERNALLY ON NEXT STEPS ON OUR PART AND WILL ALSO
16 FORM THE BASIS FOR MORE BOARD-WIDE DISCUSSION IN A
17 COUPLE WEEKS. SO THANK YOU ALL FOR YOUR INPUT.
18 VERY HELPFUL.

19 MR. CORTEZ: THANK YOU, EVERYONE, FOR THE
20 FEEDBACK. THIS IS REALLY, REALLY HELPFUL. TAKING
21 LOTS OF NOTES.

22 CHAIRPERSON DURON: AND LET ME THANK THE
23 COMMITTEE FOR YOUR ENGAGEMENT AND INVOLVEMENT.
24 THAT'S WHY WE'RE HERE. WE'RE HERE TO ADVISE. AND
25 SO I'M GLAD YOU HAVE -- BECAUSE I KNOW YOU'RE ALL

BETH C. DRAIN, CA CSR NO. 7152

1 SMART COOKIES, AND WE HAVE PLENTY OF THOUGHTS TO
2 SHARE. SO THANK YOU VERY MUCH. WE'RE GOING TO GIVE
3 YOU BACK ABOUT EIGHT MINUTES. WHOO-WHO. AND WE'LL
4 SEE YOU SOON, I GUESS, AT THE NEXT MEETING.

5 MR. TOCHER: SEE YOU NEXT WEEK.

6 CHAIRPERSON DURON: BYE-BYE, EVERYBODY.
7 THANK YOU.

8 (THE MEETING WAS THEN CONCLUDED AT 2:52 P.M.)

9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

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 MARCH 18, 2025, 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.

BETH C. DRAIN, CA CSR 7152
133 HENNA COURT
SANDPOINT, IDAHO
(208) 920-3543