

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: HYATT REGENCY HOTEL
SHADY CANYON ROOM
17900 JAMBOREE ROAD
IRVINE, CALIFORNIA

DATE: TUESDAY, OCTOBER 25, 2011
7 P.M.

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

BRS FILE NO.: 91127

BARRISTERS' REPORTING SERVICE

I N D E X

ITEM DESCRIPTION	PAGE NO.
CALL TO ORDER	3
ROLL CALL	3
CONSIDERATION OF CIRM COMMUNICATIONS PLAN	5
CONSIDERATION OF THE POSITION DESCRIPTION FOR THE DIRECTOR OF COMMUNICATIONS AND PATIENT ADVOCACY OUTREACH	27
PUBLIC COMMENT	NONE

BARRISTERS' REPORTING SERVICE

1 IRVINE, CALIFORNIA; TUESDAY, OCTOBER 25, 2011

2 7 P.M.

3
4 CHAIRMAN TORRES: I'M GOING TO CALL THIS
5 MEETING OF THE LEGISLATIVE SUBCOMMITTEE TO ORDER,
6 AND I WILL HAVE -- COMMUNICATIONS. I'LL HAVE MARIA
7 CALL ROLL, PLEASE.

8 MS. BONNEVILLE: FLOYD BLOOM. DAVID
9 BRENNER. MARCY FEIT. MICHAEL FRIEDMAN. LEEZA
10 GIBBONS.

11 MS. GIBBONS: PRESENT.

12 MS. BONNEVILLE: SHERRY LANSING. TED
13 LOVE.

14 DR. LOVE: HERE.

15 MS. BONNEVILLE: BERT LUBIN.

16 DR. LUBIN: HERE.

17 MS. BONNEVILLE: DUANE ROTH. JEFF SHEEHY.
18 OS STEWARD. JONATHAN THOMAS.

19 CHAIRMAN THOMAS: HERE.

20 MS. BONNEVILLE: ART TORRES.

21 CHAIRMAN TORRES: HERE.

22 IT APPEARS THAT WE ARE GETTING CLOSE TO A
23 QUORUM. IF NOT, OUR USUAL PROCEDURE IS TO GET A
24 SENSE OF THE COMMITTEE WHICH WILL THEN BE REFERRED
25 TO THE FULL BOARD FOR FINAL APPROVAL.

BARRISTERS' REPORTING SERVICE

1 I WANT TO INDICATE THAT PART AND PARCEL OF
2 OUR EFFORT IS TO HOW WE COMMUNICATE THE TREMENDOUS
3 ACHIEVEMENTS THAT CIRM HAS MADE AND CONTINUES TO
4 MAKE IN FINDING CURES FOR PATIENTS ACROSS THE STATE
5 IN DIRECT COMPLIANCE AND ADDRESSING THE ISSUES THAT
6 WERE RAISED BY THE VOTERS IN 2004 WHEN THIS ACT WAS
7 PASSED BY 59 PERCENT OF THE VOTE.

8 OUR HOPE TONIGHT IS TO BEGIN A NEW PROCESS
9 TO ENCOURAGE A STRATEGY FOR BUILDING A STRONG
10 COMMUNICATIONS PROGRAM, FIRST, FOR CIRM. AND I'D
11 LIKE TO HAVE OUR CHAIRMAN MAKE A FEW INTRODUCTORY
12 REMARKS AS WELL.

13 CHAIRMAN THOMAS: THANK YOU, MR. SENATOR.
14 WHEN I TOOK OFFICE FOUR MONTHS AGO, ONE OF THE TOP
15 PRIORITIES I HAD WAS TO DEVELOP A ROBUST
16 COMMUNICATIONS PLAN THAT WOULD TAKE INTO ACCOUNT
17 BOTH PUBLIC COMMUNICATIONS, SCIENTIFIC
18 COMMUNICATIONS, AND PATIENT ADVOCATE OUTREACH.

19 LET THE RECORD SHOW DR. STEWARD IS IN THE
20 HOUSE.

21 WE, TOWARDS ADVANCING THAT GOAL, HAVE
22 ENGAGED DAVID TOWNSEND AND HIS FIRM. DAVID IS HERE
23 TONIGHT ALONG WITH HIS COLLEAGUE JEFF RAIMUNDO.
24 ASKED THEM TO DO BASICALLY A COMMUNICATIONS AUDIT OF
25 WHAT WE HAVE DONE TO THIS POINT. WE'VE DEALT UP TO

BARRISTERS' REPORTING SERVICE

1 THIS STAGE WITH LESS BANDWIDTH THAN WE NEED. AND SO
2 WHAT THEY HAVE BEEN TASKED WITH DOING IS TO DEVELOP
3 A STRATEGY FOR COMMUNICATIONS THAT IS COMPREHENSIVE,
4 INVOLVES THE ADDITION OF A COUPLE OF ADDITIONAL
5 MEMBERS OF THE CIRM STAFF, FIRST AND FOREMOST, A
6 DIRECTOR OF PUBLIC COMMUNICATIONS AND PATIENT
7 ADVOCATE OUTREACH, AND IN SO DOING CREATE FOR US A
8 GAME PLAN BOTH NEAR, MIDDLE, AND LONG-TERM THAT THE
9 NEW DIRECTOR CAN STEP INTO AND BEGIN TO IMPLEMENT
10 WHEN HE OR SHE IS IN PLACE.

11 SO WE ARE HERE TONIGHT TO HEAR A
12 PRESENTATION FROM DAVID AND JEFF AS TO THE RESULTS
13 OF THEIR COMMUNICATIONS AUDIT AND THEIR
14 RECOMMENDATIONS GOING FORWARD.

15 CHAIRMAN TORRES: IN ADDITION, THERE ARE
16 TOO, IN RESPONSE TO THE BOARD'S REQUEST, WE'RE GOING
17 TO ALSO HAVE TO APPROVE A NEW DUTY STATEMENT FOR
18 THIS POSITION BASED UPON OUR COMPLIANCE WITH THE
19 ORGANIZATIONAL PLAN WHICH HAS TO BE IN COMPLIANCE
20 WITH OUR INTERNAL GOVERNANCE MANUAL AS WELL.

21 JENNA, IF YOU WILL PLEASE MOVE THIS OVER
22 TO THE TABLE WHILE MR. TOWNSEND AND MR. RAIMUNDO
23 PRESENT THEIR REPORT AND EVERYBODY CAN HEAR IT
24 ACCURATELY.

25 MR. TOWNSEND: THANK YOU. MR. CHAIRMAN,

BARRISTERS' REPORTING SERVICE

1 MR. PRESIDENT, MR. VICE CHAIRMAN, BOARD MEMBERS, I
2 FEEL LIKE I'M AT THE SUPREME SOVIET. THANKS FOR
3 GIVING US THE OPPORTUNITY TO WORK ON THIS. WE'VE
4 BEEN A STRONG SUPPORTER OF THIS FOR A LONG TIME.

5 WE WERE ASKED TO TAKE A LOOK, AS THE
6 CHAIRMAN SAID, TO COME BACK AND COME UP WITH A PLAN
7 AND A STRUCTURE THAT WOULD MAXIMIZE AND CREATE A
8 STRONG RESPONSIVE COMMUNICATION PROGRAM. JEFF WILL
9 GET INTO THE DETAILS OF WHAT THAT IS.

10 JUST A LITTLE BIT OF BACKGROUND. JEFF HAS
11 BEEN A REPORTER FOR OVER 20 YEARS, AND HE'S ALSO
12 BEEN MY BUSINESS PARTNER FOR OVER 20 YEARS ON THE
13 PUBLIC RELATIONS AND PUBLIC AFFAIRS SIDE OF THE
14 WORLD. SO JEFF HAS AN EXTENSIVE AMOUNT OF
15 EXPERIENCE LOOKING AT THIS FROM BOTH SIDES.

16 CHRIS DEUTSCHMAN, WHO IS NOT HERE THIS
17 EVENING, HAS BEEN A PUBLIC RELATIONS PROFESSIONAL
18 FOR OVER 15 YEARS, AND SHE WAS ALSO PART OF THIS
19 TEAM. AS FOR MYSELF, ALMOST 40 YEARS I'VE BEEN A
20 PUBLIC AFFAIRS AND POLITICAL CONSULTANT IN
21 CALIFORNIA. AND SO WE BRING DIFFERENT EXPERIENCES,
22 BUT A NICE BLEND.

23 ONE OF THE MODELS THAT WE LOOKED AT AS WE
24 BEGAN TO LOOK AT THIS WAS SEVERAL YEARS AGO WE WERE
25 ASKED BY CALPERS TO COME IN AND DO A VERY SIMILAR

BARRISTERS' REPORTING SERVICE

1 PROJECT, FAIRLY SIGNIFICANT MAGNITUDE. AND IN MANY
2 WAYS THE CALPERS MODEL IS SOMETHING THAT IS RELEVANT
3 HERE. AND THE REASON I SAY THAT IS BECAUSE CALPERS
4 HAD DISTINCT, VERY IMPORTANT, AND ACCURACY WAS
5 CRITICAL IN TERMS OF THE WHOLE INVESTMENT SIDE.
6 THERE'S A LOT OF PEOPLE IN PRISON BECAUSE THEY
7 WEREN'T VERY CAREFUL ABOUT THAT SORT OF THING. SO
8 AT CALPERS THAT WAS VERY IMPORTANT. SO WE HAD THE
9 WHOLE INVESTOR RELATIONS, WALL STREET PRESS SORT OF
10 OPERATION. IT'S ALSO A MEMBER SERVICES. IT'S ALSO
11 A GOVERNMENT AGENCY, KIND OF A QUASI GOVERNMENT
12 AGENCY IN THE SAME WAY THAT YOU ARE. AND WE HELPED
13 CALPERS ANALYZE AND DEVELOP THEIR COMMUNICATIONS
14 PROGRAM, AND THEY NOW HAVE A VERY ROBUST AND VERY
15 SMOOTH RUNNING OPERATION.

16 THE METHODOLOGY THAT WE USED COMING INTO
17 THIS WAS TO IMMEDIATELY INTERVIEW ALL OF THE
18 COMMUNICATIONS STAFF, ALL OF THE OUTREACH
19 CONSULTANTS, AND EVERY MEMBER OF SENIOR MANAGEMENT
20 THAT WERE APPLICABLE TO THE COMMUNICATIONS EFFORTS
21 OF THE AGENCY.

22 IN ADDITION TO THAT, WE REVIEWED ALL OF
23 THE MAINSTREAM MEDIA, THE HISTORY OF STORIES AND
24 REPORTS, AS WELL AS A REVIEW OF THE TRADE AND
25 SCIENCE MEDIA, WHICH, BY THE WAY, CIRM HAS BEEN

BARRISTERS' REPORTING SERVICE

1 DOING EXCEPTIONALLY WELL IN, WE THINK. THEN THE
2 NEXT STEP WAS TO BEGIN THE PLAN DEVELOPMENT. JEFF
3 IS GOING TO GO INTO THE DETAILS AND ALL THAT, BUT WE
4 REVIEWED THE EXISTING COMMUNICATIONS STRUCTURE. AND
5 WHAT WE OFTEN FIND WHEN WE DO THESE IS THAT PEOPLE
6 SORT OF GET INTO A GROOVE, AND THOSE GROOVES CAN
7 OFTEN BE VERY GOOD BECAUSE YOU CAN BECOME VERY
8 EXPERT IN THE SUBJECT MATTER, BUT SOMETIMES GROOVES
9 LEAD TO SILOS. AND SO ONE OF THE TASKS THAT WE WERE
10 GIVEN WAS TO MAKE SURE THAT, IN FACT, WE HAD
11 EVERYBODY PULLING ON THE OARS AT THE SAME TIME AND
12 IN THE SAME DIRECTION, ALBEIT WITH SPECIALTIES.

13 THE NEXT THING WE DID, OF COURSE, WAS
14 APPLY TRADITIONAL COMMUNICATION ORGANIZATIONAL
15 PRINCIPLES. AND THEN THE SYNTHESIS OF THE TWO
16 PROCESSES I THINK WE ARE LAYING OUT HERE FOR YOU
17 TONIGHT AND FOR TOMORROW, HOPEFULLY, HAS YIELDED A
18 PLAN THAT UTILIZES THE BEST THAT EXISTS TODAY WITH
19 SOME IMPROVEMENTS THAT ENHANCE AND EXPAND OUTREACH
20 TO A LARGER, BROADER AUDIENCE.

21 AND SO WITH THAT, I'LL KICK IT OVER TO
22 JEFF TO KIND OF GO THROUGH DETAIL. THIS IS GOING TO
23 BE INFORMAL, SO PLEASE INTERRUPT IF YOU HAVE
24 QUESTIONS OR YOU WANT TO CHALLENGE SOMETHING OR YOU
25 WANT US TO REPEAT OR GO BACK THROUGH. WE'RE VERY

BARRISTERS' REPORTING SERVICE

1 FLEXIBLE.

2 CHAIRMAN TORRES: ANY QUESTIONS FROM
3 MEMBERS OF THE COMMITTEE OR THOSE ON THE PHONE?

4 MR. RAIMUNDO: THANK YOU, VICE CHAIRMAN.
5 AGAIN, I'LL REPEAT WHAT DAVID SAID. WE HAD VERY
6 GOOD COOPERATION FROM THE CHAIR'S OFFICE AND THE
7 VICE CHAIR, FROM THE PRESIDENT'S OFFICE, AND THE
8 VICE PRESIDENT'S OFFICE, AND THE EXISTING
9 COMMUNICATIONS STAFF. WE ALSO INTERVIEWED NEWS
10 REPORTERS AND BLOGGERS WHO HAVE BEEN COVERING CIRM,
11 AND A HANDFUL OF BOARD MEMBERS TO GET FEEDBACK ON
12 WHAT -- JUST TO DO OUR DUE DILIGENCE IN OUR SURVEY
13 OF HOW PEOPLE VIEW THE COMMUNICATIONS PROGRAM AT
14 CIRM.

15 OUR GOAL, OF COURSE, AS YOU HAVE STATED,
16 IS TO BUILD A COMMUNICATIONS PROGRAM THAT BETTER
17 MEETS THE NEED OF THE BROAD RANGE OF CONSTITUENTS
18 YOU HAVE AND TO BEST SHOWCASE THE AMAZING THINGS
19 THAT ARE BEING DONE BY CIRM.

20 ONE OF THE THINGS WE FOUND, AND IT DOES
21 REQUIRE A LITTLE BACKGROUND HERE, YOU OPERATE IN TWO
22 WORLDS. YOU'RE IN THIS LITTLE MORE INSULAR WORLD OF
23 SCIENCE AND RESEARCH AND MEDICINE AND AT VERY
24 ADVANCED LEVELS.

25 CHAIRMAN TORRES: WHO JOINED, PLEASE?

BARRISTERS' REPORTING SERVICE

1 MR. SHEEHY: JEFF SHEEHY. WE'RE IN KID
2 TIME NOW, IN THE BATH. THANK YOU.

3 MR. RAIMUNDO: THIS IS JEFF RAIMUNDO
4 TALKING RIGHT NOW.

5 SO YOU OPERATE IN THAT WORLD, BUT THEN YOU
6 ALSO HAVE TO OPERATE IN THE VERY SECULAR WORLD OF
7 POLITICS AND PUBLIC OPINION. IT WAS, AFTER ALL, THE
8 PUBLIC AND THE VOTERS WHO CREATED YOU AND THE
9 TAXPAYERS WHO ARE FINANCING YOU, AND THE GOVERNMENT
10 AGENCIES THAT HAVE SOME OVERSIGHT OVER YOU TOO. SO
11 YOU HAVE A FOOT IN BOTH AREAS, AS DAVID POINTED OUT,
12 THAT CALPERS ALSO DID.

13 WHAT WE FOUND IS THAT THE EXISTING
14 THREE-PERSON STAFF HAS DONE A VERY GOOD JOB IN
15 FOSTERING UNDERSTANDING AND ACCEPTANCE OF YOUR VERY
16 COMPLEX SUBJECTS IN THAT SCIENTIFIC WORLD. THE
17 FOUNDATION FOR YOUR EXISTING COMMUNICATION PLAN
18 DATES BACK TO -- CERTAINLY PUT TOGETHER BY EXISTING
19 STAFF AND MATURED, GREW AND MATURED BASED ON SOME OF
20 THE FOLKS WHO WERE IN CHARGE OF IT, BUT THE
21 FOUNDATION FOR IT WAS IN THE 2006 COMMUNICATIONS
22 PORTION OF THE SCIENTIFIC -- OF YOUR STRATEGIC PLAN,
23 YOUR SCIENTIFIC STRATEGIC PLAN. THAT WAS UPDATED IN
24 2009 AS PART OF THE STRATEGIC PLAN, BUT WAS NEVER
25 ADOPTED BY THE BOARD.

BARRISTERS' REPORTING SERVICE

1 NEVERTHELESS, IT MADE SOME VERY GOOD
2 GESTURES TOWARD IMPROVING COMMUNICATIONS IN THE
3 MODERN DIGITAL AGE AND MAKING SOME ATTEMPTS TO CAST
4 A WIDER NET INTO TRADITIONAL NEWS MEDIA. IT BROUGHT
5 IN A NEW PR AGENCY, FOR EXAMPLE, TO ASSIST WITH
6 PITCHING NEWS STORIES TO MORE TRADITIONAL MEDIA.
7 BUT NEITHER ONE OF THOSE STRATEGIC PLANS WENT FAR
8 ENOUGH, WE BELIEVE, TO ADDRESSING THE NEEDS OF
9 MEETING THE DEMANDS OF TRADITIONAL NEWS MEDIA WHO
10 HAVE TO OPERATE ON A DAY-TO-DAY, EVEN HOUR-BY-HOUR
11 BASIS, THE EMERGING BLOGOSPHERE, AND SOME DIGITAL
12 MEDIA SOURCES.

13 THE IDEA BEING THAT NEWS AND INFORMATION
14 FLOWS IMMEDIATELY NOW. AND THE WAY THIS INSTITUTION
15 HAS PROCEEDED WITH ITS NEWS MEDIA -- ITS
16 COMMUNICATIONS PROGRAM IN THE PAST HAS NOT FIT WELL
17 INTO THOSE DEMANDS.

18 THE INSTITUTE, WE ALSO FOUND, WAS
19 ORGANIZED IN SILOS. THE PRESIDENT'S OFFICE AND THE
20 SCIENCE SIDE HAD A FULLY FUNCTIONING AND CAPABLE
21 NEWS MEDIA STAFF OR MEDIA STAFF, COMMUNICATIONS
22 STAFF, AND THE WORK FOR THE -- WORKING WITH THE
23 CHAIR OF THE BOARD, WORKING FOR THE BOARD, AND
24 WORKING IN ADDRESSING IMMEDIATE NEWS MEDIA NEEDS,
25 EDITORIAL BOARD AND STUFF LIKE THAT, WAS ASSIGNED TO

BARRISTERS' REPORTING SERVICE

1 THE EXECUTIVE DIRECTOR OF THE BOARD, WHO IS NOT A
2 PROFESSIONAL COMMUNICATIONS PERSON, ALTHOUGH THAT
3 PERSON MAY HAVE COMMUNICATIONS EXPERIENCE AND
4 CAPABILITY.

5 SO THINGS IN THIS MANAGEMENT ARRANGEMENT
6 SLIPPED THROUGH THE CRACKS AND OFTEN DIDN'T
7 COORDINATE WELL IN SOME CASES TOGETHER, TO YOUR
8 DETRIMENT. THIS LACK OF COORDINATION AND SYSTEMATIC
9 ORGANIZATION, WE BELIEVE, HAS LED AT TIMES TO
10 DYSFUNCTION. AND WHILE YOU MAY BE RESPECTED IN THE
11 SCIENCE WORLD AND THE MEDICAL WORLD, YOU ARE FAR
12 LESS RESPECTED IN THAT MORE SECULAR, DAY-TO-DAY,
13 PUBLIC WORLD OUT THERE, IN PART BECAUSE OF THAT
14 ORGANIZATION. IT'S ALSO IN PART BECAUSE OF THE LACK
15 OF RESOURCES. I THINK WE CAME TO THE CONCLUSION
16 ALSO THAT YOU JUST WEREN'T -- YOU DIDN'T HAVE A DEEP
17 ENOUGH BENCH TO HANDLE THE LOAD THAT IS THERE.

18 AND SO THAT LED TO A SERIES OF
19 RECOMMENDATIONS THAT WE WANTED TO MAKE THAT ARE IN
20 THE PLAN. THOSE RECOMMENDATIONS INCLUDE RETAINING A
21 LEAD COMMUNICATIONS PERSON TO COORDINATE THE ENTIRE
22 COMMUNICATIONS ORGANIZATION. AND THAT'S ON YOUR
23 AGENDA FOR TONIGHT AS WELL. WE ALSO BELIEVE THAT
24 YOU SHOULD CENTRALIZE THE MANAGEMENT OF YOUR
25 COMMUNICATIONS ACTIVITIES UNDER THAT PERSON, BUT

BARRISTERS' REPORTING SERVICE

1 WITHIN A STRUCTURE THAT WORKS BETTER THAN THE
2 CURRENT STRUCTURE.

3 WE WANT TO ADD COMMUNICATIONS CAPABILITY
4 FOCUSED ON PUBLIC COMMUNICATION. WE WANT TO SUPPORT
5 AN INTEGRATED, COMPREHENSIVE APPROACH THAT STILL
6 SUPPORTS THE VERY IMPORTANT NEEDS OF THE PRESIDENT'S
7 OFFICE AND THE SCIENCE STAFF AND EDUCATION AND
8 PUBLIC EDUCATION AND THE BROADER SCIENTIFIC WORLD.
9 SO WE DON'T WANT TO MESS WITH SOMETHING THAT'S
10 WORKING, IF YOU WILL.

11 CHAIRMAN TORRES: SO YOU'RE ON PAGE 7 OF
12 THE REPORT NOW?

13 MR. RAIMUNDO: THE RECOMMENDATIONS START
14 ON PAGE 6, AND NOW I'M ON PAGE 7. I BELIEVE, NO. 2,
15 OUR RECOMMENDATION IS TO RETAIN A PROFESSIONAL
16 SUPPORT STAFF TO FULFILL YOUR COMMUNICATIONS NEEDS.
17 THIS CHART IS WHAT WE'VE COME UP WITH AS WE THINK
18 THE BEST STRUCTURE GIVEN THE NATURE OF YOUR
19 ORGANIZATION. I THINK WHEN YOU APPLY THESE BEST
20 PRACTICES THAT YOU CAN, YOU ALSO HAVE TO TAKE A LOOK
21 AT THE ORGANIZATION. THERE'S NOT ONE SIZE FITS ALL
22 OR ONE FORM FITS ALL. THIS FOR THIS ORGANIZATION,
23 WE BELIEVE, IS THE BEST.

24 YOUR NEW SENIOR DIRECTOR OF PUBLIC
25 COMMUNICATIONS AND PATIENT ADVOCATE OUTREACH THAT

BARRISTERS' REPORTING SERVICE

1 CHAIRMAN THOMAS REFERRED TO WOULD REPORT TO THE VICE
2 CHAIR OF THE BOARD OF THE COMMUNICATIONS
3 SUBCOMMITTEE, IN THIS CASE RIGHT NOW ART TORRES, AND
4 THE SENIOR VICE PRESIDENT FOR RESEARCH AND
5 DEVELOPMENT, ELLEN FEIGAL.

6 WORKING TO SUPPORT THE ORGANIZATION WOULD
7 BE FOUR OTHER COMMUNICATIONS PEOPLE. WE'RE
8 FORESEEING A SCIENCE AND EDUCATION COMMUNICATIONS
9 PERSON WHO HAS PRIMARY RESPONSIBILITY IN THAT
10 SCIENCE AREA THAT HAS BEEN WORKING SO WELL.

11 CHAIRMAN TORRES: THOSE ARE OUTLINED ON
12 PAGE 8; IS THAT CORRECT?

13 MR. RAIMUNDO: YES, THEY ARE ON PAGE 8.

14 WE ALSO BELIEVE A DIRECTOR OF MEDIA AND
15 PATIENT ADVOCATE OUTREACH NEEDS TO BE ADDED TO THE
16 MIX, NO. 1, TO SUPPORT THE BOARD MORE THAN YOU'VE
17 BEEN SUPPORTED IN THE PAST; NO. 2, TO DEAL MORE
18 DIRECTLY WITH THE DAY-TO-DAY DEMANDS OF THE NEWS
19 MEDIA PLACED ON THE ORGANIZATION BY BLOGGERS AND
20 MEDIA AND FOLKS LIKE THAT. AND ALSO ON THE PATIENT
21 ADVOCATE OUTREACH, YOU WILL SEE IN HERE WE'VE
22 REFERRED TO SOME OF YOUR AUDIENCES THAT NEED TO BE
23 ADDRESSED. AND THE PATIENT ADVOCATES ARE A
24 TREMENDOUS RESOURCE FOR YOU, AND OUTREACH TO THOSE
25 PATIENT ADVOCATES SHOULD BE A TWO-WAY COMMUNICATION.

BARRISTERS' REPORTING SERVICE

1 OUTREACH TO THEM TO KEEP THEM ENGAGED AND DRAW THEM
2 IN TO SUPPORT THE ORGANIZATION, BUT ALSO TO UTILIZE
3 THEM AS A RESOURCE WHO WOULD BE A TREMENDOUS
4 RESOURCE FOR YOU IN ALL OF YOUR COMMUNICATIONS
5 EFFORTS.

6 WE BELIEVE YOU SHOULD HAVE A DIRECTOR FOR
7 MEDIA -- A MANAGER FOR INTERNAL AND DIGITAL
8 COMMUNICATIONS. YOU HAVE REALLY IMPORTANT INTERNAL
9 COMMUNICATIONS REQUIREMENTS. YOU'VE CAST A VERY
10 WIDE NET THROUGH THE COUNTRY, THROUGHOUT THE NATION,
11 AND THE WORLD. AND SO THERE IS SOME INTERNAL
12 COMMUNICATIONS WITH YOUR EXISTING PARTNERS AND
13 THINGS LIKE THAT THAT YOU NEED TO MAINTAIN, AND
14 THAT'S SEPARATE FROM ANY OUTSIDE WORLD THAT NEEDS TO
15 BE COMMUNICATED WITH.

16 AND WE ALSO BELIEVE THAT YOU NEED A
17 MANAGER OF GRAPHIC AND MULTIMEDIA ASSETS TO CONTINUE
18 DOING THE FINE WORK YOU'RE DOING ON MAINTAINING YOUR
19 VIDEO. ACTUALLY THE LAST TWO MANAGERS WORKING
20 TOGETHER WILL MAKE SURE THAT YOUR DIGITAL
21 COMMUNICATION STAYS AS ADVANCED AND WELL DONE AS IT
22 IS RIGHT NOW.

23 WE BELIEVE THAT YOU SHOULD -- NO. 3 ON
24 PAGE 9 IS TO REBRAND CIRM AS THE STEM CELL
25 INSTITUTE. WE DON'T THINK INSTITUTE FOR

BARRISTERS' REPORTING SERVICE

1 REGENERATIVE MEDICINE TELLS YOUR STORY.

2 MR. TOWNSEND: DOESN'T EXACTLY FLOW OFF
3 THE TONGUE.

4 MR. RAIMUNDO: IT DOESN'T FLOW OFF THE
5 TONGUE AND IT DOESN'T SAY WHAT YOU ARE TO A LAY
6 AUDIENCE. STEM CELLS -- AND I UNDERSTAND WHY AT THE
7 TIME PERHAPS THE ELECTION SEVERAL YEARS AGO WANTED
8 SOMETHING ELSE, BUT IT'S THE STEM CELL INSTITUTE.
9 THAT'S THE WORK YOU'RE DOING, AND THAT'S WHAT NEEDS
10 TO BE COMMUNICATED TO YOUR AUDIENCES.

11 WE BELIEVE YOU SHOULD REQUIRE AN ANNUAL
12 SUBMISSION OF A COMMUNICATIONS PLAN. THE 2006 BASIS
13 HAS NEVER BEEN FORMALLY UPDATED, I BELIEVE, BY THE
14 BOARD. AND A LOT OF PROGRESS HAS BEEN MADE, BUT NOT
15 ENOUGH. MORE NEEDS TO BE DONE. THE 2009 WAS A
16 SIGNIFICANT IMPROVEMENT. BUT, AGAIN, IT'S NOW
17 THREE, GOING ON THREE YEARS AGO, AND IT WAS NEVER
18 ADOPTED BY THE BOARD. SO WE THINK AN ANNUAL
19 SUBMISSION OF A COMMUNICATIONS PLAN WILL KEEP YOU ON
20 TOP OF YOUR COMMUNICATIONS NEEDS AND HELP YOU BETTER
21 ASSESS YOUR COMMUNICATIONS NEEDS MOVING FORWARD.

22 AND WE BELIEVE YOU SHOULD ESTABLISH A
23 SOLID MESSAGE PLATFORM TO PROVIDE A FOUNDATION FOR
24 ALL INSTITUTE COMMUNICATIONS. THAT MESSAGE PLATFORM
25 WILL EVOLVE AND DEVELOP; BUT FOR PURPOSES OF

BARRISTERS' REPORTING SERVICE

1 ILLUSTRATION, WE HAVE PROVIDED A FIRST CUT AT IT IN
2 THE FORM OF THE MESSAGE TRIANGLE THAT'S ON PAGE 10.
3 AND THAT MESSAGE TRIANGLE BASICALLY IS -- THE
4 MESSAGE TRIANGLE IS A DEVICE JUST TO HELP US FOCUS
5 WHAT THE STORY WE WANT TO TELL IS TO THE REST OF THE
6 WORLD. THAT IS BASICALLY, JUST VERY BASICALLY, THE
7 HOME OF CALIFORNIA, AND THIS INSTITUTE IS THE HOME
8 OF BIOTECH'S NEW FRONTIER. WE'RE KEEPING PROMISES
9 AND VOTERS' TRUST BY THE WORK WE'RE DOING AND THE
10 WORK CIRM IS DOING, AND WE'RE LEVERAGING
11 CALIFORNIA'S INVESTMENT BY THE RESEARCH, THE VALUE
12 OF THE RESEARCH THAT YOU'RE BRINGING, AND
13 RESEARCHERS AND ORGANIZATIONS ARE BRINGING TO
14 CALIFORNIA BY THE VALUE OF THE JOBS AND THE ECONOMIC
15 INPUT.

16 ALL OF THESE THINGS, I MIGHT POINT OUT,
17 ONE LAST THING, IS BOTH THE STRUCTURE OF THE
18 COMMUNICATIONS STAFF, THE MESSAGE TRIANGLE, AND THE
19 ANNUAL REPORTS ALL NEED TO BE IMPROVED UPON FOR THE
20 FUTURE. IN OTHER WORDS, YOUR NEW DIRECTOR, FOR
21 EXAMPLE, SHOULD TAKE CHARGE, WORKING WITH YOU AND
22 THE REST OF THE STAFF, TO TAKE OUR REPORT TO THE
23 NEXT STEP, TO THE NEXT LEVEL, A MORE SOPHISTICATED
24 COMMUNICATION PLAN, ASSESS THOSE JOB POSITIONS TO
25 MAKE SURE THAT THE ASSIGNMENTS ARE TO THE RIGHT

BARRISTERS' REPORTING SERVICE

1 PEOPLE, AND ALSO TO PUT OUT THE ANNUAL STRATEGIC
2 COMMUNICATIONS UPDATE. THAT WILL BE A MOVING
3 FORWARD THING ALSO. SO THAT IS IT IN A NUTSHELL.

4 CHAIRMAN TORRES: ANYTHING TO ADD, MR.
5 TOWNSEND?

6 MR. TOWNSEND: I JUST WANT TO SAY THAT IN
7 CONCLUSION THAT WE LIVE IN A WORLD WHERE THERE'S SO
8 MUCH COMMUNICATION GOING ON OUT THERE THAT'S HARD TO
9 PENETRATE ANYWAY, ERGO, YOU HAVE TO KEEP YOUR
10 MESSAGES PRETTY TIGHT AND PRETTY FACT-BASED
11 OBVIOUSLY, BUT ALSO THEY HAVE TO BE PRETTY SHARP.

12 AND THE OTHER IS WE LIVE IN A WORLD WHERE
13 THE NEWS MEDIA IS VERY, VERY CYNICAL AND VERY
14 CRITICAL. AND WE WANT -- YOU SHOULD BE OUT IN FRONT
15 OF SOME OF THE GREAT THINGS YOU'RE DOING AND GET
16 THAT STORY TOLD BECAUSE IT'S VERY, VERY IMPORTANT
17 THAT AN AGENCY SUCH AS THIS, THAT DEPENDS ON PUBLIC
18 POLICY LEADERS IN THE STATE FOR BASICALLY FUNDING
19 AND FOR ALL SORTS OF OTHER THINGS, VERY IMPORTANT
20 THAT THEY SEE THAT THIS ORGANIZATION IS DOING THE
21 GOOD JOB THAT IT'S ACTUALLY DOING. IF YOU DON'T
22 TELL THE STORY, PEOPLE DON'T KNOW.

23 CHAIRMAN TORRES: THE SECOND ELEMENT OF
24 OUR CONSIDERATION THIS EVENING IS THE DUTY STATEMENT
25 REGARDING THE QUALIFICATIONS AND RESPONSIBILITIES

BARRISTERS' REPORTING SERVICE

1 FOR THE SENIOR DIRECTOR OF COMMUNICATIONS WHICH
2 REFLECTS SOME OF THE RECOMMENDATIONS THAT WE HAVE
3 HEARD THIS EVENING.

4 ANY COMMENTS OR QUESTIONS FROM MEMBERS OF
5 THE COMMITTEE?

6 CHAIRMAN THOMAS: I'D JUST LIKE TO NOTE
7 THAT WE'VE HAD CONSIDERABLE DISCUSSION ON THIS
8 DUTIES DOCUMENT TO CREATE A FRAMEWORK HERE FOR THE
9 COMMUNICATIONS EFFORT THAT WORKS BOTH FOR THE
10 COMMUNICATIONS TEAM, FOR THE SCIENCE STAFF, IT'S
11 VERY IMPORTANT TO MAKE SURE THAT THEIR NEEDS ARE
12 MET, AND FOR THE CHAIR AND THE BOARD. SO I THINK
13 WE'VE GOTTEN HERE, IT'S A FAIRLY COMPLICATED
14 DOCUMENT, BUT ONE THAT IS THE RESULT OF A LOT OF
15 THOUGHT AND DISCUSSION AND THAT I FIRMLY BELIEVE
16 WHEN IMPLEMENTED WILL RESULT IN A VERY EFFECTIVE
17 OVERALL COMMUNICATION PLAN TO ALL STAKEHOLDERS
18 ACROSS ALL DIFFERENT SORTS OF MEDIA.

19 CHAIRMAN TORRES: ANY OTHER COMMENTS FROM
20 MEMBERS OF THE COMMITTEE? IF NOT, DR. TROUNSON OR
21 DR. FEIGAL OR MS. BAUM.

22 DR. LOVE: I HAVE ONE QUESTION. AS J.T.
23 JUST SAID, THIS IS A LOT OF WORK, VERY COMPREHENSIVE
24 FOR WHICH WE APPRECIATE VERY MUCH. DO THE
25 RECOMMENDATIONS, DO THEY KIND OF FIT WITHIN THE

BARRISTERS' REPORTING SERVICE

1 SCOPE OF OUR BUDGET AND SOME OF THE LIMITATIONS THAT
2 WE'RE OPERATING WITHIN?

3 CHAIRMAN TORRES: THEY MAY, BUT I THINK
4 THAT'S UP TO THE DISCRETION OF THE CHAIR TO
5 DETERMINE JUST WHAT IMPLEMENTATION WE SHOULD INCUR
6 IN RESPECT TO SOME OF THE POSITIONS THAT HAVE BEEN
7 RECOMMENDED. CLEARLY, A REPORT CAN RECOMMEND
8 ANYTHING THEY WANT. WE'VE ASKED THEM TO RECOMMEND
9 FREELY. NOW IT'S UP TO US TO DETERMINE WHETHER OR
10 NOT WE WISH TO IMPLEMENT IT AS WRITTEN. THAT'S
11 REALLY THE PURVIEW OF THE CHAIR AND THE BOARD.

12 CHAIRMAN THOMAS: TED, I WOULD SAY THAT WE
13 WILL, OF COURSE, MAKE A POINT OF MAKING SURE THAT IT
14 FITS WITHIN PROPER BUDGETARY GUIDELINES. WE WILL
15 MOST DEFINITELY NOT BE EXCEEDING ANYTHING.

16 DR. LOVE: OKAY.

17 DR. TROUNSON: JUST TO CORRECT JEFF ON ONE
18 THING. I THINK THE DIRECTOR'S ROLE FROM THE CHAIR'S
19 OFFICE HAPPENED WHEN THE CHAIRS CHANGED. BEFORE
20 THAT IT WAS REALLY BASICALLY COMMUNICATIONS WAS
21 UNDER DON GIBBONS. SO JUST TO CORRECT THAT BECAUSE
22 I THINK THAT WAS A MOMENT WHEN SOME THINGS CHANGED.
23 DOESN'T SORT OF CHANGE -- I DON'T THINK IT ALTERS
24 THE PERSPECTIVE THAT YOU'RE PUTTING. IT'S JUST
25 CORRECTING SOMETHING.

BARRISTERS' REPORTING SERVICE

1 I THINK I READ IN YOUR DOCUMENT SOMEWHERE
2 THAT ON THE EDUCATION SIDE, DON GIBBONS WAS VERY
3 CENTRAL IN ACTUALLY DELIVERING THAT AND NEGOTIATING
4 THAT. SO I THINK IF YOU COULD INCLUDE HIS NAME IN
5 ON THAT, I THINK IT WOULD BE FAIR BECAUSE HE DID A
6 LOT OF WORK ON THAT.

7 CHAIRMAN TORRES: YOU'RE REFERRING TO THE
8 ROMERO BILL THAT WE PASSED OUT OF THE SENATE.

9 DR. TROUNSON: THAT'S RIGHT. HE TOOK A
10 BIG HAND IN THAT. SO IF YOU DID THAT, IT WOULD SORT
11 OF CORRECT A COUPLE MINOR.

12 CHAIRMAN TORRES: ALSO GIVE CREDIT TO
13 SENATOR GLORIA ROMERO FOR AUTHORIZING THE LEGISLATION.

14 DR. TROUNSON: IT'S AN IMPORTANT POINT AT
15 THAT TIME.

16 MR. TOWNSEND: I THINK WHAT WE TRIED TO DO
17 IS NOT REFERENCE NAMES. BUT ALL OF THE PEOPLE YOU
18 MENTION AND CERTAINLY DON HAVE BEEN EXTREMELY
19 HELPFUL IN PUTTING THIS TOGETHER.

20 MR. SHEEHY: COULD JEFF SPEAK UP? I
21 COULDN'T HEAR THAT.

22 CHAIRMAN TORRES: SORRY. WE DON'T HAVE
23 ALL THE ACCOUTREMENTS HERE. WE'RE TRAVELING AROUND
24 WITH A TELEPHONE. GO AHEAD, DAVID.

25 MR. TOWNSEND: I'M JUST SAYING THAT WE DID

BARRISTERS' REPORTING SERVICE

1 THE REPORT WITHOUT REFERENCE TO NAMES SO THAT YOU
2 WOULD ALL HAVE THE FLEXIBILITY TO DO WHATEVER YOU
3 WANTED TO DO, BUT DON AND HIS WHOLE STAFF WAS
4 INCREDIBLY HELPFUL.

5 CHAIRMAN TORRES: I WORKED WITH DON ON
6 THAT EDUCATIONAL LEGISLATION, AND HE DESERVES CREDIT
7 FOR THAT.

8 ALL RIGHT. ANY OTHER COMMENTS?

9 MR. TOWNSEND: WE DIDN'T LEAVE PEOPLE OUT
10 FOR ANY REASON OTHER THAN WE JUST DIDN'T DO ANY
11 NAMES.

12 CHAIRMAN TORRES: ANY OTHER COMMENTS FROM
13 MEMBERS OF THE COMMITTEE?

14 MS. GIBBONS: DAVID, THIS IS GREAT AND
15 INCREDIBLY EXCITING FOR ALL OF US. WITH REGARD TO
16 THE FLOWCHART ON PAGE 7, I KNOW WE'RE LOOKING FOR
17 THIS SENIOR DIRECTOR, THE FOUR POSITIONS UNDER THAT,
18 WHICH I THINK ARE GREAT AND RIGHT ONES, HAVING
19 SOMEBODY MANAGER THE MEDIA ASPECT.

20 WITH REGARD TO THE CHART ON PAGE 7, I KNOW
21 WE'RE RECRUITING THIS SENIOR DIRECTOR, AND THAT WILL
22 BE THE PERSON THAT WILL BE REPORTING TO THE VICE
23 CHAIR AND ON THE RESEARCH AND DEVELOPMENT SIDE AS
24 WELL. BUT THOSE FOUR DIFFERENT PODS AND THOSE FOUR
25 DIFFERENT SPECIALTIES, ARE THOSE INTENDED TO BE

BARRISTERS' REPORTING SERVICE

1 APPOINTEES FROM EXISTING STAFF?

2 CHAIRMAN TORRES: YES, I THINK SO.

3 CHAIRMAN THOMAS: ABSOLUTELY.

4 CHAIRMAN TORRES: I THINK WE HAVE TALENTED
5 STAFF THAT FIT THOSE DESCRIPTIONS, SO THE ANSWER IS
6 YES.

7 CHAIRMAN THOMAS: BETWEEN DON AND AMY AND
8 TODD, THEY'VE DONE GREAT WORK AND A LOT OF WORK AND
9 WILL CONTINUE TO DO SUCH WORK AND EVEN GREATER WORK
10 GOING FORWARD. SO WE ABSOLUTELY PLAN ON THEM TO
11 FILL THREE OF THOSE, AND THE ONE --

12 CHAIRMAN TORRES: IF THEY WISH TO.

13 CHAIRMAN THOMAS: -- THE ONE REFERENCING
14 THE PATIENT ADVOCATES WILL BE A NEW POSITION THAT
15 WE'LL FILL.

16 CHAIRMAN TORRES: ANY OTHER QUESTIONS,
17 LEEZA?

18 MS. GIBBONS: WELL, I THINK THIS CAN BE
19 FOR ANOTHER TIME, AND IT'S PROBABLY DETAILED
20 SOMEWHERE IN THIS GREAT REPORT THAT WE HAVE FROM
21 JEFF AND DAVID. BUT WE REFER TO SUPPORTING OUR
22 POLICY FOR PATIENT ADVOCACY, AND I DON'T REALLY KNOW
23 THAT I HAVE ALL THE DETAILS ON WHAT THAT EXISTING
24 POLICY IS. AND SO AS WE MOVE FORWARD WITH THIS
25 PLAN, I'M ASSUMING ALL OF THOSE THINGS WILL BE

BARRISTERS' REPORTING SERVICE

1 DEFINED FOR US OR REDEFINED AS WE SEE FIT.

2 CHAIRMAN TORRES: RIGHT. I THINK REDEFINE
3 IS PROBABLY THE APPROPRIATE DESCRIPTION AS WE MOVE
4 FORWARD SO THAT WE'RE REDEFINING AS A TEAM AS WE
5 MOVE FORWARD. JEFF RAIMUNDO HAD A COMMENT TO THAT,
6 AND I WANT TO GET OVER TO DR. LUBIN.

7 MR. RAIMUNDO: NO, LEEZA. ONE THING TOO
8 IS THAT THAT WAS NOT PATIENT ADVOCATE POLICY SO MUCH
9 AS POLICY AND PATIENT ADVOCACY. SO IT WOULD ASSIST
10 WITH BOARD POLICY STUFF THAT HAS TO DO WITH BUDGET,
11 HAS TO DO WITH STUFF THAT'S BEEN IN THE NEWS MEDIA,
12 SUCH AS EXECUTIVE PAY AND THINGS LIKE THAT, THAT
13 DEALS WITH COMMUNICATION NEEDS AROUND THOSE ISSUES.
14 SO IT'S NOT PATIENT ADVOCATE POLICY, BUT IT'S BOARD
15 POLICY AND PATIENT ADVOCACY.

16 CHAIRMAN TORRES: RIGHT. I THINK WHAT THE
17 CHAIRMAN HAS SAID BOTH PUBLICLY AND PRIVATELY TO ME,
18 AND I SUPPORT OBVIOUSLY, IS THAT WE WANT TO INVOLVE
19 THE PATIENT ADVOCATES ON THE BOARD IN DEVELOPING
20 THIS PARTICULAR PART OF THE COMMUNICATIONS PLAN
21 BECAUSE WITHOUT YOU GUYS, IT'S NOT GOING TO HAVE THE
22 BEST OF INPUT.

23 DR. LUBIN: SO THIS IS A REALLY
24 COMPREHENSIVE REPORT. AND ALL OF US ARE WORKING IN
25 PLACES WHERE PUBLIC RELATIONS AND MARKETING ARE

BARRISTERS' REPORTING SERVICE

1 IMPORTANT, AND WE GENERALLY HAVE A GOAL TO
2 ACCOMPLISH, LIKE FOUR POINTS. SO IS THE GOAL HERE
3 TO GET AWARENESS OF WHAT WE DO SO THAT WE CAN GO FOR
4 ANOTHER BOND INITIATIVE IN THE FUTURE BECAUSE THAT
5 HAS NOT BEEN STATED?

6 MR. TOWNSEND: NO, THAT WAS NOT OUR
7 INTENT.

8 DR. LUBIN: NOT YOUR GOAL. IS THAT OUR
9 GOAL?

10 CHAIRMAN THOMAS: CERTAINLY THE ISSUE OF
11 SUSTAINABILITY, DR. LUBIN, IS A BIG ONE, AND WE'RE
12 EVALUATING A VARIETY OF POTENTIAL ALTERNATIVES AS A
13 WAY TO GENERATE ADDITIONAL FUNDING. ONE OF THE
14 ALTERNATIVES THAT WILL BE UNDER CONSIDERATION IS A
15 SECOND BOND MEASURE. WE HAVE MADE NO DECISIONS ON
16 THAT AT THIS POINT.

17 I THINK THAT THE THING WE WANT TO DO HERE
18 IS TO EDUCATE ALL CONSTITUENT STAKEHOLDERS IN A WAY
19 THAT THEY WILL AT THE END OF THE DAY REALIZE THE
20 TREMENDOUS AMOUNT OF WORK WE'RE DOING HERE. AND
21 WHETHER THAT'S THE LEGISLATURE, WHETHER IT'S THE
22 PUBLIC, WHETHER IT'S THE PRESS, OR WHATEVER, WE WANT
23 TO ACCURATELY CONVEY THE NATURE OF THE WORK.
24 TOWARDS THAT END, AS YOU KNOW, DR. FEIGAL AND DR.
25 OLSON DID A GREAT JOB AT THE LAST BOARD MEETING

BARRISTERS' REPORTING SERVICE

1 PRESENTING OUR TRANSLATIONAL PORTFOLIO.

2 WE ASKED AFTER THAT IF WE COULD DEVELOP A
3 LAYMAN'S TERMED DOCUMENT THAT EXPRESSED THE SAME
4 THING THAT WOULD ACT AS THE CENTERPIECE FOR OUR
5 COMMUNICATIONS PLAN TO EDUCATE THE PUBLIC. DON AND
6 AMY IN PARTICULAR WORKED VERY HARD ON THAT, CAME UP
7 WITH A GREAT DOCUMENT WHICH WE'VE NOW STARTED
8 DISTRIBUTING AS OF THE WORLD STEM CELL SUMMIT A
9 COUPLE OF WEEKS AGO.

10 SO THAT AND JUST THE WHOLE PROGRAM WE'RE
11 TALKING ABOUT HERE, AS IT IS ROLLED OUT AND
12 IMPLEMENTED, SHOULD WE DECIDE TO GO BACK FOR A
13 SECOND BOND MEASURE, WE BELIEVE AND HOPE THAT THE
14 PUBLIC WOULD BE SO EDUCATED ABOUT WHAT WE DO, THAT
15 THEY WILL, OF COURSE, WANT TO BACK US AND GIVE US
16 SUPPORT IF AND WHEN THAT HAPPENS.

17 DR. LUBIN: SO I WAS THINKING
18 SUSTAINABILITY IS REALLY WHAT WE'RE TALKING ABOUT.
19 THIS IS WHAT WE TALK ABOUT IN OUR HOSPITAL. I'M A
20 PRESIDENT OF OUR CHILDREN'S HOSPITAL THAT SEES A LOT
21 OF POOR CHILDREN, AND SUSTAINABILITY IS AN ISSUE.
22 WHEN WE DO OUR MARKETING AND WHATEVER, IT'S TO TRY
23 TO DO THE THINGS THAT WE NEED TO DO TO SUSTAIN US.
24 WE HAVE A GREAT STEM CELL INSTITUTE HERE THAT DOES
25 PHENOMENAL THINGS, AND WE WANT TO BE ABLE TO SUSTAIN

BARRISTERS' REPORTING SERVICE

1 IT. I'M NOT SAYING IT'S A BOND INITIATIVE OR
2 WHATEVER, BUT WE WANT TO SUSTAIN IT.

3 I THINK THAT THAT GETS A FOCUS INTO WHO
4 YOU ARE GOING TO GO OUT TO AND HOW YOU GO OUT. AND
5 SO I KNOW YOU HAD THAT IN HERE, BUT I JUST THINK FOR
6 ME CLARIFICATION ON A COUPLE OF THOSE MAJOR ISSUES
7 OF WHAT THE TARGET IS IS A VALUE.

8 CHAIRMAN THOMAS: THANK YOU, DR. LUBIN.

9 CHAIRMAN TORRES: I THINK THAT'S VERY
10 IMPORTANT, DR. LUBIN. THAT'S WHY I AM SO GLAD THAT
11 YOU WANTED TO SERVE ON THIS SUBCOMMITTEE BECAUSE AT
12 THE END OF THE DAY, WE'RE GOING TO HAVE TO DO A
13 LITTLE MORE WORK AS WE IMPLEMENT THIS PLAN. AND
14 THAT INPUT IS GOING TO BE OF TREMENDOUS VALUE.

15 OUR NEXT ITEM ON THE AGENDA IS THE DUTY
16 STATEMENT REGARDING THE QUALIFICATIONS FOR THE
17 DIRECTOR OF PUBLIC COMMUNICATIONS, WHICH HAS BEEN
18 AMENDED FROM WHAT THE BOARD HAD APPROVED EARLIER.
19 AND I WANTED TO JUST HAVE JAMES HARRISON GO OVER
20 JUST THE SPECIFIC DIFFERENCES FROM WHAT THE BOARD
21 HAD APPROVED AND WHAT'S BEFORE US TONIGHT.

22 MR. HARRISON: AT ITS JUNE BOARD MEETING,
23 THE BOARD APPROVED AMENDMENTS TO THE INTERNAL
24 GOVERNANCE POLICY TO RESTRUCTURE CIRM'S
25 COMMUNICATIONS PROGRAM. AND AT THE TIME THE BOARD

BARRISTERS' REPORTING SERVICE

1 RECOGNIZED THAT THE STRUCTURE IT ADOPTED WAS
2 SUITABLE TO THE THEN CHAIR BOB KLEIN AND PRESIDENT
3 TROUNSON, AND THAT WITH A NEW CHAIR, THE BOARD MAY
4 WISH TO MODIFY THE COMMUNICATIONS STRUCTURE.

5 IN JUNE THE STRUCTURE ADOPTED BY THE BOARD
6 PROVIDED FOR A SEPARATE DIRECTOR OF PUBLIC
7 COMMUNICATIONS IN THE CHAIR'S OFFICE, AND SCIENTIFIC
8 AND EDUCATION COMMUNICATIONS WOULD REMAIN IN THE
9 PRESIDENT'S OFFICE.

10 IN LIGHT OF THE REPORT FROM DAVID AND
11 JEFF, J.T. AND ALAN SPENT A SIGNIFICANT AMOUNT OF
12 TIME WITH DR. FEIGAL AS WELL DISCUSSING HOW TO
13 IMPLEMENT THE RECOMMENDATIONS. AND WHAT YOU HAVE
14 BEFORE YOU IS A DUTY STATEMENT WHICH PROVIDES FOR A
15 SENIOR DIRECTOR OF PUBLIC COMMUNICATIONS WHO WOULD
16 REPORT JOINTLY BOTH TO SENATOR TORRES, AS CHAIR OF
17 THE COMMUNICATIONS SUBCOMMITTEE, AND TO DR. FEIGAL,
18 AS THE SENIOR VICE PRESIDENT FOR RESEARCH AND
19 DEVELOPMENT.

20 THE POSITION DESCRIPTION THEN OUTLINES THE
21 AREAS OF RESPONSIBILITY FOR BOTH SENATOR TORRES AND
22 DR. FEIGAL AS WELL AS JOINT AREAS OF RESPONSIBILITY
23 AS TO WHICH THE DIRECTOR OF COMMUNICATIONS AND
24 PATIENT ADVOCACY OUTREACH WOULD REPORT JOINTLY TO
25 SENATOR TORRES AND DR. FEIGAL.

BARRISTERS' REPORTING SERVICE

1 CHAIRMAN TORRES: ANY QUESTIONS OR
2 COMMENTS FROM MEMBERS OF THE SUBCOMMITTEE? ANY
3 COMMENTS OR QUESTIONS FROM MEMBERS OF THE
4 SUBCOMMITTEE? ANY COMMENTS FROM PRESIDENT TROUNSON
5 OR SENIOR VICE PRESIDENT FEIGAL?

6 I THINK IT'S APPROPRIATE NOW TO ASK FOR
7 PUBLIC COMMENT. ANY PUBLIC COMMENT ON EITHER THE
8 PLAN OR THE DUTY STATEMENT THAT'S BEFORE US?

9 MR. REED: AS THE LOYAL PUBLIC HERE, I
10 HAVE TO SAY THIS IS TYPICAL OF THE ICOC'S METHOD OF
11 DEALING WITH A PERCEIVED PROBLEM. ALL THE WAY ALONG
12 THE CALIFORNIA INSTITUTE OF REGENERATIVE MEDICINE
13 HAS FACED MANY, MANY CRITICISMS, SOME VALID, SOME
14 NOT, BUT ALL OF THEM TAKEN SERIOUSLY AND ALL OF THEM
15 HAVE BEEN DEALT WITH. I THINK THIS IS EXACTLY
16 WHAT'S HAPPENING HERE. IT'S A PROFESSIONAL ATTEMPT
17 TO MEET A VERY GENUINE PROBLEM.

18 IT KILLS ME TO TALK TO A PATIENT AND HAVE
19 THEM NOT KNOW WHAT'S GOING ON HERE. THIS IS A
20 TREMENDOUS THING. I TALKED TO ONE OF OUR GREATEST
21 CRITICS RECENTLY. HE SAID, LOOK, I KNOW THERE'S
22 NOTHING ELSE LIKE THIS ON EARTH. AND I CAN'T TELL
23 YOU WHO IT WAS, BUT YOU CAN PROBABLY FIGURE OUT WHO
24 IT WAS. THE ACCOMPLISHMENTS ALONE ARE JUST
25 STAGGERING, AND THEY HAVE TO BE PUT FORWARD IN A WAY

BARRISTERS' REPORTING SERVICE

1 THAT THE AVERAGE PERSON ON THE STREET WHO IS
2 STRUGGLING TO MAKE A LIVING, WHO'S GOT FAMILY
3 PROBLEMS CAN UNDERSTAND THEM AND UNDERSTAND THEIR
4 CONNECTION TO THEM AND THE IMPORTANCE OF THEM.

5 SO I APPLAUD THIS EFFORT. THANK YOU.

6 CHAIRMAN TORRES: ALL RIGHT. I WANT TO
7 THANK MR. TOWNSEND AND MR. RAIMUNDO FOR ALL THE WORK
8 THAT YOU AND YOUR COLLEAGUES PUT INTO THIS REPORT.
9 I UNDERSTAND THE WORK YOU DID WITH CALPERS. I
10 UNDERSTAND THE WORK YOU'RE DOING NOW WITH THE HIGH
11 SPEED RAIL AUTHORITY, ANOTHER BONDING INSTITUTE --

12 MR. TOWNSEND: WE JUST PASSED THE BOND.
13 WE'RE NOT WORKING ON IT RIGHT NOW.

14 CHAIRMAN TORRES: YOU JUST PASSED IT. YOU
15 MAY BE. THANK YOU FOR ALL THE WORK YOU PUT INTO IT.
16 ALSO, THANK YOU TO THE STAFF, THE PRESIDENT'S STAFF
17 FOR THEIR TREMENDOUS INPUT ON THAT LAY ANALYSIS OF
18 THE PORTFOLIO. THAT HAS BEEN SENT PERSONALLY WITH A
19 PERSONAL NOTE FROM ME TO EVERY MEMBER OF THE
20 LEGISLATURE AND TO EVERY MEMBER OF THE CALIFORNIA
21 CONGRESSIONAL DELEGATION SO THEY KNOW WHAT WE'RE
22 DOING AND WHERE WE ARE HEADED.

23 I ALSO WANT TO SAY THAT DR. TROUNSON AND I
24 HAD A VERY HONEST DISCUSSION A FEW WEEKS AGO, AND I
25 PLEDGED TO HIM MY SUPPORT TO MAKE THIS CONCEPT WORK

BARRISTERS' REPORTING SERVICE

1 TOGETHER AS A TEAM. AND I THINK DR. TROUNSON, I
2 DON'T THINK, I KNOW THAT HE SAID TO ME THAT WE'RE
3 GOING TO BE WORKING TOGETHER TO DO THIS.

4 SO I THINK THERE'S A NEW ERA HERE AT CIRM,
5 AND I THINK PEOPLE NEED TO KNOW THAT WE ARE TOGETHER
6 ON THIS, THAT WE'RE UNIFIED ON THIS, AND THAT OUR
7 MESSAGE IS GOING TO BE A UNIFIED MESSAGE TO THE
8 STATE AND, QUITE FRANKLY, AS DR. TROUNSON LIKES TO
9 SAY, APPROPRIATELY SO, TO THE WORLD AS TO WHAT WE
10 ARE DOING.

11 SO, THEREFORE, WE DO NOT HAVE A QUORUM, SO
12 WE ASK FOR A CONSENSUS TO BE GIVEN TO THE BOARD
13 TOMORROW. AND THAT CONSENSUS HAS BE IN THE FORM OF
14 THE FOLLOWING MOTION, THAT WE RECOMMEND, NO. 1, THE
15 APPROVAL OF THE PROPOSAL TO RESTRUCTURE THE
16 COMMUNICATIONS OFFICE; NO. 2, THE APPROVAL OF THE
17 REVISED POSITION DESCRIPTION THAT EACH OF YOU HAVE;
18 AND, NO. 3, TO DIRECT THE STAFF TO CONFORM THE
19 INTERNAL GOVERNANCE POLICY TO REFLECT THIS NEW
20 COMMUNICATIONS STRUCTURE.

21 I WILL ASSUME THAT -- BECAUSE WE CAN'T
22 TAKE A ROLL, WE DON'T HAVE A QUORUM, I WILL ASSUME
23 THAT'S THE CONSENSUS OF THE SUBCOMMITTEE, AND WE'LL
24 MAKE THAT REPORT APPROPRIATELY TOMORROW.

25 THANK YOU ALL FOR ALL YOUR HELP. THANK

BARRISTERS' REPORTING SERVICE

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YOU, MEMBERS. WE'RE ADJOURNED.
(THE MEETING WAS THEN CONCLUDED AT
07:41 P.M.)

BARRISTERS' REPORTING SERVICE

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 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 AT THE LOCATION INDICATED BELOW

HYATT REGENCY HOTEL
SHADY CANYON ROOM
17900 JAMBOREE ROAD
IRVINE, CALIFORNIA
ON
TUESDAY, OCTOBER 25, 2011

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, CSR 7152
BARRISTER'S REPORTING SERVICE
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