

**MATERIALS FOR AGENDA ITEM\_\_\_\_\_**

**November 22, 2016 @ Noon**

**NV Board of Optometry**

**Board Meeting**

**Conference Call**

**Dial-In Number: (712)451-0223**

**Access Code: 292304**

# NEVADA STATE BOARD OF OPTOMETRY

WILLIAM F. HARVEY, O.D.  
Board President

MARIAH L. SMITH, O.D.  
Board Member

POST OFFICE BOX 1824  
CARSON CITY, NEVADA 89702  
Telephone: (775) 883-8367  
Facsimile: (775) 883-1938  
E-Mail: [cjenkins@nvoptometry.org](mailto:cjenkins@nvoptometry.org)

CHEN K. YOUNG, O.D.  
Board Member

SHERESE SETTELMAYER  
Public Board Member

## NOTICE OF A REGULAR MEETING THE NEVADA STATE BOARD OF OPTOMETRY WILL HOLD A TELEPHONIC MEETING ON November 22, 2016 at 12:00 p.m.

### **MEMBERS OF THE PUBLIC MAY ATTEND BY CONTACTING THE BOARD FOR A CALL-IN NUMBER PRIOR TO THE MEETING'S START TIME.**

1. Public Comment.

*Note: A time limit may be set for each individual wishing to address the Board. Action will not be taken on any issues presented, either in forum or during the ensuing Board Meeting. In accordance with the Nevada Open Meeting Law, any issue requiring action will be placed on an agenda for a future Board Meeting.*

2. Welcome, introduction of new Board member.

\*3. For possible action

Review and approval of minutes of the meeting on September 13, 2016.

4. Executive Director's Report – no action will be taken on this agenda item.

\*5. For possible action

Discussion and possible action regarding retaining outside legal counsel to the Board.

\*6. For possible action

Authorizing the Executive Director to execute documents and enter agreements for the provision of:

- A. Office space and meeting space,
- B. Computer and network services, and
- C. Website design and implementation services.

\*7. For possible action

Discussion and possible action regarding staff review of applications for certification of licensees to prescribe Therapeutic Pharmaceutical Agents, and to treat Glaucoma.

\*8. For possible action

Discussion and possible action regarding Complaints received by the Board and recommendations from the Executive Director:

\*9. For possible action

Discussion of Board approach to legislative, regulatory and conceptual changes to NRS chapter 636, NAC chapter 636 and other laws affecting optometrists, eye health or other topics impacting the practice of optometry, including, but not limited to:

- A. Regulating the provision of online refractions of Nevada patients.
- B. Optometry license renewal and CE requirement timelines – every 2 years?
- C. TPA and Glaucoma certification requirements for licensees by endorsement.
- D. Others

10. Board member comments – no action will be taken on this agenda item.

11. Public Comment.

*A time limit may be set for each individual wishing to address the Board. Action will not be taken on any issues presented. In accordance with the Nevada Open Meeting Law, any issue requiring action will be placed on an agenda for a future Board Meeting.*

**THE BOARD RESERVES THE RIGHT TO CONSIDER ITEMS IN A DIFFERENT ORDER TO ACCOMPLISH BUSINESS IN THE MOST EFFICIENT MANNER.**

**THIS NOTICE WAS POSTED IN THE FOLLOWING LOCATIONS;**

**Carson City Courthouse**

**885 East Musser Street  
Carson City, Nevada**

**Office of the Nevada Attorney  
General**

**1325 Airmotive Way, Suite 340  
Reno, Nevada**

**Office of the Nevada Attorney  
General**

**555 East Washington Avenue #3900  
Las Vegas, Nevada**

**Douglas County Courthouse**

**1616 8<sup>th</sup> Street  
Minden, NV 89423**

**THE BOARD WILL TAKE REASONABLE MEASURES TO ACCOMMODATE PERSONS WITH DISABILITIES WHO WISH TO ATTEND THE MEETING. PLEASE CONTACT THE BOARD OFFICE AT (775) 883-8367 or [admin@nvoptometry.org](mailto:admin@nvoptometry.org) TO MAKE ADVANCE ARRANGEMENTS.**

## MINUTES

### NEVADA STATE BOARD OF OPTOMETRY TELEPHONIC MEETING September 13, 2016

The public was invited to attend the meeting via telephone or at:

Nevada State Board of Optometry office  
1000E. William St., Suite 109  
Carson City, Nevada 89701

A meeting of the Nevada Board of Optometry was called to order by Board President, Vincent A. Gassen, O.D., at 12:03 p.m. on September 13, 2016.

Agenda Item 1. Dr. Gassen asked for public comment. No public comment was received.

Agenda Item 2. Executive Director Jenkins confirmed that agendas for the meeting had been posted in conformity with the requirements of Nevada's Open Meeting Law. Attending the meeting were:

Vincent Gassen, O.D., Board President  
Chen K. Young, O.D., Board Member  
William Harvey, O.D., Board Member  
Sherese Settlemeyer, Board Member  
Caren C. Jenkins, Esq., Executive Director  
Louis Ling, Board Counsel  
Leah Cartwright, Lobbyist

Agenda Item 3. The Board reviewed the proposed minutes from its meeting of July 18, 2016. Dr. Harvey moved to approve the minutes, which was seconded by Sherese Settlemeyer. The motion passed unanimously.

Agenda Item 4. Ms. Settlemeyer moved, and Dr. Young seconded a motion to appoint Dr. William Harvey the President of the Board of Optometry for a one-year term. All members voted in favor, but Dr. Harvey abstained from voting.

Dr. Young moved and Dr. Harvey seconded a motion to appoint Ms. Settlemeyer the Vice-President of the Board for a one-year term. All members voted in favor, but Ms. Settlemeyer abstained from voting.

Dr. Harvey moved and Ms. Settlemeyer seconded a motion to appoint Dr.

Young the Treasurer of the Board for a one-year term. All members voted in favor, but Dr. Young abstained from voting.

Agenda Item 5. Mr. Ling reported that he had attended the Governor's Opioid Summit regarding proposed changes to the statutes that will not likely affect optometrists. The governor has requested a bill draft to stem the use and misuse of opioids which imposes limits on dispensing such drugs. Since optometrists' ability to prescribe opioids is already limited, the measure will not likely change the practice of our licensees.

Agenda Item 6. Executive Director Jenkins expressed that she will be reporting discipline on the Board's website differently than in the past, separating administrative penalties from substantive discipline. She also asked for authority to spend up to \$2500 on behalf of the board without prior approval. Any sum in excess of that amount would require approval of the Board. Motion brought by Dr. Harvey, seconded by Ms. Settlemeyer, approved.

Ms. Jenkins proposed the addition of a full-time administrative staff member to the Board's operations. She explained that the burden of processing administrative tasks on a "micro" level is demanding and very distracting, and she finds it difficult to find time to focus on "macro" tasks such as policy development, budgeting, reporting, the law exam and investigating complaints while answering mail, telephones and typing renewal cards and certificates. Board members responded that upon implementation of an online renewal system, much administrative work may be greatly reduced. The Board asked the Executive Director to continue using part-time, temporary help as needed until the website is in place.

Upon her request, the Board authorized Ms. Jenkins to develop and pursue offering the Nevada Law Exam via the National Board of Examiners in Optometry's Official State Law Exam (OSLE) online to relieve applicants from the inconvenience of traveling to Carson City to take Nevada's exam. Sue Terry of OSLE has been very each applicant. The Board will still offer an in-person exam if requested.

Dr. Harvey moved and Ms. Settlemeyer seconded that the Board utilize for its bookkeeping and engage in the acceptance of payments online via Intuit

“QuickBooks” and directed Ms. Jenkins to pursue setting up an account with a payment link to be posted on the Board’s new website.

Ms. Jenkins reported that the office desktop computer was purchased in 2012, and is a LAN (local area network) rather than a server system, making it difficult to safely store and access information, and providing no remote back-up or restoration ability. Dr. Gassen directed the Executive Director to shop around, and emphasized that back-ups and a server system could be important for the Board to implement.

Ms. Jenkins proposed configuration of a real-time, continuously updated provider list to cut down on credentialing verification and discipline inquiries. She also presented the idea of outsourcing the bookkeeping function to provide checks and balances, as the Executive Director works nearly without oversight and has access to the entirety of the Board’s holdings. No action was taken regarding these concepts.

Ms. Jenkins proposed that the Board move from its current small office to better accommodate the work of the board. She proposed moving the office either north or south of Carson City and even proposed Incline Village as a potential site. The Board directed her to propose potential sites at a future meeting for discussion.

Agenda item 7. The Board directed Ms. Jenkins to obtain a \$100.00 gift certificate at Adele’s to show appreciation for the service of Barbara Kane during the Board’s transition after Judi’s passing.

The next meeting was scheduled for Thursday November 17, 2016 by phone.

Agenda Item 8. Public Comment. Leah Cartwright congratulated Ms. Jenkins on her new position and the officers of the Board elected at today’s meeting and offered best wishes for the future.

Agenda Item 9. Adjournment.

Approved: \_\_\_\_\_

Date

\_\_\_\_\_  
Caren C. Jenkins, Executive Director

## Indian Hills Plaza

27,900 SF Shopping Center  
For Lease \$0.85 - 0.95 / SF



### PROPERTY FEATURES

- Excellent highway frontage with exposure to 33,000 cars a day who drive 395 North and South
- Competitive lease rates from \$0.85 to \$0.95/ sq ft.
- CAM's estimated at \$0.39/sq ft.
- Includes vanilla shell buildout up to \$30/psf.
- Sizes available from 650 to 7,025 sq ft.
- Neighborhood Commercial Zoning
- PARKING: Ample shared parking
- LOCAL OWNERS are easy to work with!

Build out 2 ofc  
+ copy, file + RR

FOR MORE INFORMATION:

Brad Bonkowski, CCIM

Andie Wilson, CCIM

+1 775 721 2980

carsonbroker@naialliance.com

840 sq.ft.  
\$1000/mo  
+ utilities  
incl. 39 cam

672.40 rent + 327.6 CAM  
reconciled annually 3yr lease



27,900 sf Neighborhood Commercial Retail  
Office / Medical / Shopping Center

**NAI Alliance**  
Carson City



VISIT OUR WEBSITE

504 E. Musser #202  
Carson City, NV 89703  
[naialliance.com](http://naialliance.com)

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# Indian Hills Plaza

27,900 SF Shopping Center  
For Lease \$0.85 - 0.95 / SF

## LOCATION FEATURES

- 33,000 cars daily
- Signalized intersection
- Ideally located, heavily trafficked site with signage facing Hwy 395 and on Mica Dr.
- Neighborhood Commercial zoning
- MAJOR TENANTS WITHIN 1/2 MILE RADIUS:
  - BEST BUY
  - HOME DEPOT
  - TARGET
  - IN-N-OUT BURGER
  - FIVE GUYS BURGERS & FRIES
  - STARBUCK'S
  - JAMBA JUICE
  - COST PLUS WORLD MARKET
  - WAL MART
  - CRAFT MARKET
  - CHILI'S
  - AND MANY MORE...



## 2010 DEMOGRAPHICS

|        | POPULATION: | MEDIAN HOUSEHOLD INCOMES | MEDIAN AGE |
|--------|-------------|--------------------------|------------|
| 1 MILE | 4,635       | \$69,054                 | 41.9       |
| 3 MILE | 9,699       | \$66,907                 | 42.2       |
| 5 MILE | 28,000      | \$62,959                 | 43.4       |



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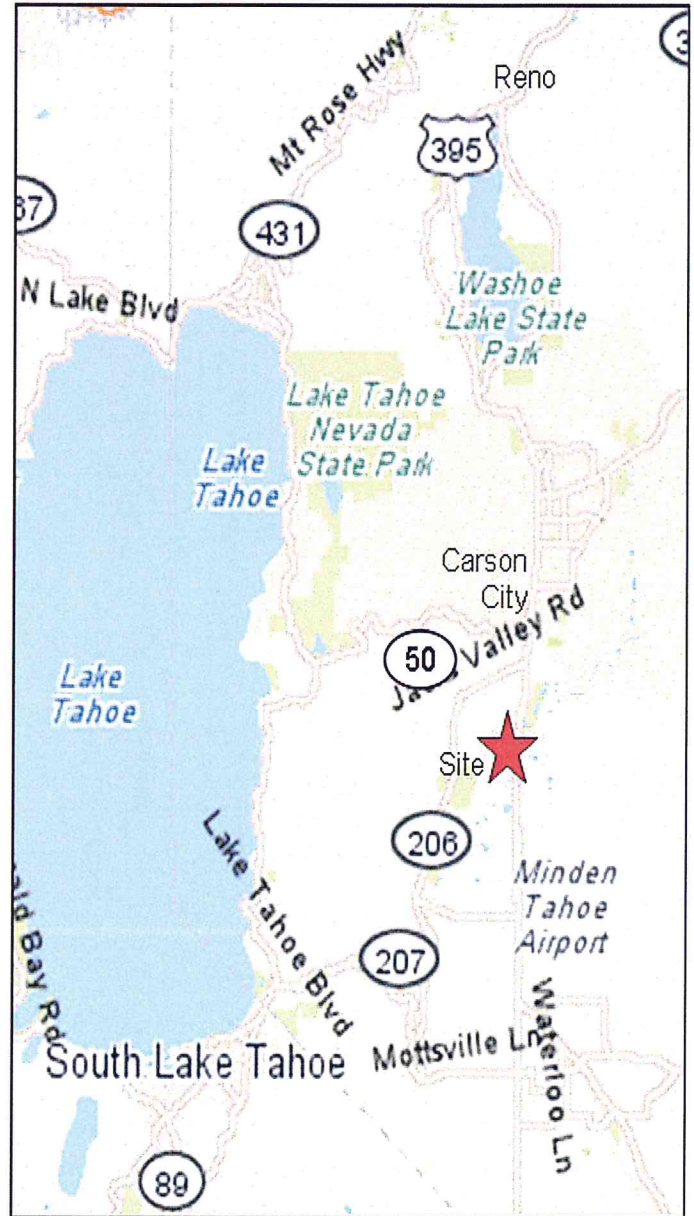
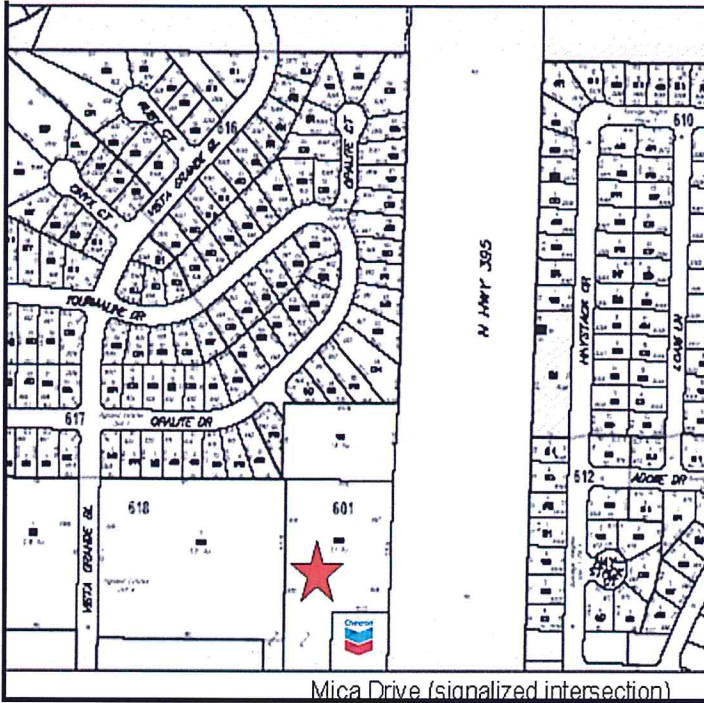
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For Lease \$0.85 - 0.95 / SF

## PARCEL MAP, AREA MAP & DIRECTIONS



## DIRECTIONS

- From Carson City, head south on 395 towards Gardnerville
- After passing Jack's Valley Road, pass Target and Home Depot
- Look for the Indian Hills Plaza as you come down the hill
- Turn right on Mica Drive
- Turn right after the Chevron Gas Station

**APN 1320-07-601-002**



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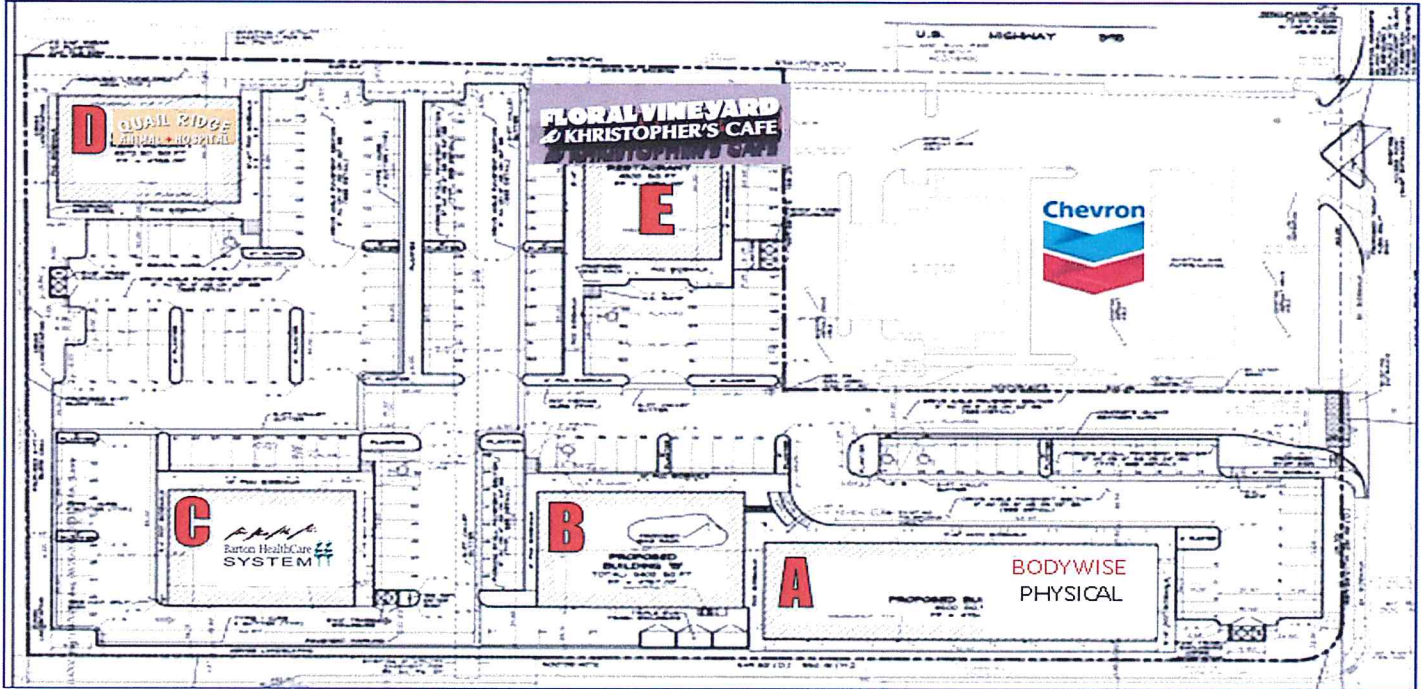
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## SITE MAP & AVAILABLE SQUARE FOOTAGE



\*Contiguous units may be combined in any building

\* Zoning: ME (Industrial)

| Building A: 931 Mica Drive<br>8,500 SF building |         |         |
|-------------------------------------------------|---------|---------|
| Suite 1                                         | 1,475   | Leased  |
| Bodywise Physical Therapy                       |         |         |
| Suite 2                                         | 650     | 0.95/sf |
| Suite 3                                         | 1,062.5 | 0.95/sf |
| Suite 4                                         | 1,062.5 | 0.95/sf |
| Suite 5                                         | 1,062.5 | 0.95/sf |
| Suite 6                                         | 1,062.5 | 0.95/sf |
| Suite 7                                         | 1,062.5 | 0.95/sf |
| Suite 8                                         | 1,062.5 | 0.95/sf |

| Building B: 933 Mica Drive<br>5,400 sq ft building |       |         |
|----------------------------------------------------|-------|---------|
| Suite 9                                            | 1,350 | 0.85/sf |
| Suite 10                                           | 1,350 | 0.85/sf |
| Suite 11                                           | 1,350 | 0.85/sf |
| Suite 12                                           | 1,350 | 0.95/sf |

| Building C: 935 Mica Drive<br>4,800 sq ft building |       |        |
|----------------------------------------------------|-------|--------|
| Suite 13-14                                        | 3,322 | Leased |
| Barton HealthCare Systems                          |       |        |
| Suite 15                                           | 1,478 | Leased |
| Barton HealthCare Systems                          |       |        |

| Building D: 937 Mica Drive<br>4,400 SF building |            |         |
|-------------------------------------------------|------------|---------|
| Suite 16-B                                      | 650 sf +/- | 0.90/sf |
| Suite 16-A                                      | 850 sf +/- | Leased  |
| Edward Jones                                    |            |         |
| Suite 17                                        | 800        | 1.00/sf |
| Office suite ready now!                         |            |         |
| Suite 18                                        | 2,186 sf   | Leased  |
| Quail Ridge Animal Hospital                     |            |         |

| Building E: 939 Mica Drive<br>4,800 sq ft building |       |         |
|----------------------------------------------------|-------|---------|
| Suite 19                                           | 1,453 | 0.95/sf |
| Suite 20                                           | 3,347 | Leased  |
| Khristopher's Café & Flowers                       |       |         |



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1790 E. Plumb Lane • Reno • NV • 89502 • 775-826-2500 • Fax 775-826-2505

## Banquet Event Order

|                                                                                                            |                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <b>Account:</b> Nevada State Board of Optometry<br><b>Address:</b> P.O. Box 1824<br>Carson City, NV, 89702 | <b>Event Date:</b> Thursday, January 12 <sup>th</sup> , 2017<br><b>Post As:</b> 04:00 PM-06:00 PM<br>Nevada State Board of Optometry |
| <b>Contact:</b> Caren Jenkins<br><b>Phone:</b> 775-720-1181<br><b>Email:</b> cjenkins@nvoptometry.org      | <b>On-Site:</b> TBA                                                                                                                  |
| <b>Deposit:</b> \$200.00 by 11/30/2016<br><b>Method of Payment:</b> Credit Card                            | <b>Booked By:</b> Katie Missamore<br><b>Catering Rep:</b> Katie Missamore                                                            |

| Date                 | Time          | Meeting Room        | Set | GTD | Rental   |
|----------------------|---------------|---------------------|-----|-----|----------|
| Thursday, 01/12/2017 | 4:00PM-6:00PM | Meeting Place 1 & 2 | 60  | 60  | \$400.00 |

| MENU SELECTION |     |                                   |         |         |
|----------------|-----|-----------------------------------|---------|---------|
| Time           | Qty | Description                       | Price   | Total   |
| 4:00 PM        | 1   | Hummus Flight Trio (Serves 10)    | \$36.00 | \$36.00 |
| 4:00 PM        | 1   | Veggie Crudite (Serves 10)        | \$25.00 | \$25.00 |
| 4:00 PM        | 1   | Fresh Cut Mixed Fruit (Serves 10) | \$25.00 | \$25.00 |
| 4:00 PM        | 1   | Cheese Plate (Serves 10)          | \$36.00 | \$36.00 |

| BEVERAGE SELECTION |     |                  |         |         |
|--------------------|-----|------------------|---------|---------|
| Time               | Qty | Description      | Price   | Total   |
| 4:00 PM            | 1   | Ice Tea Pitcher  | \$14.00 | \$14.00 |
| 4:00 PM            | 1   | Lemonade Pitcher | \$14.00 | \$14.00 |

| ROOM SETUP REQUIREMENTS |     |                              |          |          |
|-------------------------|-----|------------------------------|----------|----------|
| Time                    | Qty | Description                  | Price    | Total    |
| 4:00 PM                 | 1   | Half Day Meeting Room Rental | \$400.00 | \$400.00 |
| Theatre Style for 60    |     |                              |          |          |
| Water Station in room   |     |                              |          |          |

| AUDIO VISUAL REQUIREMENTS |     |                   |          |          |
|---------------------------|-----|-------------------|----------|----------|
| Time                      | Qty | Description       | Price    | Total    |
| 4:00 PM                   | 1   | LCD Projector     | \$150.00 | \$150.00 |
| 4:00 PM                   | 1   | Projection Screen | \$50.00  | \$50.00  |

7.725% Sales Tax & 17% Gratuity will be added to any catered food & beverage order, 7.725% Sales tax will be added to all meeting room & AV rental charges.

\*Charges are subject to changes in Food & Beverage and/or AV orders and/or guest count and phone charges.

\*Menu items are subject to change without notice

|                     |          |
|---------------------|----------|
| MEETING ROOM RENTAL | \$400.00 |
| FOOD                | \$122.00 |
| BEVERAGE            | \$28.00  |
| AUDIO/VISUAL        | \$150.00 |
| SALES TAX @ 7.725%  | \$54.08  |
| GRATUITY @ 17%      | TBD      |
| GRAND TOTAL*        | \$754.08 |

- Signed banquet event order is due by **11/30/2016**, as well as a non-refundable deposit in the amount of **\$200.00** to be applied to final billing.
- Cancellation of meeting must be submitted in writing. If meeting is cancelled within twenty one (21) days of meeting the full amount of the meeting will be charged.
- The final guaranteed number of guests is due **(5) five business days prior** to the start of your event. Should the final guarantee not be received **(5) five business days prior** to the above function(s), the above expected number of guests will be the basis for the billing charges.
- 24 hour notice is needed for meeting room setup changes or a fee of \$150.00 will apply to re-set the meeting space.**
- The hotel reserves the right to relocate your function(s) to another room.

  
 Authorized Signature

11/10/16  
 Date

Hotel Representative Signature

Date

# Banquet Estimated Charges

Hampton Inn Tropicana  
4975 Dean Martin Drive  
Las Vegas, NV 89118  
PH: (702) 948-8100

**NV State Board of Optometry**

Caren Jenkins

Wednesday, January 4, 2017

PREPARED BY:

Teresa Greenbaum

TITLE:

Catering Sales Manager

DATE:

November 7, 2016

FOR (Group):

CONTACT:

FUNCTION DATES:

| QTY            | Food & Beverage                                                                                           | COST PER ITEM | TOTAL/S     |
|----------------|-----------------------------------------------------------------------------------------------------------|---------------|-------------|
|                | <b>Morning Board Meeting (10:30 a.m. - noon)</b>                                                          |               |             |
| 1              | Coffee Station: Regular Coffee at \$44.00 per gallon                                                      | \$ 44.00      | \$ 44.00    |
| 1              | Hot Tea and Hot Chocolate Station at \$42.00 per gallon/hot water                                         | \$ 42.00      | \$ 42.00    |
| 1              | Assorted Breakfast Pastries & Muffins at \$30.00 per dozen                                                | \$ 30.00      | \$ 30.00    |
|                | <b>Early Evening Reception (4:00 p.m. - 6:00 p.m.)</b>                                                    |               |             |
| 1              | Domestic Cheese Tray with Crackers (serves approx. 75 people)                                             | \$ 350.00     | \$ 350.00   |
| 1              | Assorted Vegetable Crudite with Warm Parmesan Artichoke Dip and Ranch Dressing (serves approx. 75 people) | \$ 525.00     | \$ 525.00   |
| 1              | Sliced Fresh Fruit Platter (serves approx. 75 people)                                                     | \$ 350.00     | \$ 350.00   |
|                |                                                                                                           |               | \$ -        |
| 1              | Iced Tea at \$42.00 per gallon                                                                            | \$ 42.00      | \$ 42.00    |
| 1              | Lemonade at \$35.00 per gallon                                                                            | \$ 35.00      | \$ 35.00    |
|                | Subtotal:                                                                                                 |               | \$ 1,418.00 |
|                | Service Charge:                                                                                           | 21%           | \$ 297.78   |
|                | Sales Tax:                                                                                                | 8.15%         | exempt      |
|                |                                                                                                           |               | \$ -        |
| Total of Items |                                                                                                           |               | \$ 1,715.78 |

| QUANTIT        | Room Rental                                                                     | COST PER ITEM | TOTAL/S |
|----------------|---------------------------------------------------------------------------------|---------------|---------|
|                | Meeting Room Rental - Bora Bora Room (1300 sq ft)                               |               | \$ -    |
| 1              | Saturday, 04/8/16 from 9:00 a.m. - 6:00 p.m.                                    | waived        | \$ -    |
|                | (Waived with \$1,250.00 Food and Beverage Event minimum)                        |               | \$ -    |
|                | Conference style table during Morning Board Meeting                             |               | \$ -    |
|                | Variety of cocktail tables during Early Evening Reception                       |               | \$ -    |
|                | Complimentary Resource Center with water station, pens, pads of paper and mints |               | \$ -    |
|                | Service Charge:                                                                 | 21%           | \$ -    |
|                | Sales Tax:                                                                      | 8.15%         | \$ -    |
|                |                                                                                 |               | \$ -    |
| Total of Items |                                                                                 |               | \$ -    |

| QUANTIT        | Audio-Visual and Miscellaneous Charges                                                           | COST PER ITEM | TOTAL/S   |
|----------------|--------------------------------------------------------------------------------------------------|---------------|-----------|
| 1              | Use of podium (normally \$90.00)                                                                 | \$50.00       | \$ 50.00  |
| 1              | LCD Package with projector, screen, A/V cart, power strip and extension cord (normally \$425.00) | \$200.00      | \$ 200.00 |
|                | Wi-Fi Internet Service (normally \$150.00)                                                       | waived        | \$ -      |
|                | Microphone and sound system, if necessary, \$200.00                                              |               | \$ -      |
|                |                                                                                                  |               | \$ -      |
|                |                                                                                                  |               | \$ -      |
|                |                                                                                                  |               | \$ -      |
|                |                                                                                                  |               | \$ -      |
|                | Service Charge:                                                                                  | 21%           | \$ 52.50  |
|                | Sales Tax:                                                                                       | 8.15%         | exempt    |
|                |                                                                                                  |               | \$ -      |
| Total of Items |                                                                                                  |               | \$ 302.50 |

| EVENT CHARGES                     |  | TOTAL/S     |
|-----------------------------------|--|-------------|
| F&B, Room Rental and A/V Total/s: |  | \$ 2,018.28 |



Tropicana

Enjoy all that Las Vegas has to offer from Hampton Inn Tropicana. Conveniently located one half mile from the Las Vegas Strip, we offer complimentary shuttle service to the airport and the Strip so you can enjoy endless shopping, sports, gaming and live shows.

*Close to the action...without the distraction!*

## Hotel Features

- Renovated well equipped Business Center
- Special Events & Meeting Facilities
- Complimentary On The House™ Hot Breakfast
- On-site Suite Shop (convenience store)
- Complimentary roundtrip airport transportation 5:00am - 1:00am, daily (Guest must call the hotel directly for airport pick-up.)
- Complimentary shuttle to Tropicana Hotel, drop off and pick-up per schedule
- Complimentary parking
- Complimentary local phone calls
- Free Wi-Fi access in public areas and sleeping rooms
- Outdoor heated swimming pool, whirlpool spa and cabanas (year-round)
- 24-Hour Fitness Center featuring free weights, treadmills, water station, 37" TVs & more
- Valet laundry and dry cleaning services
- Guest laundry facility

## Guest Rooms

- Free high-speed wireless Internet access
- 37" HD flat screen TV with 72 choices of cable television viewing
- Complimentary HBO, CNN & ESPN
- Coffee maker
- Iron/full-size ironing board
- Hairdryer & bathroom amenities
- Fluffy bath towels & curved shower rod
- Ergonomic work area with convenient lap desk
- Room Service available through Order Inn Hospitality Services™

## Meetings and Events

When you need to host a function, our hotel offers just under 10,000 square feet of dedicated meeting space at our Hampton Inn Tropicana and Event Center, adjacent to the hotel. The Hampton Inn Event Center can accommodate up to 400 guests, with a spacious foyer for exhibits, buffets or registration tables.

| Meeting Space                 | Total SqFt | Classroom | Theatre | Banquet | Reception | Conference | U-Shape | H-Shape |
|-------------------------------|------------|-----------|---------|---------|-----------|------------|---------|---------|
| Bird of Paradise Board Room   | 600        | 16        | 16      | 16      | 30        | 16         | 16      | 16      |
| Bora                          | 1,300      | 80        | 140     | 80      | 100       | 60         | 50      | 60      |
| Bora A                        | 650        | 40        | 55      | 40      | 50        | 25         | 20      | 25      |
| Bora B                        | 650        | 40        | 55      | 40      | 50        | 25         | 20      | 25      |
| Coral A                       | 600        | 0         | 20      | 30      | 40        | 12         | 12      | 12      |
| Coral B                       | 600        | 0         | 20      | 30      | 40        | 12         | 12      | 12      |
| Fiji                          | 800        | 50        | 100     | 50      | 60        | 40         | 35      | 40      |
| Hampton Inn Conference Center | 8,740      | 300       | 400     | 300     | 500       | 120        | 100     | 120     |
| Salon A                       | 1,936      | 150       | 200     | 150     | 200       | 60         | 50      | 60      |
| Salon B                       | 1,804      | 150       | 250     | 150     | 250       | 60         | 30      | 60      |
| Tahiti                        | 800        | 50        | 100     | 50      | 60        | 40         | 35      | 40      |

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Las Vegas, NV 89118

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## **Nevada State Board of Optometry Website Redesign & Development Proposal**

### **Project Overview**

This outline is for the complete design and development of **Nevada State Board of Optometry's** website with full Content Management System (CMS). The proposed project encompasses developing the website design, layout, and site architecture. It also includes deployment of website pages in order to achieve the goal to make the site "live" within 50 business days of project start.

Preliminary online communication through emails will be held to determine the branding, messaging, Search Engine Optimization (SEO), and content strategy for the website. The results will be used to develop the site design and architecture. The project encompasses development and deployment of the full website.

The total project schedule for completing this new website is approximately 50 days if requests for client approvals and supplied content are met in a timely manner.

### **Working Process**

The new **Nevada State Board of Optometry** website will be set up with full CMS as per requirements in which we will redesign the overall look and feel of the website to better match the branding of the company as identified in your Web Design Checklist document and subsequent strategy sessions.

We will work with you and/or your designated team to create a website look and feel that better presents the company - who you are, what you do, and why visitors should explore for more information. We will develop a site architecture that mirrors your messaging strategy and makes it easy for your visitors and stakeholders to find the most relevant content and lead conversion pages.

During initial strategy and brainstorming sessions, we will work with you to refine your branding, messaging and content strategy for the website. We will work with you to develop a comprehensive SEO strategy.

We will view and discuss competitor sites as well as admired sites to identify design elements that will help to steer the design in the desired direction.



## Project Scope

This is a basic overview to communicate our understanding of the fundamental needs of this project. We propose to design and develop a completely custom web site for you, with the goal of being highly spirited to other competitor sites with its unique design, user friendly interface, attractive and eye catching design, and most importantly SEO friendly.

As outlined in the Web Design Checklist document provided by you, the developed functionality of the website will be dynamic (with full CMS). A dynamic site based on Wordpress CMS will enable you or your non-technical staff to update content, images, videos, or anything else on the site using basic text editor.

Important features of website that would be provided include: neat, clean, and valid xhtml/css code with w3c validation and cross browser compatibility with effective optimized code and images. Doing so will make your website more SEO friendly, which may enable your site to rank at the top of the pages by most search engines.

Your website will also be designed with Responsive Design. This will make your website mobile and tablet friendly.

We propose to follow the Web Design Checklist document and work closely with you or your relevant team while bringing our years of experience, creativity, and organization to this project in order to achieve its goals and form a lasting relationship.

## Services Overview

1. Custom WordPress Website
  - i. Client choice of customizable designs created to meet Client needs
  - ii. Choice of products/services pages, color palette, layout, blog, video integration, and social media connectivity
  - iii. Develop additional website components that are search engine strong using online marketing best practices
2. Convert 10-15 PDF's to Online Forms with Options for Attachments
3. Develop e-Commerce system implementation to accept payments after form Submission
4. Implement e-Signature functionality
5. On-Page SEO Optimization
  - i. Keywords and Website Analysis
    - a. Analysis of keywords, global and local search volume, competition, and relevancy
    - b. Website document type analysis



- ii. On-Page Optimization
  - a. Optimization of title tags (main pages)
  - b. Optimization of meta description tags according to the page content (main pages)
  - c. Optimization of meta keyword tags (main pages)
  - d. Header tags optimization for all important pages
  - e. URL optimization
  - f. Optimization of italics and bold tags
  - g. Optimizing HTML code
  - h. Analysis of non-indexable attributes such as Flash
  - i. Robots optimization
  - j. Image analysis and optimization of Alt and Title tags
  - k. Hyperlink analysis and optimization
  - l. Optimization of internal navigation /linking structure
  - m. Optimization of external links
  - n. Page content optimization
  - o. Checking of canonicalization
  - p. Google Web Master setup
  - q. Google Analytics setup
  - r. Website URL redirection
- 6. Sitemap Optimization
  - i. Optimized HTML site map creation
  - ii. Optimized XML site map creation for Google
  - iii. Optimized TEXT site map for Yahoo
- 7. Reporting
  - i. Pages recognized by search engines
  - ii. Detailed report of on-page SEO in Word document
  - iii. Detailed report of sitemaps
  - iv. Detailed report of robots.txt, htaccess files



## Budget, Timeline, & Process Proposal

The timeline chart below outlines the budget, milestones, and procedure we will follow to complete this project. We follow a five-phase process to ensure customer satisfaction and project efficiency. Our process begins with a planning phase where we plan everything clearly, then a designing phase where all visual elements are designed and approved. We then have a development phase where the visual elements are brought to life, a review and testing phase where all requirements and final product is reviewed and tested as beta version, and finally a deployment phase where we set up everything on your hosting server.

| Phases/Process | Time Frame | Payment    | Progress                                                                                                                                                                               | Deliverables                                                                                                                                      |
|----------------|------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| Planning       | Days 1-10  | \$2,998.50 | <ul style="list-style-type: none"> <li>Agreement to begin work</li> <li>Planning for design layout</li> <li>SEO research</li> <li>Planning site architecture</li> </ul>                | <ul style="list-style-type: none"> <li>Signed contract</li> </ul>                                                                                 |
| Designing      | Days 11-26 | \$0        | <ul style="list-style-type: none"> <li>Multiple prototypes design</li> <li>Home page PSD/PNG design</li> <li>Inner page PSD/PNG design</li> </ul>                                      | <ul style="list-style-type: none"> <li>Home page jpg</li> <li>Inner pages jpgs</li> <li>Full CMS back end</li> </ul>                              |
| Development    | Days 27-45 | \$0        | <ul style="list-style-type: none"> <li>XHTML/CSS ready</li> <li>Home page template</li> <li>Inner pages template</li> <li>Responsive Design</li> </ul>                                 | <ul style="list-style-type: none"> <li>XHTML/CSS live view</li> <li>Home page</li> <li>Inner pages</li> <li>Responsive Design</li> </ul>          |
| Review         | Days 46-49 | \$0        | <ul style="list-style-type: none"> <li>Beta testing begins</li> <li>Review PSD/PNG designs and XHTML/CSS</li> <li>Checked CMS functionality</li> <li>Verify bugs and errors</li> </ul> | <ul style="list-style-type: none"> <li>Review report</li> <li>Review progress</li> </ul>                                                          |
| Deployment     | Day 50     | \$2,998.50 | <ul style="list-style-type: none"> <li>Testing complete</li> <li>Deployed site on your host server</li> <li>Implement On-Page SEO</li> </ul>                                           | <ul style="list-style-type: none"> <li>Full CMS site launched</li> <li>Hand over source files</li> <li>Completely SEO friendly website</li> </ul> |

**Total Budget: \$5,997  
(Normally \$6,997)**



### **Included as Part of the Agreement:**

After we hand over the website to **Nevada State Board of Optometry**, we will include at no additional charge, unlimited technical support for 30-days. At the end of the 30 days, you will have the option to purchase additional technical support hours.

**Optional:** Once the unlimited technical support ends after the 30-day period, we offer a support service agreement, which are sold in blocks of 10-hour increments. This has an additional fee of \$1,000 (normally \$1,250) per package. Unused support hours can be rolled-over to future periods with no expiration. Costs for this optional service are not included in the total budget.

**All payments must be made by Check or Credit Card to Reno Techs:**

Proposal Approved by (Signatures): \_\_\_\_\_

Name (Please Write Clearly): \_\_\_\_\_

Title (Designation): \_\_\_\_\_

Date: \_\_\_\_\_

## POLICY STATEMENT REGARDING ONLINE REFRACTIONS

The Ohio State Board of Optometry's first and foremost charge is protection of the public's health and wellness. The Board recognizes that online refractive technology has potential as a visual screening and refractive device in a medical setting or as an online visual screening program. However, the Board does not support the use of online questionnaires to give a glasses or contact lens prescription, without an immediate, accompanying physical examination of ocular health by an Ohio licensed optometrist.

One company is currently on the internet advising they are launching these services. Their policy states; "No one under 18, over 40, or with specific medical conditions such as diabetes, hypertension, known eye diseases, will qualify to receive a prescription." However, **the use of online questionnaires is inadequate to establish the patient's age and medical/ocular history.** The patient record established by the online eye questionnaire should be consistent with existing laws and regulations governing patient health care records. Age and location of the patient must be verified by acceptable means of identification. Records of past care, with laboratory and test results, are necessary to establish pre-existing medical conditions. We would expect that medical history be verified with a dated copy of a completed physical examination and ocular history be verified with a dated copy of a completed eye examination.

The risk with all telemedicine is substandard professional services. With the promise to save people the commute, the wait, the time, and the money, **standards of care can be significantly compromised.** It is expected that all optometrists who provide telemedicine place the welfare and health of the patients first. An online eye refraction shall not be given after an online questionnaire, unless a dated copy of a recent eye health examination (within 6 months) is part of the patient's record.

Telemedicine is the way of the future and the Board agrees that it is a powerful tool in medical practice, but not a separate form of medicine. We would expect that optometrists who provide eye care, whether in-person or via telemedicine, comply with **acceptable, appropriate, and professional standards of care.** While we support technology, increased access to care, and patient choice, we do not support the use of online questionnaire to give prescriptions without an accompanying, ocular health exam. This does not adhere to current standards of care and therefore represents a compromise to the health and safety of the public.

1. Glasses prescriptions: It is the well-established and accepted standard of care, that a refraction is not to be independent from an ocular health exam. This is vital for the detection of eye diseases that result in permanent vision loss as well as serious systemic diseases. Many times those diseases first present themselves in a change in the quality of vision. Therefore, **we do not support the use of any company to give a prescription apart from the ocular health exam.**

2. Contact lens prescriptions: Under the Fairness to Contact Lens Consumers Act, the expiration date of a contact lens prescription must be specified based on the medical judgment of the prescriber, **with respect to the ocular health of the patient.** This important component of the prescription can be determined only with the use of a slit lamp. Skype interactions, a self-photo, and a web cam photo are not a substitute for this binocular microscope examination, which gives a stereoscopic, highly magnified view of ocular structures. Only a slit lamp examination can detect the presence of corneal neovascularization and infiltrates below the corneal epithelium; both indicate that ocular health is compromised by the use of contact lenses. Additional testing, such as corneal topography, may be necessary to determine whether contact lens wear is causing corneal pathology. Neither a prior contact lens prescription nor a close-up photo of the patient's eyes can confirm ocular health for established contact lens wearers.

Telemedicine is the way of the future and we support technology as a powerful tool in health care. However, The Ohio State Board of Optometry agrees that there are too many unanswered questions regarding this technology, as well as serious concerns for liability and risk involved. **Therefore, we do not advocate participation by Ohio licensed optometrists in these practices. You should notify the Board if you become aware of online refractions being conducted in the State of Ohio.**

Approved 12-10-14

## **POLICY STATEMENT REGARDING ONLINE REFRACTIONS**

Please refer to the following excerpts from our Laws, Rules and Policies:

### **4725.19 Disciplinary actions.**

(9) Departing from or failing to conform to acceptable and prevailing standards of care in the practice of optometry as followed by similar practitioners under the same or similar circumstances, regardless of whether actual injury to a patient is established;

(15) Soliciting patients from door to door or establishing temporary offices, in which case the board shall suspend all certificates held by the optometrist;

### **4725.01 Optometry definitions.**

As used in this chapter:

(A)(1) The "practice of optometry" means the application of optical principles, through technical methods and devices, in the examination of human eyes for the purpose of ascertaining departures from the normal, measuring their functional powers, adapting optical accessories for the aid thereof, and detecting ocular abnormalities that may be evidence of disease, pathology, or injury.

### **4725-5-16 Display of name and office requirements.**

An optometrist has the responsibility to establish and maintain a safe and hygienic office adequately equipped to provide full optometric services within the scope of the licensure of the practitioner. The board requires the following minimum equipment needed to provide a full scope examination which shall include, but not be limited to, tonometer, slit lamp, and instrumentation to examine the retina and to perform visual fields. All optometric examination locations shall be equipped with adequate hand washing facilities on location for use by optometrists and patients.

CE Totals by state for TPA certified optometrists

|                |            |            |
|----------------|------------|------------|
| Alabama        | 20/ 1year  | 20/year    |
| Alaska         | 36/ 2years | 18/year    |
| Arizona        | 32/ 2years | 16/year    |
| Arkansas       | 20/ 1year  | 20/year    |
| California     | 50/ 2years | 25/year    |
| Colorado       | 24/ 2years | 12/year    |
| D.C.           | 24/ 2years | 12/year    |
| Florida        | 30/ 2years | 15/year    |
| Georgia        | 36/ 2years | 18/year    |
| Hawaii         | 30/ 2years | 15/year    |
| Idaho          | 18/ 1year  | 18/year    |
| Illinois       | 30/ 2years | 15/year    |
| Indiana        | 40/ 2years | 20/year    |
| Iowa           | 20/ 2years | 10/year    |
| Kansas         | 24/ 1year  | 24/year    |
| Kentucky       | 15/ 1year  | 15/year    |
| Louisiana      | 16/ 1year  | 16/year    |
| Maine          | 25/ 1year  | 25/year    |
| Maryland       | 50/ 2years | 25/year    |
| Massachusetts  | 18/ 1year  | 18/year    |
| Michigan       | 40/ 2year  | 20/year    |
| Minnesota      | 40/ 3years | 13.33/year |
| Mississippi    | 20/ 1year  | 20/year    |
| Missouri       | 16/ 2years | 8/year     |
| Montana        | 36/ 2years | 18/year    |
| Nebraska       | 32/ 2years | 16/year    |
| Nevada         | 30/ year   | 30/year    |
| New Hampshire  | 50/ year   | 50/year    |
| New Jersey     | 50/ 2years | 25/year    |
| New Mexico     | 16/ year   | 16/year    |
| New York       | 30/ year   | 30/year    |
| North Carolina | 20/ year   | 20/year    |
| North Dakota   | 50/ 3years | 16.66/year |
| Ohio           | 20/ year   | 20/year    |
| Oklahoma       | 18/ year   | 18/year    |
| Oregon         | 18/ year   | 18/year    |
| Pennsylvania   | 30/ 2years | 15/year    |
| Rhode Island   | 48/ 2years | 24/year    |
| South Carolina | 40/ 2years | 20/year    |
| South Dakota   | 12/ year   | 12/year    |
| Tennessee      | 30/ 2years | 15/year    |
| Texas          | 16/ year   | 16/year    |
| Utah           | 30/ 2years | 15/year    |
| Vermont        | 40/ 2years | 20/year    |
| Virginia       | 16/ year   | 16/year    |
| Washington     | 50/ 2years | 25/year    |