MEETING SUMMARY

NEW YORK STATE APPEARANCE ENHANCEMENT ADVISORY COMMITTEE
January 31, 2024

The meeting was held by the Department of State, Division of Licensing Services, via WebEx conferencing between DOS offices.

I. CALL TO ORDER, INTRODUCTIONS and OFFICIAL ATTENDANCE

Michelle D'Allaird Brennan called the meeting to order at 1:03 p.m. and announced that this is an open meeting of the New York State Appearance Enhancement Advisory Committee. M. D'Allaird Brennan introduced herself as the Chair, performed roll call and welcomed members; a quorum was not achieved. The official attendance was as follows:

COMMITTEE MEMBERS
Michelle D'Allaird Brennan
Erin H. Maybin
Blanca Vidal

Excused:
Anthony Fiore
Leann Shade

DEPARTMENT OF STATE STAFF
Jodi DeLollo
Jamie Toth
Ernest Delaney
David Mossberg
Shannon Maguire
Heidi Hicks
Candice Burchett
Jason Brown

VISITORS
**Joanne Hedstom (Public)*
**Heather Roberts (Public)*
**Kellie Napoli (Public)*
**Linda Giardinello (Public)*
**Megan Leitch (Public)*

II. DEPARTMENT/SUBCOMMITTEE REPORTS

A. Enforcement Update – E. Delaney reported on the Enforcement Unit results targeting inspections on nail salons with the ventilation requirements. The Enforcement Unit has started planning inspections for New York City, Long Island, and rural upstate counties.

B. Processing Report- Jamie Toth provided licensing statistics for January of 2023 and January of 2024. J. Toth noted that the numbers of operator and business licenses were fairly consistent.

C. Examination Administration Report- Shannon Maguire provided exam statistics January to December 2022 and 2023. S. Maguire also mentioned there has been a slight increase in Natural Hair. It is believed to be attributed to the new school that has opened.

D. Subcommittee Report – Erin Maybin reported that the Natural Hair Styling subcommittee has

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curriculum updates and is currently working on online documents and list of tasks to evaluate natural hairstyle and practical exam. The subcommittee will work on updating exam questions for the natural hair exam next.

III. NEW BUSINESS

A. Lash and Brow Tinting update – David Mossberg led a discussion regarding the regulatory proposal for Lash and Brow Tinting. There was a single comment in the public comment period opposing it which will now require restarting the rule-making process. There was discussion of where the public would find these comments.

B. Separation of Esthetics and Cosmetology – A discussion was led by Michelle D'Allaird Brennan regarding the separation of licenses for Esthetics and Cosmetology. Separating out the licenses could allow each license to utilize the teaching hours for other things related to each license. It was suggested that a subcommittee be formed to discuss this.

C. Newsletter – Erin Maybin introduced the Barber Cosmo Newsletter from California. The newsletter has information regarding rules and regulations, consumer warnings, new releases, etc. in a less formal way. There was discussion of whether the Department of State could start releasing its own newsletter. J. DeLollo mentioned that the Department of State had a newsletter previously with a different board. It was suggested that a subcommittee also be formed to discuss this.

IV. PUBLIC COMMENT PERIOD – M. D'Allaird Brennan asked if any person from the public wanted to participate or comment.

Linda Giardinello from the New York Institute of Beauty expressed interest in joining a committee exploring the separation of esthetics and cosmetology.

Heather Roberts from Mode Beauty NYC LLC showed support for starting a Department of State Appearance Enhancement newsletter and expressed that it was difficult to find information on the Department of State website which a newsletter could help alleviate. H. Roberts mentioned that it was difficult to find information about the Appearance Enhancement Advisory Committee meetings. S. MacGuire stated that all meetings are on the Department of State Website on the Appearance Enhancement page under the Advisory Committee tab.

Joanne Hedstrom from Rasing Beauty LLC informed the board that J. Hedstrom is a part of an esthetician community on Facebook and thanked the board for having meetings. J. Hedstrom also expressed interest in joining any subcommittee.

Board member Blanca Vidal expressed support of starting an Appearance Enhancement newsletter because it is also important for clients to know what rules licensees must follow.

Kellie Napoli from the New York Institute of Beauty also expressed support for starting an Appearance Enhancement newsletter believing that more communication would help with educators will have an easier time explaining rules and regulations.

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Heather Roberts from Mode Beauty NYC LLC mentioned that a newsletter would help with communication between licensees and the Department of State.

V. ADJOURNMENT – The meeting adjourned at 1:38 p.m.

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