



California Municipal Treasurers Association

Board of Directors Meeting

Date: Wednesday, August 21, 2019
Time: 1:00 p.m. – 2:00 p.m.
Call-In: 1-669-900-6833
Meeting ID: 260 940 585 #

AGENDA

- I. **CALL TO ORDER**
- II. **APPROVAL OF THE AGENDA**
- III. **ROLL CALL**

	President	Donald Patterson, CCMT
	President-Elect	Hubert R. White III
	Secretary	Mary-Ann Rexroad
	Treasurer	Jennifer Leisz, CCMT
	Past President	Dan Matusiewicz, CCMT, CFIP
	Division 1 – North	Damien Charléty, CCMT
	Division 2 – South	Michael Solorza

IV. **COMMITTEE CHAIRS, STAFF AND GUESTS**

	Education and Certification	Shaun Farrell, CCMT & Ernestine Jones, CCMT Co-Chairs
	Education Subcommittee Chair	Susan Munson, CFP, CFIP
	Membership	Margaret Moggia, CPA, CTC
	Communications	Nadia Feeser
	Commercial Associate Liaison	Greg Whipple
	Commercial Associate Member	Chad Nicholson
	Governance and Finance Committee Chair	Dan Matusiewicz, CCMT, CFIP
	Revenue and Taxation Policy Committee Representative	Vacant
	Ad Hoc Legislative Committee Chair	Thomas Metz, J.D.
	Meetings and Membership Specialist	Yelena Martynovskaya
	Meetings and Membership Assistant	Kristy Schrimsher
	Meetings and Membership Assistant	Raynee Garcia

V. **CURRENT BUSINESS**

- A. **MINUTES FROM THE JULY 17, 2019 BOARD OF DIRECTORS MEETING**
Recommended Action:
Approve and file.
- B. **FINANCIAL REPORT AS OF JULY 31, 2019**
Summary:
Review and discuss financial position and YTD financial activity.
Recommended Action:
Approve and file.

VI. CMTA AUDIT

Summary:

Review and discuss the Audit vs. Review schedule

VII. CMTA REBRANDING

NADIA FEESER

VIII. CMTA CONVERSATIONS UPDATE

**DAMIEN CHARLÉTY
MICHAEL SOLORZA**

IX. COMMITTEE UPDATES

A. EDUCATION AND CERTIFICATION

**1. INVESTMENT POLICY CERTIFICATION
SUBCOMMITTEE** **SHAUN FARRELL**

2. CERTIFICATION CCMT AND CTC SUBCOMMITTEE **ERNESTINE JONES**

3. EDUCATION SUBCOMMITTEE **SUSAN MUNSON**

B. MEMBERSHIP

MARGARET MOGGIA

C. COMMUNICATIONS

NADIA FEESER

D. COMMERCIAL ASSOCIATE LIAISON

GREG WHIPPLE

E. GOVERNANCE AND FINANCE COMMITTEE CHAIR

DAN MATUSIEWICZ

**1. REVENUE AND TAXATION POLICY COMMITTEE
REPRESENTATIVE**

F. 2020 CONFERENCE COMMITTEE

DON PATTERSON

G. 2021 CONFERENCE COMMITTEE

HUBIE WHITE

1. 2021 CONFERENCE LOCATIONS

H. AD HOC LEGISLATIVE COMMITTEE

THOMAS METZ

**1. CONSIDERATION OF SENDING A COMMENT LETTER TO THE SEC
REGARDING PROPOSED CHANGES TO ALLOW QUALIFIED LOCAL
GOVERNMENT PARTICIPATION IN THE 4(a)2 AND 144A SECURITIES MARKETS**

X. NON AGENDA BOARD MEMBER COMMENTS

I. ROUND TABLE BOARD MEMBER ANNOUNCEMENTS, COMMENTS & QUESTIONS

XI. ITEMS FOR FUTURE CONSIDERATION

XII. NEXT BOARD MEETINGS

SEPTEMBER 18, 2019

OCTOBER 16, 2019

NOVEMBER 20, 2019

XIII. ADJOURN

ATTACHMENT A

July 17, 2019 Board of Directors Meeting Minutes



CALIFORNIA MUNICIPAL TREASURERS ASSOCIATION

Serving California Since 1959

Board of Directors Meeting

Wednesday, July 17, 2019

Minutes

President Don Patterson welcomed the board members and staff and called the meeting to order at 1:03 pm.

x	President	Donald Patterson, CCMT
	President-Elect	Hubert R. White III
x	Secretary	Mary-Ann Rexroad
x	Treasurer	Jennifer Leisz, CCMT
x	Past President	Dan Matusiewicz, CCMT, CFIP
x	Division 1 – North	Damien Charléty, CCMT
x	Division 2 – South	Michael Solorza

Committee Chairs, Staff and Guests:

x	Education and Certification Co-Chair	Shaun Farrell, CCMT
x	Education and Certification Co-Chair	Ernestine Jones, CCMT
x	Membership	Margaret Moggia, CPA, CTC
x	Communications	Nadia Feeser
	Commercial Associate Liaison	Greg Whipple
x	Commercial Associate Member	Chad Nicholson
x	Governance and Finance Committee Chair	Dan Matusiewicz, CCMT, CFIP
	Revenue and Taxation Policy Committee Representative	Vacant
x	Ad Hoc Legislative Committee Chair (Proposed)	Thomas Metz, J.D.
x	Meetings and Membership Specialist	Yelena Martynovskaya
x	Meetings and Membership Coordinator	Kristy Schrimsher
x	Meetings and Membership Assistant	Zach Seals

Consent Calendar

The board reviewed the minutes from the June 19, 2019 Board of Directors Meetings.

Mary-Ann Rexroad moved to approve the minutes for June 19, 2019. Michael Solorza seconded the motion. The June 19, 2019 minutes were approved.

Financial Report as of June 30, 2019

Jennifer Leisz reported on CMTA's current financial position. The board discussed A/R procedures with Smith Moore staff members.

Donald Patterson moved to approve June 2019 Financials. Mary-Ann Rexroad seconded the motion. June 2019 financials were approved.

CMTA Audit

The board discussed the upcoming audit and the current cycle that CMTA conducts their audits. Currently CMTA has a 3 year cycle. The cycle is currently: review, review and audit. The board discussed the possibility of changing this pattern to doing an audit every two years because this could reduce the cost. Yelena Martynovskaya reported that the accounting department is working on an RFP with the possibility of a 2-4 year contract. President Patterson requested when the RFP is submitted that we get pricing for both scenarios.

2019-2020 CMTA Budget

Jennifer Leisz reviewed the budget and discussed the membership rate change. Jennifer explained that the FY 2019-2020 budget is based on the membership rates.

Dan Matusiewicz moved to approve June 2019-2020 Budget. Michael Solorza seconded the motion. The 2019-2020 Budget was approved.

2019-2020 CMTA Budget

Treasurer Jennifer Leisz reported that Smith Moore has worked really hard on the budget, but she would like to hold off to discuss at the next meeting. Treasurer Leisz also reported that the budget will include funds for the 2020 audit. The board discussed the possibility of sending out an RFP for audit services to try and bring the fee down.

CMTA Conversations Update

Michael Solorza reported that he is still working on a Southern Division conversations event, and is still working on confirming a speaker, but will update the board at the August meeting on progress. Damien Charl  y also reported that he is working on a Northern Division event and should have additional information at the next meeting.

Committee Updates

Certification CCMT and CTC Subcommittee

Ernestine Jones briefly updated the board she will be meeting with Karen next week to start developing content for the January Specialized Training.

Communications

Nadia Feeser reported that the committee worked with Smith Moore to develop 3 possible logo choices. The board discussed the three options and decided to pass on all logos that were submitted by Smith Moore. The board asked Nadia to keep working with Smith Moore to come up with a few new versions to choose from.

Governance and Finance Committee Chair

Dan Matusiewicz updated the board on current legislative bills.

2020 Conference Committee

Don Patterson announced that the committee will start having recurring meetings starting next month.

Ad HOC Legislative Committee

Thomas Metz reported on current legislative bills.

Meeting adjourned at 1:59 p.m.

Respectfully submitted,

Kristy Schrimsher
Meeting & Membership Coordinator

ATTACHMENT B

July 2019 Financials

CMTA
Balance Sheet
As of July 31, 2019

	<u>Jul 31, 19</u>	<u>Jul 31, 18</u>	<u>\$ Change</u>
ASSETS			
Current Assets			
Checking/Savings			
1010000 · Cash and cash equivalents			
1010400 · General - Chase-8076	14,190.60	49,253.95	-35,063.35
1010500 · Education - Chase	18,910.00	7,534.12	11,375.88
Total 1010000 · Cash and cash equivalents	<u>33,100.60</u>	<u>56,788.07</u>	<u>-23,687.47</u>
1020000 · Investments			
1020100 · LAIF	48,841.75	47,680.35	1,161.40
Total 1020000 · Investments	<u>48,841.75</u>	<u>47,680.35</u>	<u>1,161.40</u>
Total Checking/Savings	<u>81,942.35</u>	<u>104,468.42</u>	<u>-22,526.07</u>
Other Current Assets			
1040100 · YourMembership AR	2,125.00	624.00	1,501.00
1070000 · Prepaid expenses	3,667.66	3,800.30	-132.64
Total Other Current Assets	<u>5,792.66</u>	<u>4,424.30</u>	<u>1,368.36</u>
Total Current Assets	<u>87,735.01</u>	<u>108,892.72</u>	<u>-21,157.71</u>
TOTAL ASSETS	<u>87,735.01</u>	<u>108,892.72</u>	<u>-21,157.71</u>
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable			
2010000 · Accounts payable	571.98	157.33	414.65
Total Accounts Payable	<u>571.98</u>	<u>157.33</u>	<u>414.65</u>
Total Current Liabilities	<u>571.98</u>	<u>157.33</u>	<u>414.65</u>
Total Liabilities	<u>571.98</u>	<u>157.33</u>	<u>414.65</u>
Equity			
3720000 · Board Designated			
3750000 · M Woodward Memorial Education	18,910.00	18,910.00	0.00
Total 3720000 · Board Designated	<u>18,910.00</u>	<u>18,910.00</u>	<u>0.00</u>
3740000 · General fund	66,856.95	61,593.12	5,263.83
Net Income	<u>1,396.08</u>	<u>28,232.27</u>	<u>-26,836.19</u>
Total Equity	<u>87,163.03</u>	<u>108,735.39</u>	<u>-21,572.36</u>
TOTAL LIABILITIES & EQUITY	<u>87,735.01</u>	<u>108,892.72</u>	<u>-21,157.71</u>

CMTA
Profit & Loss
July 2019

	<u>Jul 19</u>	<u>Jul 18</u>	<u>\$ Change</u>
Income			
4530100 · Handbook	63.00	0.00	63.00
4530300 · Job Ads	85.00	300.00	-215.00
4010000 · Membership dues	8,580.00	35,625.00	-27,045.00
4500000 · Program services	530.00	945.00	-415.00
4980000 · Interest	310.12	225.18	84.94
Total Income	<u>9,568.12</u>	<u>37,095.18</u>	<u>-27,527.06</u>
Gross Profit	9,568.12	37,095.18	-27,527.06
Expense			
5010000 · Management and general	8,167.04	8,862.91	-695.87
5050000 · Program services expens	5.00	0.00	5.00
Total Expense	<u>8,172.04</u>	<u>8,862.91</u>	<u>-690.87</u>
Net Income	<u><u>1,396.08</u></u>	<u><u>28,232.27</u></u>	<u><u>-26,836.19</u></u>

CMTA
Statement of Financial Income and Expense
July 2019

	<u>Dues</u>	<u>Certification</u>	<u>Conference</u>	<u>Unclassified</u>	<u>TOTAL</u>
Income					
4530100 · Handbook	0.00	0.00	0.00	63.00	63.00
4530300 · Job Ads	0.00	0.00	0.00	85.00	85.00
4010000 · Membership dues	8,580.00	0.00	0.00	0.00	8,580.00
4500000 · Program services	0.00	175.00	290.00	65.00	530.00
4980000 · Interest	0.00	0.00	0.00	310.12	310.12
Total Income	<u>8,580.00</u>	<u>175.00</u>	<u>290.00</u>	<u>523.12</u>	<u>9,568.12</u>
Gross Profit	8,580.00	175.00	290.00	523.12	9,568.12
Expense					
5010000 · Management and general	0.00	0.00	0.00	8,167.04	8,167.04
5050000 · Program services expens	0.00	0.00	5.00	0.00	5.00
Total Expense	<u>0.00</u>	<u>0.00</u>	<u>5.00</u>	<u>8,167.04</u>	<u>8,172.04</u>
Net Income	<u><u>8,580.00</u></u>	<u><u>175.00</u></u>	<u><u>285.00</u></u>	<u><u>-7,643.92</u></u>	<u><u>1,396.08</u></u>

CMTA
Profit & Loss Prev Year Comparison
July 2019

	<u>Jul 19</u>	<u>Jul 18</u>	<u>\$ Change</u>	<u>% Change</u>
Income				
4530100 · Handbook	63.00	0.00	63.00	100.0%
4530300 · Job Ads	85.00	300.00	-215.00	-71.67%
4010000 · Membership dues				
4010100 · Dues (Public)	7,215.00	34,395.00	-27,180.00	-79.02%
4010200 · Dues (commercial)	1,365.00	1,230.00	135.00	10.98%
Total 4010000 · Membership dues	8,580.00	35,625.00	-27,045.00	-75.92%
4500000 · Program services				
4510000 · Certification				
4510100 · Investment Policy Application	330.00	545.00	-215.00	-39.45%
4510400 · Certification program app. fee	200.00	50.00	150.00	300.0%
Total 4510000 · Certification	530.00	595.00	-65.00	-10.92%
4560000 · Annual Conference				
4560100 · Registrations				
4560110 · Active Members	0.00	0.00	0.00	0.0%
4560120 · Commercial Associates	0.00	350.00	-350.00	-100.0%
4560300 · Pre-Conference Seminar	0.00	0.00	0.00	0.0%
Total 4560100 · Registrations	0.00	350.00	-350.00	-100.0%
Total 4560000 · Annual Conference	0.00	350.00	-350.00	-100.0%
Total 4500000 · Program services	530.00	945.00	-415.00	-43.92%
4980000 · Interest	310.12	225.18	84.94	37.72%
Total Income	<u>9,568.12</u>	<u>37,095.18</u>	<u>-27,527.06</u>	<u>-74.21%</u>
Gross Profit	9,568.12	37,095.18	-27,527.06	-74.21%
Expense				
5010000 · Management and general				
5010300 · In House Printing	0.00	2.08	-2.08	-100.0%
5010310 · Storage	0.00	24.35	-24.35	-100.0%
5010400 · Contract Services				
5010420 · Website update and maintenance	458.45	458.45	0.00	0.0%
5010430 · SMA - AMC	6,350.00	6,250.00	100.00	1.6%
Total 5010400 · Contract Services	6,808.45	6,708.45	100.00	1.49%
5010600 · Insurance	1,182.00	1,179.17	2.83	0.24%
5010900 · Postage	0.00	649.46	-649.46	-100.0%
5011200 · Telecommunications				
5011210 · Internet services	51.99	0.00	51.99	100.0%
5011220 · Telephone	0.00	58.53	-58.53	-100.0%
5011200 · Telecommunications - Other	14.99	0.00	14.99	100.0%
Total 5011200 · Telecommunications	66.98	58.53	8.45	14.44%
5011500 · Bank and Merchant Fees				
5011510 · Bank Fees	53.17	53.31	-0.14	-0.26%
5011520 · Merchant Fees	56.44	187.56	-131.12	-69.91%
Total 5011500 · Bank and Merchant Fees	109.61	240.87	-131.26	-54.49%
Total 5010000 · Management and general	8,167.04	8,862.91	-695.87	-7.85%
5050000 · Program services expenses				
5056000 · Annual Conference				
5056700 · Printing	5.00	0.00	5.00	100.0%
Total 5056000 · Annual Conference	5.00	0.00	5.00	100.0%
Total 5050000 · Program services expenses	5.00	0.00	5.00	100.0%
Total Expense	<u>8,172.04</u>	<u>8,862.91</u>	<u>-690.87</u>	<u>-7.8%</u>
Net Income	<u>1,396.08</u>	<u>28,232.27</u>	<u>-26,836.19</u>	<u>-95.06%</u>

CMTA
Profit & Loss Budget Performance
July 2019

	<u>Jul 19</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>Annual Budget</u>
Income				
4530100 · Handbook	63.00	0.00	63.00	0.00
4530300 · Job Ads	85.00	180.00	-95.00	2,200.00
Total 4010000 · Membership dues	8,580.00	25,583.00	-17,003.00	71,750.00
4020000 · Corporate Sponsorship	0.00	3,916.63	-3,916.63	47,000.00
4500000 · Program services				
4510000 · Certification				
4510100 · Investment Policy Application	330.00	375.00	-45.00	4,490.00
4510200 · CCMT- Certified CA Municipal	0.00	1,491.00	-1,491.00	17,925.00
4510300 · CTC- Certified CA Treasury Crt	0.00	62.50	-62.50	750.00
4510400 · Certification program app. fee	200.00	0.00	200.00	0.00
Total 4510000 · Certification	530.00	1,928.50	-1,398.50	23,165.00
4520000 · Education				
4520300 · Essentials Workshop	0.00	0.00	0.00	0.00
4520400 · Advanced Workshop	0.00	0.00	0.00	15,000.00
Total 4520000 · Education	0.00	0.00	0.00	15,000.00
4530000 · Publications	0.00	0.00	0.00	0.00
4550000 · Scholarship				
4550200 · Vincent Amado Scholarship	0.00	0.00	0.00	0.00
Total 4550000 · Scholarship	0.00	0.00	0.00	0.00
4560000 · Annual Conference				
4560100 · Registrations				
4560110 · Active Members	0.00	0.00	0.00	37,500.00
4560120 · Commercial Associates	0.00	0.00	0.00	14,875.00
4560300 · Pre-Conference Seminar	0.00	0.00	0.00	5,000.00
4560100 · Registrations - Other	0.00	0.00	0.00	0.00
Total 4560100 · Registrations	0.00	0.00	0.00	57,375.00
4560200 · Sponsors/ Exhibitors	0.00	0.00	0.00	73,000.00
Total 4560000 · Annual Conference	0.00	0.00	0.00	130,375.00
Total 4500000 · Program services	530.00	1,928.50	-1,398.50	168,540.00
4980000 · Interest	310.12	275.00	35.12	1,100.00
4999999 · Other	0.00	0.00	0.00	0.00
Total Income	9,568.12	31,883.13	-22,315.01	290,590.00
Gross Profit	9,568.12	31,883.13	-22,315.01	290,590.00
Expense				
5010000 · Management and general				
5010100 · Audit and Tax Preparation fees	0.00	0.00	0.00	12,500.00
5010200 · Board meetings				
5010250 · President's Travel	0.00	0.00	0.00	1,000.00
5010200 · Board meetings - Other	0.00	0.00	0.00	1,000.00
Total 5010200 · Board meetings	0.00	0.00	0.00	2,000.00
5010300 · In House Printing	0.00	3,450.00	-3,450.00	3,450.00
5010310 · Storage	0.00	20.80	-20.80	250.00
5010400 · Contract Services				
5010420 · Website update and maintenanc	458.45	6,450.00	-5,991.55	6,450.00

CMTA

Profit & Loss Budget Performance

July 2019

	<u>Jul 19</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>Annual Budget</u>
5010430 · SMA - AMC	6,350.00	6,350.00	0.00	76,200.00
5010440 · Website/ Marketing	0.00	10,600.00	-10,600.00	10,600.00
Total 5010400 · Contract Services	6,808.45	23,400.00	-16,591.55	93,250.00
5010600 · Insurance	1,182.00	2,000.00	-818.00	2,000.00
5010800 · Taxes and Filings	0.00	20.00	-20.00	20.00
5010900 · Postage	0.00	83.33	-83.33	1,000.00
5011200 · Telecommunications				
5011210 · Internet services	51.99	12.50	39.49	150.00
5011220 · Telephone	0.00	50.00	-50.00	600.00
5011200 · Telecommunications - Other	14.99			
Total 5011200 · Telecommunications	66.98	62.50	4.48	750.00
5011300 · Supplies	0.00	8.33	-8.33	100.00
5011500 · Bank and Merchant Fees				
5011510 · Bank Fees	53.17	25.00	28.17	300.00
5011520 · Merchant Fees	56.44	483.26	-426.82	5,800.00
5011500 · Bank and Merchant Fees - Other	0.00	0.00	0.00	0.00
Total 5011500 · Bank and Merchant Fees	109.61	508.26	-398.65	6,100.00
Total 5010000 · Management and general	8,167.04	29,553.22	-21,386.18	121,420.00
5050000 · Program services expenses				
5051000 · Certification				
5051100 · Investment Policy Application	0.00	150.00	-150.00	150.00
5051500 · FIA Contract MOU	0.00	0.00	0.00	5,000.00
5052100 · CCMT/CTC Expenses	0.00	0.00	0.00	14,875.00
Total 5051000 · Certification	0.00	150.00	-150.00	20,025.00
5053000 · Education				
5520200 · Educational Support Expense	0.00	0.00	0.00	0.00
5520300 · Essential Workshop Expenses	0.00	0.00	0.00	0.00
5520400 · Advanced Workshop Expenses	0.00	0.00	0.00	10,000.00
Total 5053000 · Education	0.00	0.00	0.00	10,000.00
5054000 · Publications				
5054300 · Printing - General	0.00	0.00	0.00	0.00
Total 5054000 · Publications	0.00	0.00	0.00	0.00
5055000 · CMTA Scholarships				
5056970 · Vince Amado Scholarship Expense	0.00	0.00	0.00	1,500.00
5055100 · Woodward memorial	0.00	0.00	0.00	1,000.00
Total 5055000 · CMTA Scholarships	0.00	0.00	0.00	2,500.00
5056000 · Annual Conference				
5056200 · Audio Video	0.00	0.00	0.00	13,000.00
5056250 · Banquet - Entertainment, Deco	0.00	0.00	0.00	17,000.00
5056300 · Gifts & Mementos				
5056305 · Attendee	0.00	0.00	0.00	850.00
5056310 · Speaker, Sponsor, Board	0.00	0.00	0.00	2,500.00
5056300 · Gifts & Mementos - Other	0.00	0.00	0.00	200.00
Total 5056300 · Gifts & Mementos	0.00	0.00	0.00	3,550.00
5056400 · Food and Beverage - Hotel	0.00	0.00	0.00	73,000.00

CMTA
Profit & Loss Budget Performance
July 2019

	<u>Jul 19</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>Annual Budget</u>
5056525 · Lodging/Travel				
505626 · Board	0.00	0.00	0.00	1,000.00
505627 · Staff	0.00	0.00	0.00	1,000.00
5056525 · Lodging/Travel - Other	0.00	0.00	0.00	0.00
Total 5056525 · Lodging/Travel	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>2,000.00</u>
5056650 · Postage	0.00	0.00	0.00	250.00
5056700 · Printing	5.00	0.00	5.00	200.00
5056750 · Speaker Expense	0.00	0.00	0.00	10,000.00
5056800 · Supplies	0.00	0.00	0.00	300.00
5056999 · Miscellaneous	0.00	0.00	0.00	2,000.00
Total 5056000 · Annual Conference	<u>5.00</u>	<u>0.00</u>	<u>5.00</u>	<u>121,300.00</u>
Total 5050000 · Program services expenses	<u>5.00</u>	<u>150.00</u>	<u>-145.00</u>	<u>153,825.00</u>
Total Expense	<u>8,172.04</u>	<u>29,703.22</u>	<u>-21,531.18</u>	<u>275,245.00</u>
Net Income	<u><u>1,396.08</u></u>	<u><u>2,179.91</u></u>	<u><u>-783.83</u></u>	<u><u>15,345.00</u></u>

July 2019 Accounts Receivable

Date	Number	Last Name	Organization	Balance	GL Code/Item Name
7/30/2019	200002300	San Joaquin	County of San Joaquin	175	4500000 Program services:4510000Certification:4510400 Investment Policy App
				<u>175</u>	
6/20/2019	200002293	Ehrig	City of Los Angeles Office of Finance	75	4500000 Program services:4530000 Publications:4530300 Job Ads
				<u>75</u>	
2/8/2019	200002079	Howell	City of Burbank	315	4560100Conference:4560110 Annual Conf. - Active
3/14/2019	200002201	Solorza	City of Pico Rivera	315	4560100Conference:4560110 Annual Conf. - Active
3/26/2019	200002229	Hays	City of Palm Springs	395	4560100Conference:4560110 Annual Conf. - Active
3/27/2019	200002230	Patterson	City of Hawthorne	155	4560100Conference:4560110 Annual Conf. - Active
				<u>1180</u>	
3/20/2019	200002208	Ume-Ukeje	Piper Jaffray	595	4560100Conference:4560120 Annual Conf- Commercial
				<u>595</u>	
5/3/2019	200002280	Brown	City of Inglewood	100	4560100Conference:4560300 Annual - Preconference
				<u>100</u>	
Total AR as of July 31, 2019				<u>\$2,125</u>	

CMTA
Expense Detail
July 2019

	Type	Date	Num	Name	Memo	Debit
Expense						
5010000 · Management and general						
5010400 · Contract Services						
5010420 · Website update and maintenance						
	General Jou	07/01/2019	2019-003			458.45
Total 5010420 · Website update and maintenance						458.45
5010430 · SMA - AMC						
	Bill	07/01/2019	2019028	Smith Moore & Associates, In	Administrative & Conference Services	6,350.00
Total 5010430 · SMA - AMC						6,350.00
Total 5010400 · Contract Services						6,808.45
5010600 · Insurance						
	General Jou	07/01/2019	2019-010	Travelers	Travelers Insurance - Travelers Insurance-	1,182.00
Total 5010600 · Insurance						1,182.00
5011200 · Telecommunications						
5011210 · Internet services						
	Bill	07/23/2019	2019035	Smith Moore & Associates, In	SurveyMonkey - Monthly Billing	37.00
	Bill	07/23/2019	2019035	Smith Moore & Associates, In	Zoom US - May-June Charges	14.99
Total 5011210 · Internet services						51.99
5011200 · Telecommunications - Other						
	Bill	07/23/2019	2019035	Smith Moore & Associates, In	Zoom US June-July Charges	14.99
Total 5011200 · Telecommunications - Other						14.99
Total 5011200 · Telecommunications						66.98
5011500 · Bank and Merchant Fees						
5011510 · Bank Fees						
	Check	07/15/2019	EFT	Account Analysis Fee		53.17
Total 5011510 · Bank Fees						53.17
5011520 · Merchant Fees						
	Check	07/01/2019	EFT			56.44
Total 5011520 · Merchant Fees						56.44
Total 5011500 · Bank and Merchant Fees						109.61
Total 5010000 · Management and general						8,167.04
5050000 · Program services expenses						
5056000 · Annual Conference						
5056700 · Printing						
	Bill	07/23/2019	2019035	Smith Moore & Associates, In	Guidebook - 2019 CMTA Annual Conferen	5.00
Total 5056700 · Printing						5.00
Total 5056000 · Annual Conference						5.00
Total 5050000 · Program services expenses						5.00
Total Expense						8,172.04
Net Income						8,172.04

ATTACHMENT C

CMTA Rebranding

Good morning,

Attached are the final 2 CMTA logo redesigns for the CMTA's board consideration this month. Can you please help me get this on the 8/21/19 CMTA Board agenda from the Communications Committee?

Issues with 3 original options:

These two new logos are in response to the CMTA Board comments:

- Provide more clarity on the bar graphs, confused about what the lines represent
- Tilt the State
- Provide one more option

Recommendation: The Communications Committee recommends the first option, which is more modern and simple. The bar graph is still there, but the graph lines increase rather than decrease. The second option with the circle looks good, but the font is smaller and doesn't have any financial aspect.

The recommended logo can be used in these formats:



Next Steps: The Communications Committee will begin work on the new website.

Thank you!

Nadia Feeser
Administrative Services Director
City of Pismo Beach
760 Mattie Road
Pismo Beach, CA 93449
Phone: 805.773.7010
NFeeser@PismoBeach.org

logo redesign



California Municipal Treasurers Association

Revisions



Option 1



Option 2



#008059

R:0 G:128 B:89

C:87 M:26 Y:79 K:12



#FFD351

R:255 G:211 B:81

C:0 M:16 Y:80 K:0

Fonts: Futura PT Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Masqualero Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ATTACHMENT D

Membership Report

CMTA Membership Report

August 2019

Date	Agencies		Commercial Associates	+	Alumni	+	Government Associates	=	Grand Total
7/1/2015	327		109	+	6	+	689	=	804
6/30/2016	327		81	+	6	+	709	=	796
7/1/2016	327		81	+	6	+	709	=	796
6/30/2017	324		78	+	3	+	686	=	767
7/1/2017	322		78	+	3	+	686	=	767
6/30/2018	319		72	+	1	+	673	=	746
7/1/2018	319		72	+	1	+	673	=	746
6/30/2019	292		44	+	0	+	611	=	655

2019-2020 Membership Renewal Report

	Agencies		Commercial Associates	+	Alumni	+	Government Associates	=	Grand Total
Renewed 2019-2020	73 (24%)		17 (31%)	+	0	+	181 (29%)	=	198 (17%)
Did not renew 2019-2020	225 (75%)		37 (69%)	+	0	+	435 (70%)	=	472 (83%)
Total	298		54	+	0	+	616	=	670

Breakdown of the July 1, 2019 – June 30, 2020 Renewal Period

AGENCY	AGENCIES	GOV ASSOCIATE MEMBERS
<i>Renewed</i>	68	173
<i>Included in Conference Registration</i>	4	7
<i>New Members</i>	1	1
<i>Non-Renew</i>	225	435
TOTAL AGENCY	298	616
COMMERCIAL ASSOCIATES	COMMERCIAL ASSOCIATES	
<i>Renewed</i>	6	
<i>Included in Conference Registration</i>	11	
<i>New Members</i>	0	
<i>Non-Renew</i>	37	
TOTAL COMMERCIAL	54	

Membership Report – Analysis of Paid Agency memberships starting July 1, 2019

This report breaks down the number of Government Associate members that are paying dues since the dues increase starting July 1, 2019. The goal is to analyze whether the Agencies keep, decrease, or increase the number of Government Associate memberships.

(This list does not include the agencies that got their membership with the conference registration, or the agencies that renewed or joined between January 1, 2019 – June 30, 2019)

Analysis of the amount of dues that Agencies are paying

Agencies that reduced the number of Government Associates by 1: 14 Agencies: 17%

Agencies that reduced the number of Government Associates by 2: 1 Agency: 1%

Agencies that increased the number of Government Associates by 1: 3 Agencies: 3%

Agencies that did not change the number of Government Associates: 66 Agencies: 78%

Gov Associates	Renewal 2019-2020
REDUCE from 2 to 1	5
REDUCE from 3 to 2	4
REDUCE from 4 to 3	4
REDUCE from 6 to 5	1
REDUCE from 6 to 4	1
NO CHANGE - 2	36
NO CHANGE - 1	15
NO CHANGE - 3	10
NO CHANGE - 4	4
NO CHANGE - 5	1
INCREASE from 2 to 3	2
INCREASE from 4 to 5	1
	84

Agency Name	18-19 Gov Associate Members	19-20 Gov Associate Members
City of Carpinteria	1	1
City of Daly City	1	1
City of Galt	1	1
City of Laguna Niguel	1	1
City of Loomis	1	1
City of Mill Valley	1	1
City of Oroville	1	1
City of Pismo Beach	1	1
City of Sebastopol	1	1
City of Vista	1	1
Coachella Valley Water District	1	1
Port of San Diego	1	1
Sunnyslope County Water District	1	1
Sutter County Treasury	1	1
Ventura County Transportation Commission	1	1
City of Chula Vista	2	2
City of Gardena	2	2
City of Ventura	2	2
Alameda Corridor Transportation Authority	2	1
Alameda County Water District	2	1
Central Basin Municipal Water District	2	2
City of Aliso Viejo	2	2
City of Antioch	2	2
City of Belmont	2	3
City of Berkeley	2	2
City of Cathedral City	2	2
City of Chino Hills	2	2
City of Dublin	2	2
City of Emeryville	2	2
City of Foster City	2	2
City of Hesperia	2	1
City of Huntington Beach	2	2
City of La Puente	2	1
City of Laguna Beach	2	2
City of Laguna Hills	2	2
City of Lincoln	2	2
City of Moreno Valley	2	2
City of Newport Beach	2	2
City of Norwalk	2	2
City of Palos Verdes Estates	2	2
City of Rocklin	2	2
City of Rolling Hills Estates	2	2
City of San Bernardino	2	3
City of Santa Fe Springs	2	2

Agency Name	18-19 Gov Associate Members	19-20 Gov Associate Members
City of Santa Monica	2	2
City of South Lake Tahoe	2	2
City of Temple City	2	2
City of Tracy	2	2
City of Tustin	2	2
City of Visalia	2	2
City of Yorba Linda	2	2
Contra Costa County Treasurer-Tax Collector	2	2
Merced County Treasurer Tax Collector	2	2
Modesto Irrigation District	2	2
San Diego County Water Authority	2	2
Stanislaus County Treasurer/Tax Collector	2	2
West Basin Municipal Water District	2	2
Yucaipa Valley Water District (SD)	2	1
City of Benicia	3	3
City of Burbank	3	2
City of Irvine	3	3
City of Manhattan Beach	3	3
City of Placentia	3	2
City of Pleasanton	3	3
City of Santa Rosa	3	3
City of Thousand Oaks	3	3
City of Upland	3	2
County of Monterey - Treasurer-Tax Collector	3	3
Mojave Water Agency	3	3
Nevada County	3	3
Orange County Sanitation District	3	3
Otay Water District	3	2
City of Camarillo	4	4
City of Concord	4	4
City of Fairfield	4	4
City of Fremont	4	4
City of Lompoc	4	3
City of Los Angeles	4	3
City of Palm Springs	4	3
City of San Mateo	4	5
Yorba Linda Water District	4	3
Riverside County Treasurer-Tax Collector	5	5
City of San Jose	6	5
San Diego County Treasurer-Tax Collector	6	4