



**CALIFORNIA MUNICIPAL TREASURERS ASSOCIATION**  
*Serving California Since 1959*

**Board of Directors Meeting**

Wednesday, November 20, 2019

**Minutes**

President Don Patterson welcomed the board members and staff and called the meeting to order at 1:01 pm.

x	President	Donald Patterson, CCMT
x	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
	Education Subcommittee Chair	Susan Munson
x	Membership	Margaret Moggia, CPA, CTC
	Communications	Nadia Feeser
x	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
	Meetings and Membership Coordinator	Zach Seals
x	Meetings and Membership Assistant	Kristina McKittrick

Consent Calendar

The board reviewed the minutes from the October 16, 2019 Board of Directors Meetings.

**Dan Matusiewicz moved to approve the minutes for October 16, 2019. Hubert White seconded the motion. The October 16, 2019 minutes were approved.**

**Financial Report as of October 31, 2019**

Jennifer Leisz reported on CMTA's current financial position that we are up in revenue compared to last year at this time. Don reported that the sponsorship income is expected to come in at the beginning of 2020 as companies are getting their budgets approved. Don further reported that him and Margaret have been discussing changing the annual corporate sponsorships to a calendar year and will be talking directly to Chad on how to make this happen. Don also reported that the Membership Committee has been doing a lot of outreach and we are seeing some members come back to CMTA.

**Dan Matusiewicz moved to approve October 2019 Financials. Hubert White seconded the motion. October 2019 financials were approved.**

### **CMTA Rebranding**

Nadia Feeser reported on the CMTA rebranding and reviewed the proposal from SMA. Nadia expressed concerns that the website redesign hasn't begun yet as she originally thought, and has been in contact with SMA to make sure the project gets in motion. The board agreed on the redesign budget of \$5,000 and Don reported that we need to proceed even if annual sponsorships are coming in lower as expected.

**Nadia Feeser moved to approve the YourMembership website branding redesign proposal. Hubert White seconded the motion. YourMembership website branding redesign proposal was approved.**

### **CMTA Conversations Update**

Michael Solorza reported on the upcoming CMTA Conversations that has been rescheduled for December 19<sup>th</sup> in Oakland. More details will be available in the upcoming weeks.

### **Committee Updates**

#### **Investment Policy Certification Subcommittee**

Shaun Farrell reported that there have been a total of three policies submitted since the last board meeting. The proposal from a county did not pass and Shaun reiterated that in cases of no-pass, he or someone from the committee have a personal conversation with the agency's representative over the phone.

#### **Certification CCMT and CTC Subcommittee**

Ernestine Jones provided a report and asked whether CMTA will allow non-government members to apply for CCMT certification designation. The board agreed that CMTA is not against non-government members to get certified and their membership in CMTA should be encouraged. Ernestine reported that an email went out to past conference attendees who have not signed up for either CTC or CCMT telling them about the program and encouraging to sign up.

#### **Membership**

Margaret Moggia provided the membership report and that the committee has been very busy for the last month. The committee has worked on a membership brochure and is currently working with SMA to get the design finalized prior to January 2020 training. Margaret reported that the brochure will be printed as a 2-page flyer and will also be available in electronic format. The second effort of the committee is outreach to commercial vendors and municipal vendors as well. The committee received feedback from the commercial side and it's harder for annual sponsors to sign up when it is in a fiscal year. The committee has been discussing moving the annual sponsorships to a calendar year. The committee's work on the outreach to past members that have expired has seen some results as there is an uptick in membership. The committee also found that there has been a lot of outdated member contact information so they have been working to clean up and update the member data.

#### **2020 Conference Committee**

Shaun Farrell reported that the Annual Conference Committee has met and reviewed speaker proposals. Shaun reported that the committee is looking into having a total of four tracks: investments, finance/banking, debt and back to basics. The committee is currently putting the template of the program together.

Don reviewed the proposed 2020 Annual Conference registration rates and stated that they are not going up significantly but the change comes from having a better flow of early and regular rates that follow logically throughout registration types. Don stated that it is important to create a structure that incentivizes people to join CMTA as members. Margaret reported that the early rate cut-off will be moved to ten weeks earlier and the registration can open as soon as the board approves the rates, giving enough time for members to sign up at an early rate. The commercial members will also be allowed to register at an early rate, but commercial non-members will not qualify for an early rate. Margaret stated that by having a clearer registration rates structure that does not automatically give membership to non-member registrants will allow CMTA to have a much better picture of membership renewals overall.

**Dan Matusiewicz moved to approve the proposed 2020 Annual Conference registration rates. Michael Solorza seconded the motion. The proposed 2020 Annual Conference registration rates were approved.**

**Non-Agenda Board Member Comments**

Don reported that there is a new person that will get appointed with the League of California Cities as the Revenue and Taxation Policy Committee Representative.

Meeting adjourned at 1:46 p.m.

Respectfully submitted,

Yelena Martynovskaya  
Meeting & Membership Socialist

DRAFT