

## Special Board of Directors Meeting

Wednesday, May 20, 2020

### Minutes

President Don Patterson welcomed the board members and staff and called the meeting to order at 1:04 p.m.

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
x	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	Zach Seals
	Meetings and Membership Assistant	Kristina McKittrick
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x	Meetings and Membership Coordinator	Zach Seals
x	Meetings and Membership Assistant	Kristina McKittrick
x	Accountant	Amelia Clarke
x	Event Planner	Teri Anticevich

### Consent Calendar

**Hubert White moved to approved the minutes from April 15, 2020 Board of Directors Meeting. Dan Matusiewicz seconded the motion. Motion passed.**

**Hubert White moved to approve April 30, 2020 Financials. Michael Solorza seconded the motion. Motion passed.**

Jenny Leisz provided a report on April's financials. Jenny reported that financials show a negative of \$60K compared to pre-COVID, the decline is mostly due to the cancelled annual conference registration refunds.

## 2020 Conference Sponsors

Don reported that currently there are nine Silver 2020 conference sponsors that have paid their fee, totaling \$31,000. All sponsors were notified about the cancellation of the conference as well as possible alternative ways to continue to sponsor CMTA. All sponsors have been included in conference marketing and website listing up to this point. The board discussed offering Silver sponsors benefits such as continued exposure on the website, exposure in email marketing to membership, and a chance to host virtual events for CMTA members. If a sponsor still requests a refund for their fee, a refund request will be looked at on a case by case basis, and either a partial or a full refund will then be granted.

Margaret reported that Rogers, Anderson, Malody & Scott LLP (RAMS), a paid Bronze sponsor, asked for their fee of \$1,500 to be applied towards a scholarship fund. The board also discussed whether it will be a good idea to focus on annual based sponsorship rather than having a conference focused sponsorship structure. Margaret reported that many vendors have separate budgets for sponsorship and exhibits, with two separate approval processes, and it will not be most effective if we merge the two.

**Action Item:** (Don) To draft an email message to 2020 Silver Annual Conference sponsors.

**Action Item:** (Yelena) To apply RAMS funds to a scholarship fund.

## 2020-2021 Budget Projections

The board looked at the 2020-2021 budget projections prepared by SMA. Jenny, Teri and SMA will work closely together on refine the projections with more realistic scenarios for the 2021 conference. Margaret stated that we can retain higher membership if CMTA continues offering good virtual training and content throughout the year. There is also a possibility that the 2021 conference will be moved to the fall of that year. Teri reminded the board that if the decision to cancel or postpone the 2021 conference is on the table, CMTA will be seeing close to \$100K in cancellation penalties. Teri's suggestion was to wait until the fall of this year to make any drastic decisions on the 2021 annual conference. Jenny asked the board to submit any concerns or thoughts about the next fiscal year so that they can be taken into account when working on the budget projections.

**Action item:** (Teri) To create up to three conference projections for 2021: In-person conference with similar attendance as in 2019, In-person conference with decreased attendance, and a virtual conference.

**Action item:** (SMA and Jenny) To create 2020-2021 budget projections with different scenarios based on membership renewal numbers.

## CMTA Conversations

Damien stated that we need more clarity as time goes on to be able to put events together. Damien suggested to have an event, whether in-person or virtual, in the fall. Damien will be working with Michael to develop something.

## Certification CCMT and CTC Subcommittee

Shaun reported that it has been slow with investment policies, there was one policy to review from Stanislaus County which was an excellent policy. Damien proposed developing an electronic submission process for the Investment Policy application. Ernestine reported that the first webinar held together with PFM on May 6<sup>th</sup> was a success with 50 people attending. The certificates with Specialized Training hours were emailed to all participants. The next webinar with PFM is scheduled for May 27<sup>th</sup> and there is already 70 people registered to attend. Ernestine further reported that she will be working with Clearwater on additional webinar in July.

**Action Item:** (Yelena) To look into a fully electronic submission process for the Investment Policy.

## Membership Committee

Margaret presented a proposal for membership extension. The proposal was created due to the COVID-19 epidemic and the hardships it has caused for agencies and individuals. The intent is to consider extension, or a "grace period", for an

additional three months. Agencies will essentially have extra few months to submit their renewal fee without change in their membership status. The board discussed that it will be much harder to get members back if they lapse on their dues than offer opportunities to renew. The board further discussed other options for membership retention. The board reached a consensus on the membership extension proposal but agreed to proceed with renewal mailing as normal, and offering extension later depending on how renewals are coming along.

**Action Item:** (SMA and Membership Committee) To monitor membership renewals and then decide if membership extension is needed.

Meeting adjourned at 1:59 p.m.

Respectfully submitted,

Yelena Martynovskaya  
Meeting & Membership Specialist

**Action Items 5/20/2020:**

**Action Item:** (Don) To draft an email message to 2020 Silver Annual Conference sponsors.

**Action Item:** (Yelena) To apply RAMS funds to a scholarship fund.

**Action item:** (Teri) To create up to three conference projections for 2021: In-person conference with similar attendance as in 2019, In-person conference with decreased attendance, and a virtual conference.

**Action item:** (SMA and Jenny) To create 2020-2021 budget projections with different scenarios based on membership renewal numbers.

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