

CMTA Board of Directors Meeting

Wednesday, September 16, 2020

Minutes

President Don Patterson welcomed the board members and staff and called the meeting to order at 1:02 p.m.

x	President	Donald Patterson, CCMT
x	President-Elect	Hubert R. White III
x	Secretary	Mary-Ann Rexroad
	Treasurer	Jennifer Leisz, CCMT
x	Past President	Dan Matusiewicz, CCMT, CFIP
	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
	Education and Certification Co-Chair	Ernestine Jones, CCMT
x	Membership	Angela Saccareccia
x	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
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
x	Meetings and Membership Assistant	Kristina McKittrick
x	Meeting Planner	Teri Anticevich

Consent Calendar

Don Patterson moved to approve minutes from August 19, 2020 Board of Directors Meeting. Hubie White seconded the motion. The motion to approve the August 19, 2020 Board of Directors Meeting minutes was approved.

Financial report was tabled to the next month's meeting when Jenny is available.

Committee Updates

Investment Policy Certification

Shaun Farrell provided an update on the investment policies that are coming in. Shaun has been working with SMA to get some updates on the website, the application, and sample policies. The changes will be reflected as the 2021 version of the Investment Policy Application. Yelena reported that she has worked with Shaun to update the Investment Policy fee structure. The member fee will remain the same, and the non-member fee will be additional \$95 and will provide one Government Associate annual membership for the agency.

Certification CCMT and CTC

Yelena provided a report on the upcoming webinars: the next webinar is with Vining Sparks, a Silver Sponsor from 2020, and that there are 13 registrants so far. The webinar will be marketed again next week. Ernestine has been working with Debbie Higgins to provide another webinar in the near future. Don suggested adding a non-member fee of \$25 as to add the value to CMTA membership moving forward. Specialized Training hour would still be at a fee of \$25 per webinar.

Don Patterson motioned to charge \$25 non-member fee for CMTA webinars going forward. Hubie White seconded the motion. The motion to charge a \$25 non-member fee for CMTA webinars going forward was passed.

Membership

Zach reported that the renewal email went out September 14th. Printed mailing of renewals will go out this week. Committee will reconvene after seeing what happens with this round of renewals, and will be working on coming up with creative ways to reach out to the people. Zach discussed the issue of members not receiving emails and other communications from CMTA. He is expanding communications to other avenues as opposed to just MailChimp emails. Staff will be creating links to all the emails that are sent in a web version, these will be sent out through the database just to make sure we are reaching out to all members. Zach also mentioned that CMTA's LinkedIn will also be utilized more moving forward.

Yelena discussed the changes to Commercial Associate membership dates and how they are reflected in the Membership Report. Since we have updated the Commercial Associate expiration dates to December 31st, the Membership Report shows 100% Commercial renewal because we are still counting all members. Commercial Associate renewal will begin at the end of this year. Current membership renewal rates are low compared to the previous year, and SMA is closely monitoring the numbers.

There was suggestion to realign the commercial membership dues to the annual sponsorship yearly calendar for the year of 2020 and then reconsider if needed in the future.

Damien Charléty motioned to approve changing commercial memberships for the year 2020 to a calendar year schedule. Michael Solorza seconded the motion. The motion to change commercial memberships to a calendar year schedule for 2020 was approved.

Communications

Nadia reported on the monthly newsletters and that there is a plan for these going out each month. Don and Zach are working with Nadia to get the content for the newsletters. Nadia mentioned that if anyone has anything they want to be included in the newsletters should let her know.

2021 Annual Conference

Don is working to get a recurring conference committee meetings going.

2022 Annual Conference

Hubie is thinking that the 2022 Annual Conference will likely be held in San Mateo/San Francisco area close to the airport. Hubie mentioned potential dates in January for the CDIAC/CMTA January Training. The event will be focused in

Intermediate level training possibly for a day and a half. The logistics are still up in the air, and it hasn't been determined on whether the training will be held virtually, in-person, or hybrid. Hubie also reported that a membership survey will be going out to poll the membership on their preferences.

Ad Hoc Legislative Committee

Tom provided a legislative report.

Non-Agenda Board Member Comments

Round Table

Ernestine reported that there is a silver sponsor that has been asking if they can hold an additional webinar. The board discussed whether to ask this sponsor to become a gold level member so that they could offer more than one webinar.

Meeting adjourned at 1:41 p.m.

Respectfully submitted,

Yelena Martynovskaya
Meeting & Membership Specialist