

## CMTA Board of Directors Meeting

Wednesday, October 21 2020

### Minutes

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

x	President	Donald Patterson, CCMT
x	President-Elect	Hubert R. White III
	Secretary	Mary-Ann Rexroad
x	Treasurer	Jennifer Leisz, CCMT
	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	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
	Meetings and Membership Assistant	Kristina McKittrick
x	Meeting Planner	Teri Anticevich

### Consent Calendar

**Michael Solorza moved to approve minutes from September 16, 2020 Board of Directors Meeting. Damien Charléty seconded the motion. The motion to approve the September 16, 2020 Board of Directors Meeting minutes was approved.**

Jenny reported that financials have been mainly unchanged from the last couple of months. Dues are significantly below compared to the same period last year, and below where we were hoping to be. We kept the sponsorship revenue from 2020. We are continuing the basic operating expenses and we need to focus on bringing in the membership dues.

**Michael Solorza moved to approve financial report from September 30, 2020. Seconded by Don Patterson. The financial report from September 30, 2020 was approved.**

## **CMTA Conversations**

There has not been much happening other than monthly webinars. Don asked the committee to recommend something, maybe a local event that could be held in-person. It is tough to do the CMTA Conversations virtually. Ernestine reported that she attended a CSMFO virtual event that had a networking/social component and it was great and people participated. The board discussed that it may be a good idea to do something virtually so that the momentum is there and that people are talking. Jenny reported that in her agency, there's been a reaching out to college and high school students that may be interested in treasury and finance and it was a successful event. There may be opportunities out there that we can do. Don asked Damien and Michael to brainstorm together to have something at the next meeting. We need to be thinking of different ways to engage in addition to the educational webinars that CMTA currently offers.

## **Committee Updates**

### Investment Policy Certification

Shaun Farrell provided an update. There have been no submissions, besides the one re-submittal, since the end of August. Shaun has been providing updates for the website and the digital application, making it easier to submit and pay online. Shaun has resigned from the Education Committee as the Co-Chair but will remain on the Investment Policy Committee. Michael Solorza reported that the City of Montebello will be submitting the policy next month. Damien discussed ways to improve the program by doing outreach to those that haven't submitted in the past. The current downtime can be used to make this program better.

### Certification CCMT and CTC

Ernestine provided a report on the upcoming webinars. Ernestine further reported that she has been in talks with Susan Munson and the Fixed Income Academy, there have been negotiations as to how to go forward. There will be an official notification about FIA in early November. Ernestine has been following up on CPE credits, and that FIA will be providing them for the conference, but the discussion about the fees are continuing.

### Membership

Angela reported that the membership renewals have not been going as well as the committee hoped. The committee has been meeting regularly and brainstorming ways to increase retention. Several mailings have gone out already. Don suggested crafting messages to non-renewed. The board discussed what may be causing the drop in retention, it could be due to COVID as well as cancellation of the 2020 conference. CMTA has also been offering webinars for free up until now and this could affect membership numbers.

### Communications

Nadia provided a report that the monthly newsletters have been successful. Don mentioned that sponsors have been approaching CMTA to provide webinars. Don will be working on brainstorming what sponsorships might look like going forward, and what benefits could be offered to CMTA and the membership.

### Governance and Finance Committee

Don reported that he will be reappointing Tom to represent CMTA. Tom has done a great job representing CMTA.

### 2021 Annual Conference

Don provided the report on the three sub-committees that have met and have begun the work on the program and logistics. Sub-committees' chairs have been identified. The committee is planning a hybrid conference with a small number of attendees on-site, with social distancing. Small number of attendees may be spending the night. We are hoping to reduce our minimums with the hotel and Teri is working on making that possible. For the on-site portion of the conference, sessions will be live streamed. The Logistics Subcommittee has been working on the program format, reducing the number of sessions in a day with general sessions in the morning and technical sessions in the afternoon. There will be no breakout sessions. Don and Margaret have been brainstorming the sponsorships going forward, focusing on annual engagement and benefits. There is still room to join the conference sub-committees.

### 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.

Meeting adjourned at 2:00 p.m.

Respectfully submitted,

Yelena Martynovskaya  
Meeting & Membership Specialist