

CMTA Board of Directors Meeting

Wednesday, November 18, 2020

Minutes

President Don Patterson welcomed the board members and staff and called the meeting to order at 1:00 p.m.

x	President	Donald Patterson, CCMT
x	President-Elect	Hubert R. White III
	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:

	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
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	Zach Seals
x	Meetings and Membership Assistant	Kristina McKittrick
x	Meeting Planner	Teri Anticevich

Consent Calendar

Jenny Leisz moved to approve minutes from October 21, 2020 Board of Directors Meeting. Michael Solorza seconded the motion. The motion to approve the October 21, 2020 Board of Directors Meeting minutes was approved.

Jenny reported that membership dues have been down, and looking to try to get some more sponsorships to bring up revenues, \$5,300 in dues have come in in October.

Hubie White moved to approve financial report from October 31, 2020. Seconded by Dan Matusiewicz. The financial report from October 31, 2020 was approved.

CMTA Conversations

Damien Charléty noted that we should try to plan out calendar for next year and see where this could fit in (virtually). Damien and Michael said the idea is to shoot for around February/March and maybe utilizing conference speakers or sponsors that would be interested in an event like this. Nadia mentioned that someone had requested a training from CMTA for monthly/quarterly investment reports, this could be something that someone on board or a member who feels comfortable with this could present easily for a CMTA conversation. These could be showcased as more of training as opposed to a general webinar. Don also mentioned that the CMTA Zoom can be used for this, do not need to wait for the conference platform to be decided. Nadia, Don, and Dan discussed the idea of sharing reports and looking at the different ways these can be done, this would be a good way to have peer to peer interaction with CMTA members.

2021 Annual Sponsorship

Don Patterson reported that the board packet includes a draft sponsorship prospectus for 2021. There are conference sponsorships but also has a new focus for the virtual opportunities. The prices are lower than last year to try to get more people involved at different levels, and also to cover the fact that there will not be any sort of live interaction at the conference this year. There are also a la carte options available this year for things like webinars. Technology platforms are being reviewed this Friday and then we will know what virtual benefits can be offered to sponsors for the conference. Don wanted to share this initially but will be discussing this in more detail at next month's meeting. Yelena will send out the prospectus in an Excel spreadsheet format to the board.

Committee Updates

Investment Policy Certification

Shaun Farrell could not attend the meeting and provided an earlier report that updates to the Investment Policy page on the website have been made. There is currently one policy under review.

Certification CCMT and CTC

Ernestine Jones provided a report on the webinar that was held today. There were 27 total registrations and 20 people attended the event. The webinars seem to be well received by both the members and the sponsors. There is nothing scheduled at the moment for the month of December, but the plan is to bring the webinars back up in 2021. Board mentioned to Ernestine to reach out if she is looking for new webinars. Dan mentioned he is working on a webinar in January for his agency and this could be a joint event with CMTA. Dan will send Ernestine the information, it is currently in progress but they will be in touch. The board discussed the cosponsoring this event and presenting the sponsorship opportunities to these partners. Hubie mentioned that the CDIAC/CMTA training is also happening around this time in January.

Membership

Angela Saccareccia provided the membership report: 287 current members, 356 non-renews so far this year. Membership Committee met last week to move forward with some action items. Zach has provided Angela with the data regarding the non-renewals and the plan is to spread this list out amongst the membership committee members and reach out to individuals who have not renewed. Angela also mentioned that it looks like a lot of other associations are in a similar situation regarding membership this year. Don also mentioned that hopefully when the conference information goes out there may be an increased interest in membership. Damien mentioned that we need to analyze if we are losing members within agencies. Angela hopes that the outreach will be the solution and that the committee will reach members who have not renewed for whatever different reasons. The outreach is a lot of work but that will at least drive numbers up a bit, and also will help clean the data and get the correct contacts on the membership roster.

Communications

Nadia Feeser reported that the newsletter has been going out at the beginning each month and the website updates are now in synch as well.

Commercial Associate Liaison

Chad Nicholson provided a report. Have been waiting to send out on the sponsorship package this year, this looks good and Chad will keep everyone updated once this is out.

Governance and Finance Committee

No report at this time.

2021 Annual Conference

Don Patterson reported that the Call for Presentations has gone out, there will be another reminder and there will be a discussion if this will be extended at the Education Subcommittee tomorrow. Don presented the 2021 tentative schedule. The schedule is geared towards people that are able to attend virtually but also still includes the in-person pieces. Yelena will send the schedule out to the board for review.

2022 Annual Conference

Nothing to report at this time.

Meeting adjourned at 1:51 p.m.

Respectfully submitted,

Yelena Martynovskaya
Meeting & Membership Specialist