

CMTA Board of Directors Meeting

Wednesday, June 9, 2021

Minutes

President Hubie White welcomed the board members and staff and called the meeting to order at 12:05 pm.

x	President	Hubert R. White III
x	President-Elect	Damien Charléty, CCMT
x	Secretary	Mary-Ann Rexroad
x	Treasurer	Jennifer Leisz, CCMT
x	Past President	Donald Patterson, CCMT
x	Division 1 – North	Vishal Thacker
x	Division 2 – South	Michael Solorza

Staff and Guests:

x	Governance and Finance Committee Chair	Donald Patterson, CCMT
x	Revenue and Taxation Policy Committee Representative	Thomas Metz, J.D.
x	Ad Hoc Legislative Committee Chair	Thomas Metz, J.D.
	Membership Chair	Angela Saccareccia
	Outreach Chair	Nadia Feeser
x	Education and Certification Chair	Don Collins
x	Certification Subcommittee Chair	Ernestine Jones, CCMT
x	Investment Policy Subcommittee Chair	Shaun Farrell, CCMT
	Annual Conference Chair	Hubert R. White III
	Commercial Associate Liaison	Greg Whipple
	Commercial Associate Member	Chad Nicholson
x	Meetings and Membership Specialist	Yelena Martynovskaya
x	Meetings and Membership Coordinator	Kristina McKittrick
x	Meetings and Membership Assistant	Robin Rahil

Consent Calendar

Mary-Ann Rexroad moved to approve minutes from May 12, 2021 Board of Directors Meeting. Michael Solorza seconded the motion. The motion to approve the May 12, 2021 Board of Directors Meeting minutes was approved.

Jenny Leisz reported on the financials. Cash is down about \$36,000 due to payment for the virtual event platform for the 2021 Annual Conference. The reclassification of corporate sponsorships as discussed at the last board meeting is reflected in the financials. The 25% of annual sponsorship revenue has been moved to the next fiscal year. Jenny reported that the financials are in good shape at the moment. Conferences expenses have mostly been paid with the exception of a small bill.

Damien Charléty moved to approve financial report from May 31, 2021. Vishal Thacker seconded the motion. The financial report from May 31, 2021 was approved.

CMTA Conversations

Hubie White reported that the planning and the subject matter of the CMTA Conversations will go under the Education & Certification Committee. Vishal Thacker and Michael Solorza will help coordinate venues and lunch for when events are held in-person.

Action: Move the CMTA Conversations agenda item to 4C Education Committee Updates for future board meetings.

2021 Annual Sponsorship

Yelena Martynovskaya provided an update on the benefits that annual sponsors receive: webinars, website advertising, and complimentary memberships. Staff has contacted all annual and conference sponsors about these benefits and are keeping track of everyone's status. All 2021 sponsors have submitted payments. Staff will work with Don Collins and the Education & Certification Committee to get sponsor webinars scheduled for the rest of the year.

So far, two sponsor webinars have been held this year. Yelena also provided the update on DebtBook partnership. There was a meeting this morning with their marketing team and we are planning an email announcement to go out to CMTA members about Debtbook, the partnership, and the discounts that members will receive. Debtbook has four more webinars that they can present until the end of the year. Based on the partnership agreement, Debtbook will capture information on who is going through CMTA to use their software and will be providing these reports back to CMTA. The board discussed the way sponsor webinars need to be presented to the membership and what to allow in this partnership. The board agreed that DebtBook can present a webinar on their product but it needs to be clear that it is a marketing program as opposed to educational. This is solely because of the presenting sponsor and shared revenue relationship that Debtbook has with CMTA and not consistent amongst all sponsors.

Action: Change the 2021 Annual Sponsorship agenda item only say "Sponsorship" for future board meetings.

Committee Updates

Governance and Finance Committee

Hubie White reported that Tom Metz will be covering both of the two sub-committees under the Governance and Finance Committee moving forward. Combining the committees into one item would require a change in the bylaws which will need to be approved by membership at the Annual Business Meeting. Hubie suggested that going forward, Tom Metz will oversee both subcommittees and at the time of the 2022 conference membership will be notified of the proposed change to the bylaws and voting will occur. Hubie suggested that it makes more sense to combine the two subcommittees and have Thomas oversee both instead of the Past President as stated in the bylaws. Propose to make the Legislative Committee a permanent committee within CMTA and make that committee chair be the representative at the League of California Cities and cover the Revenue and Taxation Policy Committee.

Damien Charléty moved to task Don Patterson and the Governance and Finance Committee to meet and draft the language for the bylaws amendments and submit the change to the board. Don Collins seconded the motion. The motion was approved.

Tom Metz provided a legislative report.

Action: Designate Tom Metz under the Governance and Finance Committee to oversee both, the Revenue and Taxation Policy Committee and the Ad Hoc Legislative Committee on the board agenda for future board meetings.

Action: Notify membership about the bylaws amendments prior to the 2022 Annual Conference.

Membership Committee

Don Patterson provided the Membership Committee update for Angela Saccareccia. The committee are meeting next week to discuss the membership strategies. The board discussed ways to increase membership retention such as offering a discount to the conference if you renew by a certain date. The committee would need to look into showing the value of CMTA membership with offering the webinars and education throughout the year. Membership Committee has been tasked with presenting their ideas at the next board meeting.

Education and Certification Committee

Don Collins and Hubie White presented a report. NASBA certification process is in the last stage at this time and we are waiting for them to watch a CMTA webinar live.

Investment Policy Subcommittee

Shaun Farrell provided a report. There have been two new policies that were submitted in April and two in May as well. Everything has been going very well. Robin Rahil will be taking on the role from the CMTA staff and will work with Shaun. Shaun reported that there are a total of ten evaluators on the committee.

Annual Conference Committee

Action: Craft the virtual platform check-list for the next board meeting with the information on the platforms.

Action: Add the 2023 Annual Conference item on the board agenda going forward.

Round Table Discussion

The board discussed the low membership renewal numbers and that it's worrisome. Damien Charléty stressed the importance of looking into this as we are at 50% renewal. We need to start figuring out who the members are and who is engaged in CMTA. Need to look into developing strategies to bring the membership in. Damien will be in contact with the Membership Committee to discuss this issue.

Meeting adjourned at 1:09 p.m.

Respectfully submitted,

Yelena Martynovskaya
Meeting & Membership Specialist