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CALIFORNIA MASSAGE THERAPY COUNCIL

CAMTC Board of Directors Meeting
August 10, 2010
Courtyard by Marriott LAX
6161 West Century Blvd.
Los Angeles, CA

MINUTES
(open session portion of meeting)

1. Called to order at 10:06am

In Attendance:

Directors: Bob Benson (arrived at 10:15am), Judi Calvert, Mark Dixon, Keith Grant, Michael Marylander, Beverly May, Roberta Rolnick, Michael Schroeder (arrived at 11:25am), Joe Bob Smith, Dixie Wall

Directors Absent: William Armour, Ben Drillings, Trisha San Juan, Paul Schwinghamer,

Staff: Ahmos Netanel, CEO; Jill Epstein, COO

General Counsel: Jill England

2. Approval of Minutes
Motion (1): Rolnick/Wall: Approve the minutes from the July 13 2010, Board meeting, as corrected.

Motion APPROVED 8-0

3. CEO Report
CEO Ahmos Netanel reported on the status of AB 1822. He noted that the Board had given him sufficient direction at the last meeting to allow him to work on the issues, but the bill has since been drastically altered. AMTA, ABMP, and the CA Hotel and Lodging Association are opposing the newest version of the bill.

Motion (2): Benson/Grant: CAMTC Board reiterates its opposition to AB 1822 in its changed form.

Motion APPROVED 9-0

Mr. Netanel also reported on SB 294. This bill proposes to move CAMTC sunset one year earlier than scheduled.

Motion (3): Rolnick/May: CAMTC to hold neutral on SB 294.

Motion APPROVED 8-0, Wall abstained.

4. COO Report

COO Jill Epstein reported on her work developing an infrastructure to support the batches of proposed denial letters that are moving through the system. Ms. Epstein reviewed a chart detailing the number of applicants from schools whose transcripts are not accepted as proof of education and the status of each batch of applicants.

Ms. Epstein noted that AMG is now staffed to answer phone calls. Previously, calls went unanswered, with no opportunity to leave a voice mail message. Staff is now handling nearly 2000 live calls a week with only some overflow into voice mail.

Ms. Epstein also reviewed the new components in the "Weekly Report" that more accurately capture the volume of applications and the status of the applications.

5. Outreach Report

Committee Chair Roberta Rolnick highlighted points from the written report and referenced a positive article from the LA Business Journal. The Rogers Group will be working with Ms. Epstein and Mr. Netanel to finalize the first e-newsletter to stakeholders. Upcoming outreach strategies include general printed materials and specific content for the "Employer" tab, "News" tab and "History" tab on the website.

There was some discussion about getting a federal registration of the CAMTC name and logo and General Counsel Jill England agreed to research the options. Ms. England noted that CAMTC already has common law rights to the logo and name and can send cease-and-desist letters to those who use it inappropriately.

6. Treasurer's Report

Treasurer Mike Marylander noted that revenue is less than budgeted and expenses are higher than budgeted, but the data of the last few months is better than the data on which the past budget was based. There was discussion about actively marketing CAMTC certification in 2011 to increase revenue and discussion about the timing of income recognition.

Motion (4): Benson/Schroder: Staff to analyze costs for processing applications and bring income recognition proposal to next Board meeting that accounts for the timing of approval, denial, pending further review, and renewal.

Motion APPROVED, 10-0

The Board also asked to have the 2011 budget prepared for review at the October or November Board meeting.

Ms. Epstein reported that, per the recommendation of the auditor, the Board will need to adopt a conflict of interest policy, a records retention policy and a whistleblower policy. Ms. Epstein and Ms. England will craft draft policies and present at the next Board meeting.

Ms. Epstein reviewed the proposed non-staff travel policy, staff travel policy and accounting procedures.

Motion (5): Schroeder/Dixon: Table consideration of proposed non-staff travel policy, staff travel policy and accounting policy until next Board meeting.

Motion APPROVED, 10-0

Staff will send the Board copies of existing policies to compare changes in the proposals.

Motion (6): Benson/Rolnick: Approve staff and non-staff travel policies with amendment that lodging not exceed $200 per night without prior approval and striking reimbursement of in-room snack bar.

No vote was taken.
Motion (7): Schroeder/Grant: Table Benson/Rolnick motion (6) to next Board meeting.

Motion to table Motion (6) APPROVED, 9-0; May abstained

Motion (8): Dixon/Schroder: Whereas the 2009 audit cited a concern about the concentration of credit risk based on CAMTC cash deposits exceeding FDIC insured limits and all assets being maintained in a single financial institution, the Board authorizes CEO, COO and Treasurer to consult with a proven financial expert to advise on appropriate investment vehicles.

Friendly Amendment: Schroeder/Rolnick: If the advisor recommends investments that are non-FDIC insured, CEO, COO and Treasurer must get Board approval before proceeding with those specific investments.

Motion APPROVED, 10-0

The investments will be documented in future Treasurer's reports.

7. PSD Report

Ms. Epstein reported on the current queue of applicants waiting for PSD review (at least 367 people) and reviewed the upcoming calendar for hearings and written statement reviews stemming from the recent batches of proposed denial letters.

Ms. Epstein noted that PSD has hired Bonnie Cairns to be responsible for the meeting minutes and hearing minutes. Ms. Cairns is a paralegal and her background is a good fit for the needs of PSD and the attorneys.

Finally, Ms. Epstein reported that traffic violations and DUI charges will not be reviewed by PSD since these crimes are not substantially related to the qualifications, functions or duties of a certificate holder.

PSD Director Rick McElroy discussed the complexity of the denial process and noted that the team has taken on added responsibilities and duties.

8. Closed Session

Chairman May called the meeting into closed session at 1:30pm. Open session resumed at 2:40pm.

9. Budget

Chairman May started the discussion with a call to approve a budget that allows for efficient and effective response to challenges.

Ms. Epstein presented three versions of a revised budget. The Board discussed the various options and proposed cuts. Board and staff agreed that expenses could be reduced in 2011. Mike Schroeder noted that up to $30,000 in legal fees/deductibles from school challenges were not budgeted and will be incurred in 2010, possibly reimbursed in 2011.

Motion (9): May/Benson: Approve Exhibit C budget expenses for remainder of 2010.

Amendment to motion: Rolnick/Dixon: Increase public relations budget in Exhibit C to $10,000 per month.

Amendment FAILS, 1-9.

Motion FAILS, 5-5
Roll call vote:
Benson – YES
Calvert – YES
Dixon - YES
Grant – NO
May – YES
Marylander – YES
Rolnick – NO
Schroeder – NO
Smith - NO

Wall – NO

Motion (10): May/Grant: Approve Exhibit B budget expenses for remainder of 2010.

Amendment: Schroeder/Smith: Approve exhibit B with provision to delegate to Chairman May and staff to reduce costs by $4500 per month to a total of $50,500 per month.

Amendment FAILS, 2-6; Wall and Marylander abstained

Motion APPROVED 9-1
Roll call vote:
Benson – YES
Calvert – YES
Dixon - YES
Grant – YES
May – YES
Marylander – YES
Rolnick – YES
Schroeder – NO
Smith - YES
Wall – YES

Motion (11): May/NO SECOND: Allow senior staff to approve unforeseen expenses up to $5000 per payee.

Motion WITHDRAWN

Motion (12): May/Dixon: Raise application fees by $35 per applicant.

No vote was taken.

Motion (13): Schroeder/Benson: Table motion on raising fees until next meeting to be considered in conjunction with other financial data and various fee scenarios.

Motion APPROVED, 9-0, May abstained.

10. IT Update
Ms. Epstein reported that the revised application is now posted online. Ms. Epstein arranged for new links on website to facilitate more self-service features. Mac and Internet Explorer bugs have been fixed. Database fields have been modified to improve data entry efficiencies.

11. PPLG Update
Committee Chair Mark Dixon invited anyone interested in the certification investigative process to join the next PPLG meeting on August 18 to hear Rick McElroy speak. Mike Schroeder will be the featured guest on the September call.

12. Reassessing CCMP
Motion (14): Grant/Calvert: Postpone discussion on this topic until next meeting when there is time to have an adequate discussion.

Motion APPROVED, 9-0; May abstained.

Motion (15): May/Dixon: CAMTC will not insist that Belmont accept CCMP certification and will convey that the CCMP topic is an open issue that will be discussed further.

Motion APPROVED, 9-0 (Keith Grant had left the room at the time of this last vote).

13. Next Meeting
The next Board meeting will take place on September 14, 2010, location TBD.

14. Adjourn
Meeting was adjourned at 4:50pm

Minutes Approved September 14, 2010

Ben Drillings 11/5/10
Ben Drillings, Secretary