



CAMTC Board of Directors Meeting

January 18, 2011

Radisson Los Angeles Airport Hotel

6225 West Century Blvd.

Los Angeles, CA

OPEN SESSION MINUTES

In attendance

Directors: William Armour, Bob Benson, Pamela Blackburn, Judi Calvert, Mark Dixon, Ben Drillings, Guy Fuson, Keith Grant, Michael Marylander Beverly May, Roberta Rolnick, Michael Schroeder, Paul Schwinghamer, Michael Sheps, Joe Bob Smith, Dixie Wall

Directors Absent: None

Staff: Ahmos Netanel, CEO; Jill Epstein, COO

General Counsel: Jill England

1. Call to Order/Welcome

Chairman May called the meeting to order at 9:40am.

2. Seating new Board Members

Chairman May introduced Guy Fuson as the new Board appointee from the CA State Association of Counties and Michael Sheps as the new Board appointee from the Department of Consumer Affairs. Both appointees immediately began serving as voting members of the Board.

3. Approval of Minutes

Motion (1): Schroeder/Grant – Approve the minutes as presented.

Motion APPROVED, 12-0; Fuson, Sheps, Armour abstained. (Roberta Rolnick was not present for the vote.)

4. Chairman's Report

Motion (2): May/Dixon – Endorse the Chairman’s proposed definition of “consensus”.

The discussion included support for the definition as a way to insure efficient, respectful processing of business, though it was noted that a Code of Conduct is already incorporated into the CAMTC Director Orientation.

Motion WITHDRAWN.

5. Treasurer’s Report

Treasurer Mike Marylander reported that 24185 applications were received between July 27, 2009 and December 31, 2010. While this results in an overall average of 340 applications received each week, an average of 142 applications were received per week in December, 2010.

Mr. Marylander noted that the 2010 budget had been modified throughout the year and, thus, the ending balances were fairly on target. He noted that the 2011 budget may be realistic, though the Board should consider that the number of incoming applications has been trending downward, beyond what the budget anticipated.

COO Jill Epstein noted that the 2010 audit is scheduled for February 17, 2010, and she has been working with Connie Payne at AMG and the auditor to compile requested data.

6. Records Retention Policy

Motion (3): Schroeder/Wall - In footnote #2 in the existing policy, delete the phrase “last date of activity” and replace with “date of submission”. (To read: “Applications that remain “incomplete” after multiple reminders to applicant may be purged 1 year from date of submission.”)

Motion APPROVED, 16-0

Ms. Epstein noted that 109 incomplete applications from 2009 can immediately be purged.

7. Closed session with CAMTC legal counsel pursuant to Gov Code Section 11126(e)

The Board went into closed session at 10:10am and returned to open session at 10:55am.

8. Transcripts and other evidence of education from closed schools

Motion (4): May/Schroeder – CAMTC will use the “compelling evidence” standard for evaluating education from schools where sealed transcripts are not available from the school.

Motion APPROVED, 16-0.

Motion (5): May/Benson - CAMTC to hire, on a limited, part-time basis, an individual who has expertise in massage education but does not currently own a massage school to review applications where education is at issue.

Motion APPROVED, 16-0

The Board discussed the title of Curriculum Specialist for this new employee and directed Chairman May, PSD and Ms. Epstein to orient him/her to the role.

9. Public Policy and Local Government Committee

Committee Chair Mark Dixon commended COO Jill Epstein for refining the review process and moving the organization to smoother operations. He also praised CEO Ahmos Netanel for expending great energy to reach out to cities to build confidence in CAMTC. Mr. Dixon noted that these staff efforts have resulted in improved collaboration with cities and new, positive relationships. Mr. Dixon also noted that while the CEO has been extremely effective in his dealings with cities, the time and expense he has devoted to these efforts pose a significant diversion of his talent and energies from other important CEO functions.

10. Policy on Executive Staff Reviews and Compensation

Chairman May reported back to the Board, as requested at the November, 2010 Board meeting. Ms. May, General Counsel Jill England, and Treasurer Michael Marylander worked together to prepare a Compensation Policy, a Senior Staff Evaluation Procedure, and an Evaluation Form.

The Board provided feedback on the Compensation Policy and Ms. Epstein agreed to research whether such a policy is required in the IRS Form 990.

The Board discussed the Senior Staff Evaluation Procedure and the Evaluation Form and asked Ms. England to edit and update the materials per their specific comments. The Board agreed to review the edited materials and vote on the complete package at the next Board meeting.

11. Recertification

Dixie Wall reported that she, Chairman May, and COO Jill Epstein worked together on the proposed recertification process.

Motion (6): Wall/Schroeder - To approve the Recertification Process, as outlined in the Executive Summary, with the following recommendations: Certificate holders who apply for re-certification must pay a **\$75 late fee** in addition to the re-certification application fee and re-submit a photo every 10 years.

Friendly Amendment: Schroeder – The photo submitted on the original application may not be more than 60 days old and CAMTC to inform certificate holders that there will be a late fee and possible citation from cities if the certificate is not renewed by expiration.

Motion APPROVED, 15-1 (Guy Fuson voted No)

Motion (7): Wall/Schroeder - To approve the Recertification Process, as outlined in the Executive Summary, with the following recommendations: Certificate holders will have **60 days** from date of expiration to apply for re-certification. After that time, the person must apply for certification with a new application, Live Scans and transcripts, must pay the application fee, and must meet current standards for certification.

Friendly Amendment: Schroeder – Allow certificate holders 180 days post-expiration to apply for re-certification.

Motion APPROVED, 16-0

12. COO Report

Ms. Epstein provided updates on: IT, general operations, CCMP, other organizations, cities and PSD.

Ms. Epstein reported that there is a new webmaster. The online application is currently disabled while the webmaster researches a necessary re-design. Ms. Epstein is working with the database developer to build a custom re-certification application and automated approval process that will move data directly into the database.

A complaint form is now posted to the Consumer tab and the Government Agencies tab to allow individuals to file complaints against certificate holders.

Of the 64 CCMP certificates issued in 2009, 60 people complied with the continuing education requirements, with 37 of them fully upgrading to CMP or CMT. The 4 people who did not comply with the certification requirements will go through a proposed nullification process. Nullified certificates will not be eligible for re-application for 2 years.

Ms. Epstein has been working closely with NCBTMB to share information and act on schools and individuals who have lost NCBTMB credentials. She is also participating on the FSMTB Model Act Committee.

Ms. Epstein joined Ahmos Netanel and Rick McElroy at a meeting with Redondo Beach city officials and continues to build relationships with cities.

PSD has held 412 hearings to date on applications from schools whose transcripts are not sole proof of education. In addition, PSD has suspended 23 certificate holders and revoked 6 certificates since October. To assist with the overwhelming amount of hearings scheduled and anticipated through the summer, 2011, PSD has hired a legal assistant to schedule the hearings and an additional Investigator to participate in hearings and meetings.

13. CEO Report

CEO Ahmos Netanel reported on cities, recruitment, Board positions, BPPE, DCA, law enforcement and legislation.

Mr. Netanel continues to address issues that arise with cities around the state. He noted, however, that more cities are trending to requiring CAMTC certification and other cities are agreeing to comply with the existing law to recognize CAMTC certification.

In an effort to stimulate the flow of applications, Mr. Netanel plans to approach massage publications to promote CAMTC and to send mailings to individuals and schools. It was determined that the majority of massage association members have not yet applied for CAMTC certification.

Two vacant Board seats were filled at the meeting and Mr. Netanel is actively seeking law enforcement representation on the Board.

Vice Chair Schwinghamer summarized a productive and encouraging visit he, Beverly May and Mr. Netanel had with BPPE.

Motion (8): Schwinghamer/Rolnick – CAMTC will issue a letter to the appropriate California government official supporting BPPE's application for an exemption to hire additional employees.

Motion APPROVED, 16-0.

Motion (9): Schroeder/Schwinghamer – Staff is authorized to provide copies of existing historical data on school investigations to BPPE and to continue to cooperate going forward.

Motion APPROVED, 16-0

Mr. Netanel reported that Brian Stiger is still Acting Director of DCA. Mr. Netanel will personally advocate, based on his positive experience as CEO of CAMTC, for Mr. Stiger to be named Director. The Board did not take a formal position on advocating for any agency heads.

Mr. Netanel is working to re-calibrate the relationship with the CA Police Chiefs Association. Mr. Netanel is confirmed as a speaker in a break-out session at the upcoming CA Police Chiefs Association. Mr. Netanel noted that PSD Investigator, Tim Chambers, did an excellent job at a Vice training in Riverside.

Mr. Netanel concluded with a report that AMTA will submit language for clean-up legislation in the upcoming session. Mr. Netanel will work with CAMTC General Counsel, Jill England, to propose changes. Mike Schroeder reported that the Orange County DA is sponsoring legislation to make it illegal to sell a false transcript.

14. 2011 Priorities and Reconciliation with Budget

Mr. Netanel presented a revised budget reflecting a decrease in income due to fewer applications and an increase in expenses to maintain PSD services at the current level and to develop an online custom re-certification application.

Motion (10): Blackburn/Rolnick – Approve amended budget as presented.

No vote.

Motion (11): Schroeder/Grant – Divide the budget question into revenue and expenses.

Motion APPROVED, 16-0.

Amendment: Schroeder/Marylander – Require low-cost outreach be implemented within 30 days to off-set costs.

Amendment WITHDRAWN.

Part I of Motion (11): Approve amended budget expenses as presented.

Motion APPROVED, 16-0.

Part II of Motion (11): Approve amended budget revenue as presented.

Motion APPROVED, 9- 1 (Schroeder); Grant, Benson, Blackburn, Fuson, Schwinghamer, Smith abstained.

Motion (12): Schroeder/Schwinghamer: By February 1, 2011, articles regarding the advantage of CAMTC certification to be prepared by CAMTC staff and placed in all general circulation message

publications and websites willing to print such articles. Such entities would also be requested to link to the CAMTC website.

Motion APPROVED, 15-0; 1 abstention by Beverly May

There was a brief discussion over priorities and the Board agreed that recruitment and increasing application flow should be the CEO's immediate priority.

15. Closed Session regarding the appointment, employment, evaluation of performance, or dismissal of an employee pursuant to Government Code Section 11126(a).

The Board went into closed session at 4:40pm. Staff was not present for the session. The Board returned to open session at 4:50pm. No action was taken in closed session.

16. Closed session with CAMTC legal counsel pursuant to Gov Code Section 11126(e)

The Board went into closed session at 4:55pm and returned to open session at 4:57pm

17. Process for Officer Elections and Transition

Motion (13): Schroeder/Grant – Hold officer elections at the next Board meeting as the first item of business after approval of the minutes. Officers elected at that meeting will take office the day after the election.

Motion APPROVED, 15-0; 1 abstention (May)

18. Scheduling for Next Meeting

The next Board meeting will be held on March 15, 2011. Location TBD.

19. Adjourn

The meeting was adjourned at 5:00pm.

Minutes Approved January 18, 2011


Ben Drillings, Secretary