



**NOTICE OF TELECONFERENCE MEETING & AGENDA**  
**Friday, October 23, 2020 11:00 a.m. – 12:00 p.m.**

Join Zoom Meeting  
<https://zoom.us/j/96524948423>  
Meeting ID: 965 2494 8423  
Call in Number: 669 900 9128

*In line with guidelines issued by the Department of Public Health and Executive Orders issued by the Governor of the State of California intended to minimize face-to-face interactions during the present State of emergency, CCA will conduct this meeting of the Board of Directors entirely by teleconference / video conference call with no physical locations available for participation by either Board Members or the public. Members of the public are encouraged, however, to call in and participate as they have in the past via our teleconferencing system and a time will be made available during the meeting for public questions and comments.*

- I. 11:00 am Opening Remarks & Roll Call**  
*Supervisor Fennell, CCA President*
- II. 11:05 Approval of Minutes**  
*Supervisor Fennell, CCA President*
- III. 11:10 Capitol / Legislative Update**  
*Greg Turner, Executive Director / Counsel, CCA*
- IV. 11:15 Fee Structure - Cities**  
*Greg Turner, Executive Director / Counsel, CCA*
- V. 11:25 Platform Update**  
*Adam Crabtree, NCS Analytics*
- VI. 11:40 Regulatory and Tax Working Groups**  
*Greg Turner, Executive Director / Counsel, CCA*
- VII. 11:55 2020 Calendar**  
*November 20 (11 am) / December 18 (11 am)*

**VIII. Public Comment**

*The Board welcomes and encourages public participation in its meetings. The public may take appropriate opportunities to comment on any issue before the Board. If public comment is not specifically requested, members of the public should feel free to request an opportunity to comment. Each speaker is limited to two minutes. If you are addressing the Board on a non-agenda item, the Board may briefly respond to statements made or questions posed as allowed by the Brown Act (Government Code Section 54954.2). However, the Board's general policy is to refer items to staff for attention, or have a matter placed on a future Board agenda for a more comprehensive action or report.*

**IX. Closing Comments & Adjournment**

*Except where noticed for a time certain, all times are approximate and subject to change. The meeting may be canceled or changed without notice. For verification, please contact [gturner@cca.ca.gov](mailto:gturner@cca.ca.gov). Action may be taken on any item on the agenda. Items may be taken out of order, tabled or held over to a subsequent meeting, to accommodate speakers, or to maintain a quorum.*

*The Governor's orders (specifically Executive Order N-29-20) regarding the conduct of meetings of legislative bodies during the State of Emergency can be found at <http://www.gov.ca.gov/>*



CCA Board Meeting  
Via Video / TeleConference Call  
September 4, 2020  
**MINUTES**

**September 4, 2020 via Video / Teleconference Call**

President Fennell called the meeting to order at 11:00 a.m.

**1. Roll Call.**

- Estelle Fennell, Humboldt County, CCA President
- Mary Zeeb, Treasurer-Tax Collector, Monterey County, CCA Secretary
- Jim Hamilton, Treasurer-Tax Collector, San Luis Obispo County, CCA Board Member
- Edward Burnham for Yolo County
- Alisha McMurtrie, Inyo County, CCA Board Member
- Tony Shaw, Lassen County, CCA Board Member

Others: Adam, Alan, Christy, Susan, Edward Burnham, Jim Hamilton, Kristina Parsons,

**2. Minutes Approved. Unanimous vote.**

**3. Legislative Update:** Greg Turner gave an update on AB 1525 which passed the Legislature and awaits the Governor's signature. He also discussed some concerns raised by certain segments of the industry and offered to engage with any local representatives or licensee groups to clarify the mission and roll of CCA.

**4. Fee Structure:** Greg Turner presented a proposed revised revenue structure for CCA. The new structure would have a base fee for each member and a tiered rate structure for use of the platform. There was a discussion among the Board regarding the pros and cons of a base fee, how much it should be and how Cities might be a part of or impeded by the base fee. The Board ultimately approved the base fee of \$7,000 / quarter (reduced to \$6,000 with the 11<sup>th</sup> member, and \$5,000 with the 21<sup>st</sup>), but left open the question of how to charge cities, if at all, until meaningful discussions could be had with Cities that might be participant in one or more member counties. The tiered rate structure was approved as proposed.

**5. Platform Update:** Adam Crabtree gave an update on the platform, with particular emphasis on several new features which make discovery of out-side-the-norm transactions easier and more efficient.

**6. Marketing for Growth:** Greg Turner gave a brief pitch for assistance from the member for reaching out to new members; whether cities or additional counties; whether directly or through other events. CCA's mission is 'data analytics driving efficient and effective regulatory and tax oversight' and that message will be pursued in every forum in which CCA is given an opportunity to present.

**7. Public Comment.** There was no public comment.