



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

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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 11th member, and \$5,000 with the 21st), 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.