



**CAMTC Board of Directors Meeting**  
September 12, 2012  
Radisson Hotel at Los Angeles Airport  
6225 W. Century Blvd.  
Los Angeles, CA

**OPEN SESSION MINUTES**

**In attendance**

*Directors:* William Armour, Bob Benson, Michael Callagy, Judi Calvert, Nayada Dhanaphatana, Mark Dixon, Ben Drillings, Guy Fuson, Keith Grant, Elna Leonardo, Michael Marylander, Christian Pezza, Jean Robinson, Roberta Rolnick, Michael Schroeder, Paul Schwinghamer, Joe Bob Smith, Deb Tuck, Dixie Wall

*Directors Absent:* Michael Sheps

*Staff:* Ahmos Netanel, CEO; Sheryl LaFlamme, Operations Manager; Beverly May, Director of Governmental Affairs; Rick McElroy, Director of PSD

*General Counsel:* Jill England

*Guest:* Bernadette Murray, Debra Persinger, William Jones, William Huang, Tamika Harris, Supron Mukomla

**1. Call to Order**

Chairperson Wall called the meeting to order at 10:38am and established a quorum.

**2. Chair's Comments**

Chairperson Wall suspended the rules of debate and stated that every board member will have two minutes to speak for each given topic.

**3. Long Term Strategic Priorities**

**Motion (1): Wall/Rolnick** – Move to have the topic of Sunset Review be the first item of Board discussion.

19-0 MOTION PASSES

Mr. Schroeder stated that the board would not be able to discuss every single item and recommended four items to discuss. Mr. Schroeder stated that the one of the four items will automatically encompass many other items.

**Motion (2): Schroeder/Benson** – Move to discuss the following four strategic priorities:

- A. Sunset
- B. Management Team
- C. AMG
- D. Quality – which encompasses:
  - a. Certificate holders in illicit establishments
  - b. Relationships with law enforcement
  - c. Fraudulent Schools
  - d. PSD's backlog
  - e. Human Trafficking
  - f. Application turn around
  - g. Number of applications

19-0 MOTION PASSES

**A. Sunset**

Ms. May gave a background overview of the sunset process.

Mr. Benson suggested a straw vote to get an idea of what alternatives make the most sense and gear the discussions towards those topics

- Continuation of private certification on a voluntary basis with CAMTC
- Morphing over to a more traditional board that is part of state government
- Move away from state-wide regulation
- Mandatory certification similar to the California Tax Education Council

Mr. Netanel and Ms. England gave a short description on what mandatory certification would entail.

**Motion (3) Schroeder/Dixon** - Move to conduct straw vote on government entity vs. current program of voluntary certification and if current program succeeds, straw vote on remaining with current program of voluntary certification vs. changing to a CTEC model of mandatory certification.

19-0 MOTION PASSES to conduct straw vote

With a show of hands, Chairperson Wall asked if the member of the board would like to become a mandatory state board or to continue as a private, voluntary certification organization.

19-0 to remain with current program of voluntary certification

With a show of hands, Chairperson Wall asked if the members of the board would like to stay the same – voluntary certification or to become mandatory – issuing mandatory certification.

STRAW VOTE:

Voluntary Certification – 11

Mandatory Certification (CTEC model) – 8

The board further discussed voluntary certification v. mandatory certification.

**Motion (4) Rolnick/Dixon** - Request analysis and review, from staff, of current program of voluntary certification and CTEC model by November 7, 2012 Board Meeting to better understand options.

Friendly Amendment - Callagy – Request staff to bring back an analysis of public protection – what regulatory actions may come into play, how many cities have changed their ordinances to mandate state certification and how many massage therapists are currently being permitted by the city and those being certified through CAMTC.

Rolnick and Dixon accept friendly amendment

6-8 MOTION FAILS

**Motion (5): Schroeder/Dixon** – Move forward with the Sunsetting Process with the proposal that CAMTC continue, post-sunset, as a voluntary certification body.

17-1, 1 Abstain (Rolnick) – MOTION PASSES

## **B. Management Team**

Mr. Netanel gave a brief history behind the formation of CAMTC and the management team. Mr. Netanel stated that CAMTC didn't have the bandwidth to build the infrastructure from scratch and went to an outside management company to process applications and work as staff for the board. At the end of 2009, Mr. Netanel explained that it became apparent that there were other issues that transcended the core responsibilities of AMG staff, specifically city issues, legislation challenges and the infrastructure of AMG staff operations. These additional challenges gave way to the creation of CAMTC executive staff. Mr. Netanel stated that he is willing to help CAMTC through sunset and to train any new management that is brought on board. Mr. Netanel also stated the importance of keeping the government relation position through 12/31/2015. In regards to bringing the management of CAMTC in-house, Mr. Netanel feels it would be disruptive at this time.

**Motion (6): Schroeder/Rolnick** – Move, as long range senior management plan, to continue with the current management structure now through the end of sunset. An interim period will be conducted to train the replacement and assess what the best person would be to fill that role.

Friendly Amendment – Grant – Change ‘person’ to ‘person or persons’.

Schroeder and Rolnick accept friendly amendment

19-0 MOTION PASSES

### C. AMG

**Motion (7): Schroeder/Smith** – Move, as a long range plan as related to AMG, that between now and sunset, it would not be CAMTC’s intention to bring AMG functions in-house but to consider targeted request approved by CEO and staff.

Friendly Amendment – Benson – without prejudice to the CEO to come back and change the plan.

Schroeder and Smith accept friendly amendment.

Schroeder – restate motion – Adopt long range plan, that between now and sunset, it would not be CAMTC’s intention to bring all current functions in-house but to consider specific proposal of CEO as to specific functions that would be better handled in-house without prejudice to the CEO to come back and change it.

Friendly Amendment – Benson (As preface to above motion) Subject to continued performance improvements by our outside management company to the satisfaction of our CEO, it is our current intention...

Schroeder and Smith accept friendly amendment.

19-0 MOTION PASSES

### D. Quality

#### a. Certificate holders in illicit establishments

Mr. Netanel presented an unofficial CAMTC study of illicit establishments through the EroticMP website.

**Motion (8): Dixon/Grant** – Move to instruct staff to develop a comprehensive plan to ensure the legitimacy of certificate holders and present at the November 2012 board meeting.

18-1 MOTION PASSES

**b. Relationships with law enforcement**

**Motion (9): Schroeder/Benson** – Adopt a long range planning goal to establish a plan to contact every law enforcement agency in California in order to set up a cooperative relationship with them. Plan would entail law enforcement to report to CAMTC as to what massage professionals have been arrested or prosecuted for prostitution, what school they attended and to work together in a cooperative manner with massage establishments. Plan to be in place by the end of 2013.

19-0 MOTION PASSES

**c. Fraudulent schools**

**Motion (10): Schroeder/Callagy** – Move to implement, by the end of 2013 or sooner, as a voluntary certification program, to certify massage establishments and schools and set a fee to defray cost.

4-10, 4 abstain MOTION FAILS

**Motion (11): Benson/Rolnick, Replacement Motion** – Move to implement, by the end of 2013 or sooner, as a voluntary certification program, to certify massage establishments and set a fee to defray cost.

Friendly Amendment – England – Subject to legal review

Benson/Rolnick accept friendly amendment

Friendly Amendment – Benson – Subject to staff development of a particular program and Board approval of that program.

Rolnick accepts friendly amendment

**Motion (11a): Drillings/Marylander** – *Move to suspend rules of debate – Favor all*

**Substitute Motion (11b): Armour/Grant** – Instruct staff to investigate as many aspects as possible as to the establishment issues as it relates to illicit behavior and come back with a proposed plan of action to address the broad issues of curtailing illicit establishments. Subject to legal review.

13-2 to Substitute Motion – Passes

Benson/Rolnick withdraws original motion.

Motion (11b) 15-3 Passes

**d. PSD's backlog**

**Motion (12): Schroeder/Robinson** – Adopt a long range goal to reduce the backlog of disciplinary hearings, revocations and denials, to within 30 days of statutory minimums by the end of 2013. Staff to come back with plan of what resources are needed to accomplish goals.

19-0 MOTION PASSES

**Motion (13): Schroeder/Benson** – Direct CEO to come back with a plan and identification of what resources are needed to reduce backlog on processing of applications to completion within five days.

19-0 MOTION PASSES

**4. Schedule of Authority**

**Motion (14): Schroeder/Smith** – Allow Debra Persinger to present FSMTB's rationale behind their Schedule of Authority and table to the November 2012 meeting with very strong urging of Board members to provide edits.

19-0 MOTION PASSES

FSMTB's, Debra Persinger gave a brief history as to why the FSMTB created the Schedule of Authority and how they use it as an association management policy tool.

**5. Adjournment**

Chairperson Wall adjourned the meeting at 5:30pm.

Minutes Approved: November 5, 2012

---

Roberta Rolnick, Secretary