



**STATEMENT OF PROCEEDINGS
FOR THE REGULAR MEETING OF THE
LOS ANGELES COUNTY
COMMISSION ON INSURANCE**

**KENNETH HAHN HALL OF ADMINISTRATION
500 WEST TEMPLE STREET, ROOM 383
LOS ANGELES, CALIFORNIA 90012**

Thursday, February 9, 2012

10:00 AM

AUDIO LINK FOR THE ENTIRE MEETING. (12-0763)

Attachments: [AUDIO](#)

Present: Chairman Svonkin, Commissioner Crooymans, Commissioner Lohr, Commissioner Nash, Commissioner Torres and Commissioner Vicencia

Absent: Commissioner Falcon, Commissioner Binder, Commissioner Blake and Vice Chair Brown J.D.

Call to Order. (12-0564)

The meeting was called to order by Chairman Svonkin at 10:16 a.m.

Pledge of Allegiance. (12-0565)

The Chair waived the Pledge of Allegiance for this meeting.

I. ADMINISTRATIVE MATTER

1. Approval of the Minutes from the December 8, 2011 meeting. (12-0547)

On motion of Commissioner Lohr, seconded by Commissioner Nash, the Commission approved the minutes of December 8, 2011.

Attachments: [SUPPORTING DOCUMENT](#)

II. REPORTS

2. Recommendation to receive and file Chairman's report. (12-0566)

Chairman Svonkin reported that Commissioner Nash is interested in putting together a workgroup to come up with ideas to educate consumers and support the Commission's mission of advocating and protecting Los Angeles County consumers.

Commissioner Nash added that requiring all insurance sellers to be licensed would help ensure the consumer is being properly informed on the policies. A well informed consumer will ask the necessary questions about coverage.

Commissioner Lohr agreed with the need for educating consumers and suggested that the public school system integrate education on “daily living” in the curriculum. Chairman Svonkin expanded on this and recommended partnering with financial organizations that publish financial literature to develop a chapter on the basics of buying insurance to include in the literature.

Discussion ensued regarding the requirements of licensed insurance consultants.

After discussion, the Commission agreed to form a workgroup that focuses on insurance literacy and consumer education. Commissioners Nash and Crooymans volunteered to be part of this group and will report back at the next meeting on the following:

- Work with staff on the option of a Commission Facebook page;
- Work with staff on identifying Financial Literacy Groups;
- Draft a letter to the Los Angeles Unified School District, the Los Angeles County Office of Education, and all the school districts in Los Angeles County proposing that insurance literacy be incorporated into financial literature with the intent of educating youth and consumers on the importance of protecting their assets; and
- Review literature and tips the insurance industry is currently using and advise if the Commission’s tips need updating.

On motion of Chairman Svonkin, and by common consent, the report was received and filed.

3. Update by Commissioners on the Subcommittee on Fraud. (12-0567)

Chairman Svonkin stated that in the absence of Subcommittee’s Chair, there would be no report.

Commissioner Lohr added that part of the Subcommittee’s mission ties into the consumer education project.

Discussion over consumers’ understanding of fraudulent activity ensued.

Chairman Svonkin requested the Subcommittee work on the following:

- **Draft a concise policy statement for review and approval by the Commission, to be presented to the Board of Supervisors for approval to be added to the Lobbyist of the County to support legislation that will address insurance fraud. (As discussed under Agenda Item No. 2).**
- **Draft a statement on the effect of fraud and the quantified cost in Los Angeles County with the intention of sending to media outlets to gain exposure.**
- **Review State legislation related to fraud that the Commission should either support or oppose.**

II. DISCUSSION

4. Review of 2012 legislation relating to the Commissions' mission. (12-0628)

This item was discussed under Agenda items 2 and 3.

III. MISCELLANEOUS**Matters Not Posted**

5. Matters not on posted agenda, to be discussed and (if requested) placed on the agenda for action at a future meeting of the Committee, or matters requiring immediate action because of an emergency situation or where the need to take action arose subsequent to the posting of the agenda. (12-0568)
- 5A. Discussion of the details and funding for the annual fire preparedness press conference. (12-0783)
- 5B. Report by the workgroup on consumer education and insurance literacy as requested in the Chairman's report. (12-0784)

Public Comment

6. Opportunity for members of the public to address the Committee on items of interest that are within jurisdiction of the Committee. (12-0569)

No members of the public addressed the Commission.

Adjournment

7. Adjournment for the Meeting of February 9, 2012. (12-0570)

The meeting was adjourned at 10:46 a.m.