



**STATEMENT OF PROCEEDINGS
FOR THE SPECIAL MEETING OF THE
LOS ANGELES COUNTY COMMISSION ON INSURANCE
KENNETH HAHN HALL OF ADMINISTRATION
500 WEST TEMPLE STREET, ROOM 372
LOS ANGELES, CALIFORNIA 90012**
<http://lacic.org>

Tuesday, February 25, 2014

1:30 PM

AUDIO LINK FOR ENTIRE MEETING. (14-0964)

Attachments: [AUDIO](#)

Present: Chairman Scott Svonkin, Commissioner Bob Blake,
Commissioner Helene Lohr, Commissioner Luther Nash,
Commissioner Patricia Torres and Commissioner Steve Vicencia

Absent: Vice Chair Eric Bauman, Commissioner Barry Binder and
Commissioner Daniel Falcon

I. ADMINISTRATIVE MATTER

1. Call to Order. (14-0853)

The meeting was called to order by Chairman Svonkin at 1:42 p.m.

II. REPORTS

2. Discuss and take appropriate action on the Insurance Fraud Awareness Campaign preparation. (13-5668)

Chairman Svonkin reported that there will be two kick-off events: The first will take place at the Board of Supervisors meeting on April 15, 2014, in which the Board will declare May as Insurance Fraud Awareness Month; and the second event will be a press conference followed by a series of op-eds distributed to various media channels.

Chair Svonkin asked Commission Services Staff to distribute the Board of Supervisors meeting agenda to Commissioners a week prior to April 15, 2014 as a reminder. He also announced that Commissioner Crooymans resigned from the Commission due to personal reasons.

Commissioner Lohr reported that the California Department of Insurance (CDI) and the Los Angeles County Department of Consumer Affairs (DCA) have agreed to participate and assist with preparations for the Insurance Fraud Awareness campaign.

Chair Svonkin suggested targeting May 1 through May 6, 2014 as possible dates to hold the press conference; however, the date is dependent upon the availability of State Insurance Commissioner Dave Jones and District Attorney Jackie Lacey. Op-eds, press releases and public service announcements (PSA) will take place weekly upon commencement.

Discussion ensued regarding the planning and preparation of the Insurance Fraud Awareness Campaign, as a result, the following tasks were assigned:

- 1. Chair Svonkin: Send formal invitation to District Attorney Jackie Lacey and State Insurance Commissioner Dave Jones asking for their participation in the campaign; and obtain fraud statistics from CDI.**
- 2. Commissioner Lohr: Contact Brian Stiger, DCA, and Linda Yarber, CDI, regarding logo, poster distribution, PSAs, videos and tagline; and ask both entities to agree on the definition of fraud.**
- 3. Commissioner Blake: Contact Allstate and Transamerica for literature, audio and videos on fraud and contact Risk Management to obtain information on what fraud costs the County.**
- 4. Commissioner Vicencia: Contact Mercury and Liberty Mutual for literature, audio and videos on fraud and contact Supervisor Don Knabe for the possibility of participating in his broadcast on the Charter Cable Network.**
- 5. Commissioner Nash: Contact KFWB News Talk 980 and obtain information on broadcasting.**
- 6. Commission Services Staff: Contact the Office of Public Information to obtain the number of County worksites. Verify if translation of materials is required and to what extent. Obtain information regarding the possibility of advertising through payroll.**

Chair Svonkin asked Commissioners to submit an update to staff by the end of next week. Commissioners who were assigned communicating with specific insurance companies were asked to contact the entities and ask if they will share the Commission logo, tagline, and link to the Commission website.

The Commission agreed on using the following tagline, "Fraud Costs You".

By Common Consent, there being no objection, the Commission agreed to hold a special meeting scheduled for March 13, 2014 at 10:00 a.m.

3. Consider and take appropriate action on sending a letter to the Covered California Board related to issues of eligibility. (14-0854)

On motion of Commissioner Nash, seconded by Commissioner Blake, this item was taken off calendar.

III. MISCELLANEOUS

4. 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. (14-0855)

There were no matters presented.

5. Opportunity for members of the public to address the Commission on items of interest that are within the jurisdiction of the Commission. (14-0856)

No members of the public addressed the Commission.

6. Adjournment. (14-0857)

The meeting was adjourned at 2:52 p.m.