

**Los Angeles County  
Consumer Affairs Advisory Commission  
Meeting**

**Minutes**

**Wednesday, November 20, 2013**

**Present:** Joseph Lee      Ronnie Jayne      Stanley Rogers      Dennis Arguelles  
Vivian Chan      Joyce Ayvazi      Ho-Jeong Eun      Karine Bagdasarian

**Staff:** Brian Stiger      Kirk Shelton      Kristine Ovsepyan      Clemente Mejia

**Excused:** Dionne Faulk      Helen Levin      Sylvia Sutherland

**Public:** Carlos Marroquin      Neil Rubenstein      Annabella Mazariegos

**Call to Order and Confirmation of Quorum:**

In the absence of the Chair, Vice Chair Lee called the meeting to order at approximately 1:05 p.m. The quorum requirement was met during the entire meeting. The agenda was reviewed by the commissioners present.

*In accordance with the Brown Act, the agenda for the Commission Meeting was posted in advance on the outside door of the Department of Consumer Affairs (Room B-96), the meeting location (Cafeteria Conference Room), and online at <http://dca.lacounty.gov/Commission.htm>.*

**Approval of Minutes:**

The minutes for the meeting of September 18, 2013 were unanimously approved on motion by Commissioner Chan and seconded by Commissioner Eun.

**Special Presentations:**

**Dawnnesha Smith, Department of Consumer Affairs  
Overview of Covered California**

Ms. Smith shared information with the commissioners about Covered California and the Department's role in the launch of the healthcare exchange and healthcare reform in California. Covered California is part of the Affordable Care Act implementation (also known as Healthcare Reform or Obama-care).

The department is not directly helping consumers sign-up for healthcare, but is providing information to consumers and helping them avoid scams. DCA's outreach and education team along with DCA counselors provide consumer information about the enrollment process and identifying legitimate sources for assistance. DCA also posted a story on its website homepage with information about Covered California

Ms. Smith shared some of the challenges faced by Covered California such as reaching diverse populations and ensuring the consumers receive accurate information about their options.

Ms. Smith also answered questions from the Commissioners.

**Subcommittee Updates:**

**Public Information Subcommittee**

**Commissioner Jayne – Subcommittee Chair**

Commissioner Jayne updated the Commission on the activities of the subcommittee. The subcommittee recommended that DCA post a warning on its website to warn the public about disaster relief charity scams.

Commissioner Arguelles made the following motion, seconded by Commissioner Eun:

***Recommend that the Department of Consumer Affairs shares a warning with the public through the Department's website about disaster relief charity scams that are common after well-publicized natural disasters.***

The motion was unanimously passed by the commissioners present.

**Foreclosure Subcommittee**

**Commissioner Arguelles**

Commissioner Arguelles updated the Commission on the activities of the subcommittee. The Foreclosure Subcommittee reviewed recent foreclosure data in the County and SB62 implementation. The subcommittee did not have any suggested recommendations at this meeting.

**New Business:**

**Election of 2014 Commission Chair and Vice Chair**

The Commission opened the floor for nominations for the positions of 2014 Chair and Vice Chair. The following nominations were made:

Chair

Commissioner Chan - Accepted

Commissioner Arguelles - Declined

Vice Chair

Commissioner Arguelles - Accepted

Commissioner Eun - Declined

Commissioner Lee – Declined

Since there was only one nomination for each position, the Commissioners present voted unanimously to confirm the election of the two candidates for 2014 Chair and Vice Chair.

The Commission officers for 2014 will be:

**Chair – Commissioner Chan**

**Vice Chair – Commissioner Arguelles**

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### **Department Update:**

Director Brian Stiger provided an update on the Department to the commissioners. Mr. Stiger discussed the department's preparations to implement Senate Bill 62, the Expanded Homeowner Notification Program, which was approved by the Board after Public Hearing on October 22, 2013. The Department is in the process of recruiting and hiring staff for the program. The Department has also established a new satellite office in East Los Angeles where the Foreclosure Prevention component of the Expanded Homeowner Notification Program will be based.

Mr. Stiger talked about the Military and Service Members Summit that DCA participated in on November 16, 2013. The Summit brought together and trained military JAGs, law enforcement personnel, and consumer protection officials to identify, prevent, and address consumer fraud and issues affecting military service members and their families.

Mr. Stiger announced that the Department was awarded the Productivity and Quality Awards 2013 Silver Eagle Award for our eComplaints system.

### **Public Comment:**

Three members of the public spoke to the Commission during public comment. They spoke about issues relating to Covered California, Healthy Way LA, attorney fraud, investor fraud, holiday wishes, and commended the services of Commissioner Rogers.

### **Vice Chair's Remarks:**

Vice Chair Lee gave special thanks to the commissioners for his time as Vice Chair. He thanked the Commissioners for attending the meeting and shared his appreciation for the public's participation and feedback.

### **Next Meeting:**

The next meeting will be held on Wednesday, **January 15, 2014**.

### **Adjournment:**

The meeting adjourned at approximately 2:07 p.m.