



COUNTY OF LOS ANGELES CONSUMER AFFAIRS ADVISORY COMMISSION

Members of the Board

Hilda L. Solis
Mark Ridley-Thomas
Sheila Kuehl
Don Knabe
Michael D. Antonovich

"To Enrich Lives Through Effective and Caring Service"

CONSUMER AFFAIRS ADVISORY COMMISSION EXECUTIVE SUBCOMMITTEE MEETING Thursday, August 4, 2016

**Kenneth Hahn Hall of Administration
Room B96 Basement
500 W. Temple Street, Los Angeles CA 90012
9:00 a.m. - 10:00 a.m.**

Commissioners

Dennis Arguelles
Chair

Ronnie Jayne

Vivian Chan

Mike Gomez

Joan Patsy Ostroy

Mark Ramos

Sylvia Southerland

AGENDA

1. Call to Order
2. Roll Call and Confirmation of Quorum
3. Approval of Executive Subcommittee Minutes – June 17, 2016
4. Annual Report Update
5. Commissioner Attendance Record Form Discussion
 - Discussion to address commissioner attendance
6. CAAC Sept. 15th Meeting Discussion
 - Consideration of 9/15/16 CAAC meeting in 2nd district venue
7. Inter-Commission Meeting
 - Discussion and consideration of meeting between CAAC and Small Business Commission (Executive Committees)
8. Departmental Update
9. Future Agenda Items
10. Public Comment
11. Adjourn

The purpose of the Consumer Affairs Advisory Commission is to provide advice, recommendations, and analysis to Director of Consumer Affairs and Business Affairs and the Board of Supervisors on consumer needs and interests, consumer outreach and education, and Department programs and procedures.

LOS ANGELES COUNTY CONSUMER AFFAIRS ADVISORY COMMISSION EXECUTIVE SUBCOMMITTEE

Minutes Friday, June 17, 2016

Item 1: Call to Order: Chair Arguelles called the meeting to order at 10:35 a.m.

Item 2: Roll Call and Confirmation of Quorum: The quorum requirement was met.

Present: Dennis Arguelles, Ronnie Jayne, Vivian Chan, Patsy Ostroy, Sylvia Southerland, Mike Gomez

Absent: Mark Ramos

Staff: Joel Ayala, Stephanie Holloway, Espie Hernandez, Amanda Hernandez

Public: None

Item 3: Action Item: Approval of Minutes for Executive Subcommittee Meeting on February 5, 2016: Commissioner Chan moved to approve the minutes of February 5, 2016. Second by Commissioner Gomez. Motion passed.

Approval of Minutes for Executive Subcommittee Meeting on April 7, 2016: Commissioner Jayne moved to approve the minutes of April 7, 2016. Second by Commissioner Gomez. Motion passed.

Item 4: Center for Financial Empowerment

Ms. Holloway provided an overview of the Center for Financial Empowerment (CFE). The CFE is a two year pilot program that launches September 2016. The CFE is the result of a Board motion co-authored by Supervisor Kuehl and Supervisor Solis. The CFE is intended to be a private/public partnership that leverages the resources among private agencies, non-profits, financial institutions, academia and the philanthropic community, all working together to reduce poverty in Los Angeles County. The CFE creates a pathway for more County residents to save for unexpected emergencies, to build and improve their credit record, and to build assets, which are critical to advancing economic security.

Item 5: Annual Report

Mr. Ayala shared with the commissioners that the Department is looking into the feasibility of incorporating the accomplishments of CAAC and the Small Business Commission into the Department's annual report.

Item 6: Department Update

A discussion was held regarding the proposed Commissioner Attendance Record Form. Commissioner Chan recommended an "Excused" absence category be added. Commissioner Southerland commented that this is not the purpose of the CAAC.

Requests Made:

- Commissioner Attendance Record Form Discussion at the next CAAC meeting (Commissioner Southerland)

Item 7: Future Agenda Items

- Have the Executive Subcommittees from both CAAC and SBC meet (Commissioner Jayne)
- Provide subcommittee minutes for the past year to each respective Subcommittee Chair

Item 8: Public Comment: None

Item 9: Adjourn: The meeting was adjourned at 11:32 a.m.



LOS ANGELES COUNTY
**CONSUMER &
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Brian J. Stiger
Director

**Los Angeles County
Board of Supervisors**
Hilda L. Solis
Mark Ridley-Thomas
Shelia Kuehl
Don Knabe
Michael D. Antonovich

To: Consumer Affairs Advisory Commission Executive Subcommittee
From: DCBA Staff
Date: August 4, 2016
RE: Annual Report Format

Sample Annual Report Format

- I. Background
- II. Activities and Accomplishments
 - a. Subcommittee Activity
 - b. Commission Recommendations
 - c. Commission Action
- III. Election of Chair and Vice Chair
- IV. Vision for next fiscal year
- V. Conclusion





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Gloria Molina
Mark Ridley-Thomas
Zev Yaroslavsky
Don Knabe
Michael D. Antonovich

"To Enrich Lives Through Effective and Caring Service"

November 7, 2015

Commissioners

Vivian Chan
Chair

Dennis Arguelles
Vice Chair

Joyce Ayvazi

Karine Bagdasarian

Ho-Jeong Eun

Ronnie Jayne

Joseph Lee

Helen Levin

Stanley Rogers

David E. Ryu

Sylvia Southerland

Kisheen Wayne Tulloss

To: Supervisor Gloria Molina, 1st District
Supervisor Mark Ridley-Thomas, 2nd District
Supervisor Zev Yaroslavsky, 3rd District
Supervisor Don Knabe, 4th District
Supervisor Michael D. Antonovich, 5th District

From: Vivian Chan, Chair
Los Angeles County Consumer Affairs Advisory Commission

**Subject: Los Angeles County Consumer Affairs Advisory Commission
Annual Report - 2014**

As required by County Ordinance, I am pleased to submit the following annual report of the activities and accomplishments of the Los Angeles County Consumer Affairs Advisory Commission for calendar year 2014.

BACKGROUND

The Los Angeles County Consumer Affairs Commission (Commission) was established in 1980 and has continued pursuant to Board order under Chapter 3.13 of the Los Angeles County Code. The Commission is a non-regulatory body whose purpose is to represent the interests of consumers to the Director of the Department of Consumer Affairs (DCA) and the Board of Supervisors. The Commission is required to meet at least six times per year. Commissioners serve without compensation.

ACTIVITIES AND ACCOMPLISHMENTS

The Commission is a valuable resource for the Director of the Department of Consumer Affairs. The Commissioners represent county residents on matters of concern to consumers. Commission meetings provide a forum to discuss emerging and ongoing consumer issues. During calendar year 2014, the Commission met six times. The Commission's activities and accomplishments included the following:

- Assisted the department by bringing the Commission's collective experience as consumers, as members of the business community and as leaders in

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their own communities to bear on matters of concern to the department and local consumers.

- Formed two new subcommittees to review important areas of interest for the Commission:
 - Executive Subcommittee – proposed strategic direction, administrative policy, guidelines and standards for the Commission
 - Legislative Subcommittee – proposed positions on state legislative bills and regulatory matters

- Approved recommendations to the Director in areas such as:
 - Supporting DCA's legislative bills
 - Using social media and DCA's website to communicate important consumer information
 - Suggesting ways to promote scam alerts via social media
 - Providing information and publicizing to schools, students and their communities about Life Smarts
 - Increasing outreach to multi-ethnic media to provide consumer education
 - Increasing outreach to the office of local elected public officials so they could share information with their constituents
 - Utilize the Commissioners connections in their communities to help distribute consumer educational materials
 - Providing financial literacy to consumers
 - Partnering with nonprofit agencies to assist DCA in its volunteer recruitment

Most of these recommendations have already been implemented by the department.

- Distributed information to their communities regarding consumer issues and services offered by the Department of Consumer Affairs. Commissioners also assisted in hosting local events in their area where Consumer Affairs staff presented information to the public.
- Assisted the department by recommending and reviewing legislation that would Los Angeles County residents.
- Re-designed a webpage about the Commission on the Department of Consumer Affairs.

- Commission Administrative Manual to standardize practices and provide important information to new Commissioners.

Commissioners invited and heard presentations by department staff and an outside representative on a variety of topics important to consumers. Experts in their respective fields were an invaluable resource to the Commission as it carried out its responsibilities during the past year. In their role as speakers, these presenters provided both oral and written information and remained available to Commissioners for any follow-up. Speakers included:

- Kirk Shelton, Chief Deputy Directory, informed the commission of the services the Office of Small Business provides.
- Maggie Becerra, Chief of Counseling and Dispute Resolution, informed the Commission of the responsibilities and services her division provides.
- Espie Hernandez, Volunteer and Internship Coordinator, shared with the Commissioners the role of volunteers within the Department, volunteer trends and recruitment efforts.
- Rose Basmadzhyan and Morine Merritt, DCA Supervising Investigators, gave insight to the commission about the re-organization of the Investigative Unit.
- Dawnnesha Smith, Consumer Education and Public Outreach Manager, discussed with the Commission the Department's public outreach strategies and the Department's increased presence in social media.
- Kirk Shelton, Chief Deputy Directory, provided an overview of the Department of Consumer Affairs to the commission.

ELECTION OF CHAIR AND VICE-CHAIR

For 2014, Vivian Chan was elected Chair of the Los Angeles County Consumer Affairs Advisory Commission and Dennis Arguelles was elected Vice Chair.

The members of the Commission wish to express their appreciation to the Board of Supervisors for providing them the opportunity to serve Los Angeles County and its residents. We look forward to the coming year and continuing what has been a successful and productive relationship with the Department of Consumer Affairs.



LOS ANGELES COUNTY
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BUSINESS AFFAIRS**

Consumer Affairs Advisory Commission Attendance Record

Name: John Doe

Year: 5

Supervisorial District: Sup. Hilda Solis

Commission Meetings		
Consumer Affairs Advisory Commission	Present	Absent
January 28, 2015	✓	
April 22, 2015	✓	
July 15, 2015	✓	
October 22, 2015	✓	

Committee Meetings		
Public Information Committee	Present	Absent
August 12, 2015		✓
September 9, 2015		✓
		✓
Executive Committee	✓	
	✓	



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To: Consumer Affairs Advisory Commission Executive Subcommittee
 From: DCBA Staff
 Date: August 4, 2016
 RE: Consumer Affairs Advisory Commission September 15th Meeting

Proposed Offsite Meeting

- I. Proposed location
 - a. Southwest College
 - i. Second District
 - ii. Affiliated High School
- II. Proposed theme
 - a. Financial Empowerment Day
 - i. Tie in with Center for Financial Empowerment
 - ii. Resource Fair
 - iii. LifeSmarts
 - b. Possible topics
 - i. Landlord-tenant
 - ii. Credit
 - iii. Contracts
 - iv. Identity Theft
- III. Proposed date
 - a. Commission has not yet approved September 15th meeting date





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To: Consumer Affairs Advisory Commission Executive Subcommittee
From: DCBA Staff
Date: August 4, 2016
RE: Inter-Commission Meeting

Meeting of Consumer Affairs Advisory Commission and Small Business Commission

- I. Special Meeting
- II. Proposed Date
- III. Proposed Location
- IV. Proposed Topics
- V. Goals





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To: Consumer Affairs Advisory Commission Executive Subcommittee
From: DCBA Staff
Date: August 4, 2016
RE: Departmental Update

August Departmental Update

- I. Center for Financial Empowerment
- II. Sand Fire
- III. Porter Ranch
- IV. Wage Enforcement Update
 - a. Contract with Community Based Organizations (CBOs)
 - b. July 1, 2016 program launch
 - c. Review of inquiries
 - d. Case management system

