



**“FINAL”**

**CCIDC**

Board of Directors

Regular Board Meeting

SHERATON SAN DIEGO HOTEL & MARINA

**January 20, 2018 – 11:00 A.M.**

**MINUTES**

**ROLL CALL:**

<b>PRESENT:</b>	Patsy Zakian Greenough, NKBA	CHAIR
	Brian Kaneko, Independent Designer	VICE CHAIR
	James Ogden, Public Member	TREASURER
	Cheri Lemons, Public Member	SECRETARY
	Christianne White, Public Member	
	Rebecca Soechtig, ASID	
	Kathleen Galipeau, Educator	
	Judith Clark, IFDA	
	Eduardo Melgar, IIDA	
	Roze Wiebe	EXECUTIVE DIRECTOR
	Carley Roden	EXECUTIVE ASSISTANT

**ABSENT:** David Cardone – Resigned Board Position

**ROLL CALL:** A quorum being established the meeting was called to order at 11:07 a.m. by Patsy Zakian Greenough, Chair.

**OPEN SESSION:** The meeting was opened to the public and guests.

**APPOINTMENT OF NEW BOARD MEMBER:** *Motion was made by Kaneko*, seconded by Galipeau; to approve Hootan Hamedani as the candidate to fill the vacant seat designated for the IDS member to sit on the CCIDC board of directors for a first term of 3 years, and a subsequent term of 3 years should the candidate wish to continue to serve. Motion was carried unanimously.

**ROLL CALL:** A second Roll Call was made to include the newly appointed board member.

<b>PRESENT:</b>	Patsy Zakian Greenough, NKBA	CHAIR
	Brian Kaneko, Independent Designer	VICE CHAIR
	James Ogden, Public Member	TREASURER
	Cheri Lemons, Public Member	SECRETARY
	Christianne White, Public Member	
	Rebecca Soechtig, ASID	
	Kathleen Galipeau, Educator	
	Hootan Hamedani, IDS	
	Judith Clark, IFDA	
	Eduardo Melgar, IIDA	
	Roze Wiebe	EXECUTIVE DIRECTOR
	Carley Roden	EXECUTIVE ASSISTANT

**ABSENT:** None

**MINUTES:** *Motion was made by Clark*, seconded by Ogden; to approve the board meeting minutes for 09/23/2017. Motion was carried with one abstention from Soechtig who did not attend the 9/23/2017 meeting. Approved minutes were made available for guests.

**TREASURER'S REPORT: Ogden reporting:** James Ogden gave update on the un-audited Profit and Loss Statement, Balance Sheet and Expense to Budget reports for the period ending December 31, 2017.

*Motion was made by Ogden*, seconded by Lemons; to approve the proposed budget for 2018. Motion was carried unanimously.

**Ogden reporting:** James Ogden gave update on the audited financial statements for the period ending December 31, 2016.

*Motion was made by Ogden*, seconded by Kaneko; to approve the audited financial statements for the period ending December 31, 2016. Motion was carried unanimously.

**INTRODUCTIONS:** Patsy asked audience members to introduce themselves and inquired about certification/professional organization membership. Deborah Ogden, CID, Educator, former CCIDC Board Member and Original IDEX Task Force member; Roxana Kavosi, Los Angeles Graphic Designer and owner of Orange Cheek Design Studio.

**COMPLIANCE & IDEX: Staff reporting:** Roze Wiebe gave a report on the various numbers of current, delinquent, and expired CIDs for the period ending December 31, 2017. She also gave an update on the IDEX status for the same period.

**MARKETING/OUTREACH: Staff reporting:** Roze Wiebe gave update on marketing report and current outreach programs to interior design schools and students.

**Marketing Committee reporting:** Rebecca Soechtig and Kathy Galipeau gave a report on the CCIDC marketing strategy for 2018, including: target market, webinars, CCIDC YouTube channel videos, website updates, crowd sharing, SEO Optimization and Social Media marketing.

**CORRESPONDENCE: Zakian Greenough reporting:** Patsy Zakian Greenough and the board reviewed correspondence contained within the board meeting binder. Including the IDCC Annual Meeting: President's Report posted on the IDCC website.

**CHAIR'S REPORT: Zakian Greenough reporting:** Patsy Zakian Greenough read the CCIDC statement of purpose as detailed in the California Business and Professions Code 5800-5812, that CCIDC is charged with overseeing the administration of the California Certified Interior Designer's Title Act as required by the legislature. This includes verifying education and experience of qualified applicants, determining and approving a suitable California specific examination and maintaining a database of all Certified Interior Designers. Additionally covered was the CCIDC Mission Statement.

**OLD BUSINESS: Zakian Greenough reporting:** Patsy Zakian Greenough reviewed CCIDC's accomplishments for 2017: Staff transitions – Doug Stead Retired, Roze Wiebe promoted to Executive Director, Carley Roden hired as Executive Assistant/Certification Specialist; Strategic Planning meeting held in June – Commercial Designation/Path 4 created based upon strategic planning ideas; Sunset Review – New website launched and new fee structure implemented based partially upon Legislative Committee questions; Digital image stamp now available for CIDs; CCIDC office moved to new location.

**Staff Reporting:** Roze Wiebe gave an update on the status and responses to the new Commercial Interior Design Designation and reviewed the International Code Council (ICC) proposal for the 5 course bundle to be offered to CIDs to obtain the Commercial Interior Design Designation and/or CEU requirements.

**NEW BUSINESS: Zakian Greenough and Staff reporting:** Patsy Zakian Greenough and Roze Wiebe introduced and the Board reviewed the CCIDC 2018 Business Goals:

1. Provide ICC Course Bundle to CIDs – March 2018
  - a. ICC Proposal
    - i. 2 step process
      1. In person courses
      2. Online Courses
2. Webinars and CCIDC YouTube Channel videos – Start Date March 2018
  - a. Complete Presentation Video
  - b. Ethics Course Video
  - c. Subject by Subject Videos
3. Marketing for Interior Design Schools and Firms

- a. Target California and Western Undergraduate Exchange (WUE) schools
  - i. Schools in: Alaska, Arizona, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington and Wyoming
4. Continued Meetings with LA City Planning Commission
  - a. Shannon Ryan City Planning/Mayor Garcetti's office
5. Solidify and Promote CID Commercial Designation

**PUBLIC SESSION:** Patsy Zakian Greenough opened the meeting to questions from the audience. The guests in the audience were as follows:

Deborah Ogden, CID  
Roxana Kavosi, Graphic Designer

**(Note for the record:** The audience was allowed to participate in the general discussions on all items on the agenda in the open session.)

**ADJOURNMENT:** *Motion was made by Soechtig* seconded by Galipeau; to adjourn the meeting at 1:13 p.m. Motion was carried unanimously.

**CLOSED SESSION:** There was no closed session.

End of Minutes.

Roze/my docs/Meeting Minutes January 20, 2018