

LOS ANGELES COUNTY CONSUMER AFFAIRS ADVISORY COMMISSION

REGULAR MEETING MINUTES

Kenneth Hahn Hall of Administration
Room 739 – 7th Floor
500 W. Temple Street, Los Angeles CA 90012
Thursday, March 16, 2017
10:00 a.m. - 11:30 a.m.

Item 1: Call to Order Chair Dennis Arguelles called the meeting to order at 10:12 A.M.

Item 2: Roll Call and Confirmation of Quorum Roll call was taken and the quorum requirement was met.

Present	Vivian Chan, Farrell J. Chiles, Mike Gomez, Ronnie Jayne, Susan Jerich, Joan P. Ostroy, Mark Ramos, Ross Viselman
Absent	Dennis Arguelles, K.W. Tulloss
Staff	Joel Ayala, Melissa Hakopian, Amanda Hernandez, Chavon Smith, Dawnnesha Smith
Public	None

Item 3: Approval of Minutes for the January 19, 2017

Commissioner Ostroy moved to approve the minutes for the January 19, 2017 Consumer Affairs Advisory Commission meeting. The motion was seconded by Commissioner Gomez. Motion passed unanimously.

Item 4: In-District Meeting Planning

There are currently 3 meetings scheduled to be held in-district:

- May 18, 2017 in District 4
- July 20, 2017 in District 5
- November 16, 2017 in District 3

The motion to approve the 2017 meeting dates, with amendments, passed unanimously.

Item 5: Emerging Trends in Consumer Fraud (Discussion Item)

The Commission opened discussion on emerging trends in consumer fraud including scams targeting senior citizens, and immigrant populations. The Commission also reviewed data from the Federal Trade Commission's Consumer Sentinel Network, which provided complaint figures for consumers in California, in order to determine the issues affecting residents in California, and Los Angeles County. Commissioners intend to use this information to develop the content of the in-district meetings.

Item 6: Center for Financial Empowerment

DCBA's Chief of Consumer Education and Outreach, Dawnnesha Smith, provided an update on the Center for Financial Empowerment. Ms. Smith discussed the Volunteer Income Tax Assistance (VITA) program, the marketing campaign for the VITA programs, and the training and certification process of VITA preparers. Ms. Smith also spoke about the "Bank On" program, projected to launch in January 2018, which will provide starter and 'second chance' accounts to consumers with limited or adverse banking histories.

Item 7: Office of Immigrant Affairs

Melissa Hakopian, of DCBA's Office of Immigrant Affairs (OIA), introduced the program and the motion from the Board of Supervisors that led to its development. Ms. Hakopian spoke to the Commission the focus of OIA and the services the office will provide; she also discussed OIA outreach events and the developing webpage.

Item 8: Department Update

DCBA Chief Deputy Director Joel Ayala provided the department update, including an infographic chart of DCBA Program figures from January 1, 2017- February 28, 2017. The chart included data from 5 of DCBA's service areas, including: Wage Enforcement, Consumer Investigations, Consumer Counseling, Mediation and Dispute Resolution, and Foreclosure Prevention.

Mr. Ayala also spoke to the Commission about the recent assessment of Self-Help Legal Access Centers (SHLAC) in Los Angeles County

Item 9: Future Agenda Items

Commissioner Ostroy requested an item on bail reform assistance for low-income residents

Commissioner Ramos requested an update on Proposition 64

Commissioner Jayne requested that the Office of Immigrant Affairs provide another update at the next full commission meeting

Item 11: Public Comment

None

Item 12: Adjournment

The Consumer Affairs Advisory Commission meeting was adjourned at 11:45 A.M.