



California Dental Association

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Minutes of the CDA Council on Membership

CDA Building, 1201 K Street, Sacramento, California

August 2, 2019, 10:00 a.m. – 3:00 p.m.

Call to Order: Chair Dr. Christine Altrock called the meeting of the council on membership (council) to order at 10:09 a.m. on August 2, 2019.

Establishment of Quorum: Chair Dr. Christine Altrock determined that a quorum was present. The following members were in attendance:

Dr. Christine Altrock	Dr. Chuck Wang
Dr. Hema Patel	Dr. Valerie Harada
Dr. Lindsey Robinson	Dr. Geralyn Menold
Dr. Chi Leung	Dr. Robert Lynds
Dr. Edward Reidy	

Guests:

Dr. Karin Irani, ADA COM liaison guest	Dr. Brian Bell, Trustee
Dr. Diana Heineken, Leadership guest	Dr. John Sulak, Trustee
Linda Lacunza, Component executive director guest	Carol Pilmer, ADHP guest

Staff:

Kristian Ross-Patchin, director, membership
Kristine Allington, VP, chief marketing officer
Karen Atienza, member relations specialist, membership

Approval of the Agenda: The agenda was approved as presented.

Approval of the Minutes: The March and May 2019 minutes were approved as presented.

Regular Business

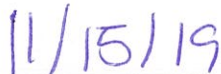
1. CDA Well-Being: The council received an update regarding the well-being program including the board of trustees' approval that oversight be moved to the CDA Foundation Board of Directors, which the council had recommended at a prior meeting.
2. Faculty Discount: The council discussed the faculty discount and the importance of retaining faculty members, as they are one of the biggest advocates with students. The council unanimously approved continuing the discount at 50%.
3. Federal Dental Services Discount: The council discussed the federal dental services discount, including the possibility of expanding the discount to include public health, federally qualified health centers and tribal services. The council unanimously approved continuing the federal dental services discount at 100% with the existing definition.
4. Reduced Dues Discount Program: The council discussed the reduced dues discount program, indicating the importance of the discount and the need to provide value to this segment. The council unanimously approved continuing the current reduced dues discount program.

5. Post Graduate Discount: The council discussed the post graduate discount, and the importance it plays in increasing recruitment and retention of this segment. The council approved changing the post graduate discount to 100%.
6. Reinstatement Fee: The council discussed the renewal process, reinstatement fee and 3-month grace period, including the original intent of the reinstatement fee. Additionally, they discussed the current member experience and administrative burden associated with implementing the fee on an annual basis. Following the discussion, the council unanimously agreed to eliminate the \$100 reinstatement fee.
7. 3-Month Grace Period for Dues Payment: The council discussed the renewal process, reinstatement fee and 3-month grace period including the current renewal process, renewal trends and administrative process. Following the discussion, the council unanimously agreed to a 30-day grace period.
8. ADA Dues Streamlining Recommendation: The council received a presentation regarding ADA council on membership's recommendations that will be considered at the ADA House of Delegates.
9. Member Loyalty: The council participated in a group exercise, brainstorming member loyalty.

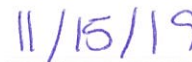
Adjournment: The council meeting adjourned at 3:05 p.m. The next meeting is scheduled for October 4, 2019.



Chair Signature



Date Signed



Date Approved