

1507 – 21st Street, Suite 330
Sacramento, California 95811
Telephone: (916) 445-1888
Contact Person: Eugene Ohta
www.nmvb.ca.gov

STATE OF CALIFORNIA
NEW MOTOR VEHICLE BOARD
MINUTES

The New Motor Vehicle Board (“Board”) held a Special meeting on September 18, 2019, in The William G. Brennan Hearing Room, in the Board’s offices.

Ramon Alvarez C., Dealer Board Member and Chair of the Ad Hoc Committee to Review Industry-Related Advertising Laws, called the meeting of the Board to order at 11:02 a.m.

2. **ROLL CALL**

Board Members Present: Ramon Alvarez C.
Ardashes “Ardy” Kassakhian
Nanxi Liu
Bismarck Obando (arrived at 12:41 p.m.)
Glenn Stevens

Board Members Absent: Anthony Batarse
Kathryn E. Doi
Inder Dosanjh
Victoria Rusnak

Board Staff Present: Timothy M. Corcoran, Executive Director
Danielle R. Phomsopha, Staff Counsel
Dawn Kindel, Chief of Staff
Eugene Ohta, IT Tech

3. **PLEDGE OF ALLEGIANCE**

Board member Nanxi Liu led all in attendance in the Pledge of Allegiance.

The following Board development topic was for informational purposes and no Board action was taken.

4. **INFORMATIONAL PRESENTATIONS REGARDING THE APPLICATION OF CURRENT LAWS AS APPLIED TO THE MARKETING, ADVERTISING, AND RETAIL SALE OF MOTOR VEHICLES IN CALIFORNIA'S EVOLVING MARKET**

a. **FEDERAL TRADE COMMISSION (FTC)**

Kerry O'Brien, Assistant Regional Director, Western Region-San Francisco

Ms. O'Brien provided the Board and attendees with a presentation regarding Online Advertising Disclosures. Her presentation covered the Federal Trade Commission's (FTC) enforcement and education role in vehicle advertisement regulation.

b. **CALIFORNIA NEW CAR DEALERS ASSOCIATION (CNCDA)**

Alisa Reinhardt, Director of Regulatory Affairs
Anthony Bento, Director of Legal Affairs

Ms. Reinhardt and Mr. Bento gave a presentation regarding vehicle advertising laws and examples of why they feel regulatory reform is needed, along with increased and proactive compliance-seeking measures from the regulators of the industry. CNCDA cited specific advertisements and entities they believe to be non-compliant with today's rules and regulations.

c. **ROBARDS & STEARNS, PC**

Robert Robards, Attorney

Mr. Robards provided the Board and attendees with a presentation on the Department of Motor Vehicles' role in providing industry guidance and regulation on vehicle code sections relating to advertising. In addition he discussed the need to update advertising laws that predate modern advertising mediums.

A lunch break was taken from 12:57 p.m. to 1:34 p.m.

d. **TEKION INC.**

Jay Vijayan, Founder and Chief Executive Officer

Mr. Vijayan provided a presentation on the modern car buyer and how to meet their expectations to seamlessly purchase a vehicle via on-line shopping and electronic contracts.

e. **SCALI RASMUSSEN**

Bert Rasmussen, Partner

Mr. Rasmussen gave a presentation on the best practices for on-line advertising including transparency, technology, proper licensing and DMV's enforcement role.

5. **PUBLIC COMMENT** (Gov. Code § 11125.7)

No additional public comment was presented.

6. **ADJOURNMENT**

With no further business to discuss, the meeting was adjourned at 2:21 p.m.

Submitted by

TIMOTHY M. CORCORAN
Executive Director

APPROVED: _____
Kathryn E. Doi
President
New Motor Vehicle Board