



Professional Fiduciaries Bureau
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BUSINESS, CONSUMER SERVICES, AND HOUSING AGENCY
GOVERNOR EDWARD G. BROWN JR.

Professional Fiduciaries Bureau Strategic Planning Meeting July 31, 2013

**1747 N. Market Blvd., Emerald Rm., Ste.184
Sacramento, CA 95834**

Committee Members Present

Marguerite Lorenz, Chair
Barbara de Vries, Vice Chair
Aileen Federizo, CLPF
Prescott Cole, Non-Profit Advocate on Behalf of the Elderly
Kathleen Thomson, Probate Investigator

Staff Present

Julia Ansel, Bureau Chief
Gil DeLuna, Former Acting Bureau Chief
Sonja Merold, Chief, Division of Programs and Policy Review
Angelique Scott, DCA Legal Counsel
Angela Bigelow, Program Analyst

I. Call to Order – Chair

The meeting was called to order by Ms. Lorenz at 2:30pm.

II. Roll Call – Julia Ansel, Bureau Chief

There were five members present and a quorum was established.

III. Introductions

Those in attendance introduced themselves.

IV. Strategic Planning Session – Department of Consumer Affairs Strategic Planning Unit

- **Discuss Strategic Planning Process** – Tom Roy gave an overview of the 2-day process for Strategic Planning. The Strategic Planning document should be a document for the Committee and the Bureau and Mr. Roy may make suggestions, but the final product should be one the Committee and Bureau can live with. Mr. Roy will provide structure for the planning meeting but he will not be providing content. Mr. Roy and Ms. Menzel will turn these ideas into a document to be presented at the next Advisory Committee Meeting. Ground rules for Strategic Planning Sessions are; to create options and filter them later, respect everyone's contributions, everyone should participate, make decisions by consensus when possible, focus on concepts not word-smithing this will be done by the Solid office and presented for adoption at the next Advisory

Meeting, minimize distractions such as cell phones, and public comment will be reserved for the end of each day.

Once the plan is adopted, if the Bureau Chief would like to use the Solid Office for Action Planning Meeting that will be arranged. The Action Planning Meeting delves into who does what by when.

Key questions to ask are where have we been and where will we be going. We will be doing this by looking at the Bureau's accomplishments, reviewing the environmental scan, and how we will get to where we want to be.

- Review 2010-2013 Strategic Plan
- Review Current Mission and Vision Statements –

Mr. Roy presented the current Vision Statement and examples of other Vision Statements. Mr. Roy stated the Vision Statement should be the "pie in the sky". Meeting attendees broke into three work groups and returned with three DRAFT Vision Statements.

It was decided the new Vision Statement will be:

"To protect, maintain, and enhance the quality of life for consumers by promoting the highest Professional Fiduciary standards."

Mr. Roy presented the current Mission Statement and examples of other Mission Statements. Mr. Roy stated the Mission statement should cover; why the Bureau exists and its current mandate, who our consumers are, what our consumers need, and how we will serve our consumers. Meeting attendees broke into three work groups and returned with three DRAFT Mission Statements.

It was decided the new Mission Statement will be:

"To protect consumers through licensing, education, and enforcement and ensuring the competency and ethical standards of Professional Fiduciaries."

Ms. Menzel explained Core Values will guide the Bureau's decision making and the standards by which we will be held accountable.

Break

Ms. Menzel presented some examples of Core Values and asked the attendees to break into two groups and pick five or six of the examples that should be the focus of the Bureau.

It was decided the Values would be:

- 1) Consumer Protection – We make effective and informed decisions in the best interest of the consumer.
- 2) Accountability – We are accountable to consumers and licensees. We operate transparently and encourage public participation in our decision-making.
- 3) Professionalism – We are qualified, competent and skilled.
- 4) Integrity – We are honest, fair, respectful and ethical.
- 5) Effectiveness – We make informed decisions in order to achieve positive, measurable results.

6) Initiative – We proactively seek solutions and improvements.

V. Strategic Planning – Next Steps

There will be a meeting tomorrow to set goals for the Bureau's Strategic Plan

VI. Public Comment on Items Not on the Agenda

Mr. Counts suggested that the value "Consumer Protection" be placed first on the list of values and that the committee decide an order for the rest of the values. Mr. Counts also asked that the word "Professional" be dropped from the Vision Statement because if the Bureau aims to raise fiduciary standards overall, then others who have a fiduciary duty will also raise their standards. Ms. Lorenz stated the Bureau only regulates licensed Professional Fiduciaries and cannot raise the standards for others who have a fiduciary duty but are not regulated by the Bureau.

VII. Adjournment

The meeting was adjourned at 4:45pm