

**BOARD MEMBERS PRESENT:** Alicia Serra                      Mike Bush                      Diane McNabb  
Alisha Gamble                      Dena Bosten                      Arleen Samuels  
Chiquita Danzy                      John Hulsey

**BOARD MEMBERS ABSENT:** Jim Pehrson

**COMMITTEE CHAIRS PRESENT:** Anna Payne                      Peter Floyd (phone)                      Linda Cook

### **CALL TO ORDER**

President Alicia Serra called the meeting to order. Alicia introduced Shannon Ferguson with Carl Vision Institute of Government who will be speaking to us about social media management.

### **GUEST SPEAKER**

Shannon Ferguson with Carl Vinson Institute of Government gave a presentation regarding social media. Shannon asked about our social media goals and asked what platforms we are most interested in. Facebook, Twitter and LinkedIn are the most popular social media outlets. Shannon advised that platforms should be chosen wisely and associated accounts maintained. Shannon mentioned that Carl Vinson can host a social media training class. The training class is usually a lunch and learn with time for questions.

### **ANNOUNCEMENTS**

Alicia announced the resignation of Wayne Putnal and that Alisha Gamble has taken over as Treasurer.

### **APPROVAL OF MINUTES**

Motion to approve minutes of the 01/16/2015 Board Meeting was made by Arleen Samuels and seconded by Alisha Gamble. ***Motion to approve the minutes passed unanimously.***

### **TREASURER'S REPORT**

Alisha e-mailed all the financial reports earlier this week and asked if anyone had any questions. Motion to accept financial reports was made by Mike Bush and seconded by Arleen Samuels. ***Motion to approve the financial reports passed unanimously.***

### **OLD BUSINESS**

**Budget** – Alicia explained that she has created a proposed budget and discussed the budget with the Board to get each member's input.

#### *Revenues*

Most of the Conference revenues and expenditures were submitted by Conference Committee Chair Rachel Bemby and are in line with prior year actuals.

Scholarship Committee Chair Linda Cook mentioned that we expect to generate approximately \$10,000 from the Conference raffle. We have reached out to vendors for sponsorships for the raffle prize. Mike Bush made a motion to use \$500 of proceeds of raffle as the prize if people do not sponsor. Arleen Samuels seconded the motion. **Motion to approve the use of \$500 of proceeds as a prize if necessary passed unanimously.**

Alicia mentioned that we received \$3,000 in sponsorships for the GFOA conference and that paid for about 75% of GFOA conference expenses.

#### *Expenses*

Alisha asked if the Board wanted her to separate out the bank service charges so we can see how much we are spending. They are currently budgeted in Miscellaneous.

President's travel line item is where we code miscellaneous travel items such as award presentations, etc. Reduced that line item to \$500.

Liability insurance is associated with the conference locations.

Conference budget was prepared by Conference Committee Chair Rachel Bembry. In addition to the t-shirts, portfolios will also be given out at the annual conference.

Alicia also announced we will have a new facilitator from Carl Vinson Institute of Government for future conferences. We also need to update our letter of agreement with UGA. Proposed changes include reconciliation from 45 days to 60 days and an invoice submitted within 60 days. Motion to approve the Letter of Agreement with UGA was made by Diane McNabb and seconded by Chiquita Danzy. **Motion to approve the Letter of Agreement with UGA with proposed changes passed unanimously.**

John Hulsey presented information concerning the Career Development budget. He explained this is contingent upon the number of tutorials available online. Tutorials are now \$150 each per year; in the past, we had six tutorials for \$750. The Board was in agreement to add the new offerings (Accounting for Capital Assets, Internal Controls, Fundamentals of Bank Reconciliation, Financial Policies, and Occupational Licenses) and keep two of the previous offerings (Fund Accounting and Bases of Accounting). Therefore, total tutorials budget should be \$1,050. Additionally, the proposed webinar topics were given. All agreed on the topics presented (MAXGOV, W-2 Requirements under Affordable Care Act, Uniform Grant Guidance, GASB 68, Public Bond Financing, TAVT) with the exception of the Fair Value Measurement and Application. MAXGOV topic is at no cost and all others are \$1,500 each. Therefore, webinar budget line item should be \$7,500.

Alicia also mentioned that John would like to offer a review course for the Certified Public Finance Officer Exam because the exam will be offered at the conference this year. Alicia mentioned that there are several expenses associated with the career development committee, but there is very little revenue associated with this committee. Therefore, Alicia proposed that we maybe charge more for the course than just to cover the cost and generate some revenue. Perhaps charge \$200 instead of \$129. The class would be a two day review course. Approximate number of attendees would be fifteen. Therefore, we need to budget \$3,000 in revenue and \$1,935 in expense.

Membership budget has had little activity in past few years. Arleen volunteered to send certificates to new members and to work on new member gift baskets. Budget for membership is okay at \$900.

Under the Communication budget, Anna asked about postage for mailing thank you cards. Alicia added a line items for postage at \$100. Newsletter fees for Constant Contact are \$250.

Scholarships budget is a higher this year because it includes two scholarships for the Advanced Government Financial Institute at the University of Wisconsin. This scholarship is only budgeted every other year.

Technical Resources budget includes one-time website launch fee and monthly fees. Budget may need to be increased based on discussions today.

Promotions and Awards budget is same as prior year. These expenses include annual plaques and promotional items.

National Conference is for president's travel to GFOA annual conference and reception at GFOA conference. Reception expenses are offset by any sponsorships.

#### *General*

There was a discussion concerning the fund balance policy and what balance we should maintain. John mentioned that our policy is to maintain at least one year's worth of conference expenses. Current fund balance is approximately \$190,000 and the conference budget is approximately \$150,000. There was discussion concerning increasing conference sponsorships.

John Hulsey motioned to approve budget as presented and give authority to Treasurer to move budget without increasing the overall budget. Mike Bush seconded the motion. ***Motion to approve budget as presented and give authority to Treasurer to move budget without increasing the overall budget passed unanimously.***

**Audit Update** – Mike Bush provided an update on the audit. Of the items needed for the audit, we have about 95% of the needed. Bates Carter has filed an extension for the 990, which will now be due on 9/30/2015. We will have the audit complete by the annual conference.

#### **NEW BUSINESS**

**Banking processes** – Alicia mentioned that we now have online access to all our bank accounts. We have commercial accounts with appropriate users. Wells Fargo also created some procedures for the Board to follow in regards to banking services and how users will rotate off with new officers. All statements, bank and Vanguard accounts, are now available online. Credit card statements are still paper statements. However, all the transactions are viewable online.

**Online accounts and processes** – Alicia also mentioned that the membership dues are being paid directly from the website and you can view those items through Wells Fargo as well.

Alicia demonstrated how items are being recorded in Quickbooks. Alisha Gamble explained how she is attaching the appropriate documentation (invoice, check, etc.) to each transaction. This will make the transition for future Treasurers and the audit process much easier.

Alicia described the membership dues payment process through the new website. She is working to get receipts sent to members automatically as they pay. Currently, receipts have to be manually e-mailed to those who request them. We are still getting some residual reports from GMA with membership dues payments but no further information. This is creating some issues with adding people to the membership database.

**Website processes** – Alicia demonstrated membership look-up, updating pages, and calendar of events on the new website. Alicia mentioned that we need to get with the website designer to add a column showing the last time that member paid dues.

Alicia mentioned that each Board and Committee Chair member needs to draft a process of each position and how it relates to the website. It will be imperative that each position documents responsibilities and processes for future Board members.

Alicia discussed a payment issue associated with the website. The website is currently set up to process a recurring charge each year on the saved credit card number. Alicia contacted the website designer about correcting this issue. It will likely be \$3,000 - \$5,000. The Board was in agreement that the website should **not** be saving credit card information. Alicia will be discussing all issues with Technical Resources Committee Chair Peter Floyd.

**Membership reconciliation** – When reviewing the budget, Alicia determined that we have 574 members but are only showing revenues for 522 members. We haven't actually completed a membership reconciliation but are trying to determine what the differences are. Alicia asked for volunteers to complete this reconciliation. Diane McNabb volunteered to complete the reconciliation. John asked if the discrepancy may be associated with non-members that registered for the conference. Those revenues need to be reclassified from conference registration fees to membership fees.

Alicia suggested that membership renewals occur each year at the time that the member joined. For example, if you became a member in August your renewal would be in August of every year. This will require a change to the bylaws and a membership vote. John volunteered to draft a change to the bylaws. Arleen Samuels made a motion to amend the bylaws to change renewal date to the membership anniversary date. The motion was seconded by Alisha Gamble. ***Motion to amend the bylaws to change renewal date to the membership anniversary date passed unanimously.***

**Scholarship Committee raffle** – Alicia mentioned that we have 1,000 tickets to sell for the scholarship committee. Each ticket is \$10. Prize is \$500. Alicia is asking each board member to take a book of tickets (25 tickets in each book). As you sell tickets, send the proceeds to Alisha. Drawing will be held October 7, 2015. Winner doesn't have to be present.

**GFOA Conference update** – Alicia gave a report about the GFOA conference. We had 57 members from Georgia in attendance.

**Review class for CPFO (Certified Public Finance Officer) Exam** – see budget discussions above.

**Policies & Procedures manual** – Alicia mentioned that we need to update the policy and procedures manual to include all these new processes and procedures for each position. That will likely be our next big process. There was also a discussion about storage for files such as contracts. Dena will research online storage/file sharing options (Dropbox) and e-mail Board members.

### **COMMITTEE REPORTS**

**Annual Conference** – Dena Bosten read the attached Conference Committee Report in Rachel's absence.

**Career Development** – John Hulsey presented the attached Career Development Report in Tracy's absence.

**Communications** – Anna Payne gave a demonstration of the e-newsletter. She also asked for ideas for the upcoming newsletter. It was mentioned that we may need to include an article about the available list serves on the website.

Anna mentioned that we have opportunities to cross promote among other organizations.

**Government Relations** – No report given.

**Membership** – No report given.

**Scholarship/Awards** – Linda Cook provided the attached handout.

**Technical Resources** – No report given.

### **OFFICER AND DIRECTOR DISCUSSION**

**1<sup>st</sup> Vice President** – Nothing to report.

**2<sup>nd</sup> Vice President** – Diane reported that the 2017 conference location will be Savannah Marriott.

**Treasurer** – Nothing to report.

**Secretary** – Nothing to report.

#### **Directors**

Arleen Samuels – Nothing to report.

Chiquita Danzy – Nothing to report.

**Historian** – Nothing to report.

**Past President** – Nothing to report.

### **ADJOURNMENT**

Alicia called for a motion to adjourn. Mike Bush made a motion to adjourn and Diane McNabb seconded it. ***The motion to adjourn passed unanimously.***

Rachel Bembry, Chairperson

The conference committee has been busy. Most of the planning for the 30<sup>th</sup> annual conference has been completed. The location is exceptional. The conference venue is plenty large enough to accommodate our group and the three hotels we have selected will provide the membership with options that suite their budget and needs. The three hotels are the Westin, Hampton and Holiday Inns. The Westin is directly next to the Convention Center and has the largest room block. The Hampton and Holiday Inns are within a mile and shuttles will be provided for traveling to and from the two evening social events.

I'd like to recognize Dena Bosten and Karine Brooms for their excellent service as speaker liaisons. It not always an easy task to corral 35 speakers to get their biographies and class narratives but these ladies have done a great job. As a result of their diligence we have submitted the initial conference brochure to CVIOG for design and distribution. Here is a sneak peak for the Board of the conference schedule:

#### General Session

2015 Legislative Update

Surfing the Waves of Change in Government Auditing and Financial Reporting

Economic Outlook

#### Excel Update

DOB: Irrelevant!

Innovation and Evolution of your Interaction with Constituents

Welcome to Forecasting: A Snapshot of Strategies to Assess Revenue Volatility

Hybrid Plans - fixed cost alternatives for retirement plans

ERP Implementations: A Material Change to the System of Internal Control

The Data Breach Endgame: PCI DSS 3.1 What You Need to Know Now

Types of Fraud and Ways to Prevent it

Unlocking the Uniform Chart of Accounts

When you are poor, your DIY it! Homemade CAFR made Lean through Six Sigma!

All Things Accounting for Debt - Part I

The Future Transportation Funding in Georgia

Wellness and Onsite Clinics: how an apple a day can keep benefit cost at bay

Financial Statements 101: Eliminating Deficiencies in Reporting

Capital Asset Problematic Areas and Policies

All Things Accounting for Debt – Part II

The Art of Influencing the Legislative Process

Panel: Cost Savings and Efficiency Technology for Financial Officers

Grants – How do I account and comply?

Your Financing “Team”?

Investments 101

Finding Light in the Fiduciary Storm

Perils, Promise, and Pitfalls: Linking Performance Measures to the Budget

Audit 101: Panel Discussion

Energy Efficiency: Resiliency and Sustainability in Local Government

A little word “TEAM” that manage big bucks

PPACA – 2015 Reporting Requirements and Update

From Wired and Tired to Inspired!-Carol Ann Small

As you can see it is going to be a great conference filled with meaningful topics. Along with the class schedule planning for the social events and activities is complete as well. The Monday afternoon activity will be a choice between a Sea Turtle Center guided tour, Historical Trolley tour, and golf at the Jekyll Island Golf Club.

The Sunday evening reception, 30 Years of Memories!, will be an exciting kickoff at the Westin. This will be a great opportunity to reminisce over fond memories while making new ones. We will have caricature artists and photo booths for the guests enjoyment accompanied by a solo musician.

The Tuesday night banquet will be at the Convention Center and follow a similar format as it has in the past starting with a cocktail reception, dinner and casino night. In an effort to keep things interesting and engaging we are mixing in some arcade style gaming along with the traditional casino games.

The sponsorship letters and forms have been mailed and we are starting to see those come in. If you are close to any of our sponsors please mention the conference opportunity and ask them if they have committed.

Another special thanks to Alisha Fulcher for serving as exhibitor liaison. She has diligently updated the exhibitor mailing list and has been very responsive to exhibitor requests and questions. She provided some much needed organization to the exhibitor registration and setup last year and I'm excited to see her in action this year.

It is going to be a great year and I look forward to seeing everyone there!

Rachel Bemby

## GGFOA Career Development June 2015 Committee Report

### 2014-2015 Webinars

| <b>Date</b>  | <b>Topic</b>   | <b>Attendance</b> | <b>Speakers</b>  |
|--------------|--|-------------------|--|
| 8/13/14      | <i>DCA Report and Surveys</i>                            | 30                | Jonathan Sharpe  |
| 11/5/14      | <i>Bringing a Compliance Ethic to Revenue Collection</i> | 22                | Georgia Municipal Association, Lou Comer, Pam Helton, and Rusi Patel                     |
| 1/28/15      | <i>Merchant Services Webinar \$\$, Data, and Risk</i>    | 25                | Wells Fargo, Kristi Hunt   |
| 4/8/15       | <i>Understanding Tax Abatements</i>                      | 24                | Dan McRae of Seyfarth Shaw LLP and John Hulse of the Carl Vinson Institute of Government |
| 5/20/15      | <i>Grants Management Strategies</i>                      | 23                | Rachel Bembry and Laura Cook from JAT Consulting   |
| <b>Total</b> |  | <b>124</b>        |  |

### Archived Webinars Viewings, July 2014 – May 2015 (787 Total Viewings)

| <b>Title</b>   | <b>Archived Viewings (Members)</b> | <b>Free Viewings</b> |
|--|------------------------------------|----------------------|
| Deferred Inflows and Outflows  | 8                                  |                      |
| Continuing Disclosure on Bond Transactions                                       | 6                                  |                      |
| GASB 70, Accounting and Financial Reporting for Nonexchange Financial Guarantees | 6                                  |                      |
| GASB Pension Standards   | 8                                  |                      |
| Healthcare Reform  | 7                                  |                      |
| Hotel Motel Tax 101  | 10                                 | 193                  |
| Illegal Immigration Reform and Enforcement Act - Reporting Requirements          | 9                                  | 147                  |
| Title Ad Valorem Tax 101   | 11                                 | 83                   |
| DCA Reporting and Surveys  | 7                                  | 280                  |
| Bringing a Compliance Ethic to Revenue Collection                                | 8                                  |                      |
| Merchant Services, \$\$ Data and Risk  | 3                                  |                      |
| Understanding Property Tax Abatement   | 1                                  |                      |
| <b>Totals</b>  | <b>84</b>                          | <b>703</b>           |

### Tutorial Library

| <b>Tutorial Title</b>      | <b>Viewings</b> |
|----------------------------|-----------------|
| Fund Accounting            | 90              |
| Bases of Accounting        | 166             |
| Operating Statements       | 45              |
| Statements of Position     | 41              |
| Understanding Garnishments | 7               |
| Uniform Chart of Accounts  | 22              |
| <b>Totals</b>              | <b>371</b>      |

*Prepared by Tracy Arner, Career Development Chair*  
6/17/15



## GGFOA Scholarship Committee

### **Raffle**

We are holding a raffle for a \$500 drawing to be held at the GGFOA annual conference. We need your help to sell tickets to raise money for our scholarships. Each ticket cost \$10. Cynthia Miller order 1,000 tickets (40 books w/25 tickets each), so if all are sold that would raise \$10,000 which is more than half the annual cost of the scholarships. Please make sure you record the name and phone number on the stub. Also, I will record which book(s) you have. Unsold tickets and funds (by check) should be mailed to:

GGFOA Scholarships  
ATTN: Alisha Gamble  
PO Box 2496  
Gainesville, GA 30503

Jennifer Fricks sent letters to 32 vendors on June 8<sup>th</sup> requesting support to raise the \$500 prize money. We have not heard from any of the vendors yet, but Jennifer will follow up soon.

### **Certificate in Public Financial Management (CPFM) Scholarship**

Attached is the information page and application for the new CPFM scholarship. Since one track must be completed in order to receive this grant, information about the scholarship and a link to the Center for State and Local Finance website has been posted on the GGFOA website. Classes are being offered in July and September. Information will also be in the next newsletter. We will post the information and application to the website in September with a due date of October 19<sup>th</sup>. We will announce this scholarship at the conference and will also have an informational handout about the scholarship at the display booth.

### **Current Scholarships**

Currently we are accepting applications until August 1, 2015 for the Annual College Scholarship, Level 1 Certified Finance Officer, and the Conference Stipend. Information on the applications was in the spring newsletter. As of this week, we only have one application for the certified finance officer and one for the conference stipend, so please encourage members to apply. Information and a fillable PDF application for each scholarship are on the website. I think it would be a good to send out another email blast on the list serve around the beginning of July.

### **Display Booth at Conference**

Chiquita Danzy, Tammy Galvis, and Susan VanNus will be working on a display booth for the conference. Jennifer Fricks and Cynthia Miller will be working on an informational handout about all the scholarships available, especially the new CPFM scholarship. We also plan on selling tickets at the conference. Rachel Bembry is checking with Jekyll Island about any rules regarding raffles.

### **Meeting in August**

I plan on holding a meeting in Putnam County with the committee to review all the applications received and to touch base with everyone before the annual conference. We will review the informational handouts and display as well.



## Certificate in Public Financial Management Scholarship Information

The Georgia Government Finance Officers Association (GGFOA) will offer a scholarship to complete two of the three-day courses in the Certificate in Public Financial Management (CPFM) program offered through the [Center for State and Local Finance](#). For more information and an application visit the GGFOA website at <http://www.ggfoa.org>.

Criteria for this scholarship:

- Applicant must be a current GGFOA member and have been continuously a member for the past five years.
- Applicant must have completed one course in the CPFM program.
- Applicant must have level I Finance Officer Certification.
- Applicant must have attended four GGFOA training opportunities over the past four years. The annual GGFOA conference will count as two training opportunities.
- The applicant must provide a certificate of completion or other evidence of attendance.

The GGFOA Scholarships/Awards Committee will review all applications and determine whether the applicants meet the criteria and will consider the following in awarding a scholarship to the applicant:

- Years of membership in the GGFOA
- Participation in GGFOA conferences and seminars
- Years in governmental finance
- Current position in governmental organization

Applicants will be notified by October 23, 2015, if they have been awarded this scholarship.

Please don't let this opportunity slip away – get busy and apply today! Submit the application to the Chair of the GGFOA Scholarship/Awards Committee by Monday, October 19, 2015 (Linda Cook [lcCook@putnamcountyga.us](mailto:lcCook@putnamcountyga.us)).



## Certificate in Public Financial Management Scholarship Application

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Government Agency or Company: \_\_\_\_\_

Position: \_\_\_\_\_

Which course(s) have you previously taken at the Center for State and Local Finance? Must have taken one to apply.

- Analytics for Public Finance
- Expenditures & Revenues
- Financial Management- Investments, Cash Management, & Debt
- Financial Management- Accounting, Risk, Procurement, & Long-Term Liabilities
- Operating and Capital Budgeting- July 14-17, 2015
- Debt Management- September 16-18, 2015

Which course(s) will you be taking at the Center for State and Local Finance? Choose two.

- Treasury and Investment Management- November 11-13, 2015
- Retirement, Risk Management, and Procurement- March 16-18, 2016
- Leadership- May 11-13, 2016

Are you an active member of GGFOA?  yes  no      If yes, for how many years? \_\_\_\_\_

Have you completed Level 1 of the Local Finance Officers Certification Program?  yes  no  
If yes, please provide completion date: \_\_\_\_\_

Please attach a list the GGFOA trainings you have attended in the past 4 years:

Please submit this application to Linda Cook at [lcook@putnamcountyga.us](mailto:lcook@putnamcountyga.us) no later than October 19, 2015.  
The subject line of the e-mail should read CPMF Scholarship Application.

For more information about the courses, please visit the Center for State and Local Finance website at [cslf.gsu.edu/training](http://cslf.gsu.edu/training). If you are chosen for this scholarship, CSLF will contact you about registration details.