
BOARD MEMBERS PRESENT: Alicia Serra Mike Bush Diane McNabb
Wayne Putnal (phone) Dena Bosten Arleen Samuels
Alisha Gamble Chiquita Danzy Jim Pehrson
John Hulsey

BOARD MEMBERS ABSENT: Lori Sayer

COMMITTEE CHAIRS PRESENT: Rachel Bembry (phone) Anna Payne Dan Defnall
Peter Floyd Linda Cook

CALL TO ORDER

President Alicia Serra called the meeting to order. Alicia welcomed Debra Clifton with NTS and informed the Board that Debra would be giving a demonstration of the new website.

APPROVAL OF MINUTES

Motion to approve minutes of the 9/28/2014 Board Meeting was made by Jim Pehrson and seconded by Diane McNabb. ***Motion to approve the minutes passed unanimously.***

Motion to approve minutes of the 10/01/2014 Board Meeting with Career Development Report attached was made by Diane McNabb and seconded by Arleen Samuels. ***Motion to approve the minutes passed unanimously.***

TREASURER'S REPORT

Mike Bush discussed the 2013 - 2014 unaudited financial reports; he will confirm with Wayne and Rachel these include all conference expenses.

For the 2014 – 2015 reports, Mike highlighted that we have already collected \$24,080 in membership fees. These reports are current as of Tuesday, January 13, 2015. He has, however, written three checks since these reports, and Rachel has also e-mailed some reclassing entries. He also discussed that account name changes have been made for the conference accounts to make reporting easier.

Motion to accept financial reports with changes e-mailed by Rachel was made by Jim Pehrson and seconded by Chaquita Danzy. ***Motion to approve the financial reports passed unanimously.***

OLD BUSINESS

Website Demo with NTS – Debra Clifton with Network Technology Services presented the new website demonstration. She mentioned there are a couple of items they are still working on including the online membership application and payment of dues online. She highlighted the features of the new website including responsiveness of website (header resizing when scrolling), newsfeeds, facebook links, listserv, etc. Debra also explained the homepage banner can be updated to include our own photos and multiple images scrolling.

Debra mentioned that we can update the website ourselves, but the company will do as much or as little as we need them to. Peter asked about the earliest live date. Debra said it could be as early as a month, but there are still some questions that need to be addressed including contact information for constant contact and the newsletter, original logo design, etc.

Alicia mentioned that we are trying to phase out the paper membership application/renewal process. Alston and Bird has set up trust fund so that paper renewals come directly to Alston & Bird until we have completely converted to online payments.

John asked about the individual logins/password for members to access to the website. Debra confirmed this feature will be available.

Alicia, Peter, and Debra also mentioned they are hoping the membership directory will include a map with graphic representation of member location.

Debra confirmed the new website will be compatible with mobile devices. Alicia mentioned they will set up committee chairs with direct e-mails (i.e. scholarships@ggfoa.org) so committee chairs can access these e-mails from the website.

There was discussion about charging a fee for online payment of membership renewals. Alicia reminded the Board that with the new website, we will no longer be paying GMA approximately \$14,000 per year. The new website maintenance is approximately \$80 per month. Debra mentioned that she is researching online payment options, one of which will likely have no monthly service charge. The current options are approximately 2.99% of transaction dollar amount and \$0.30 per transaction. Alicia mentioned that we can revisit this periodically and include a review policy in the updated the policies and procedures. Dena Bosten made a motion for GGFOA to absorb any online payment transaction fee; Arleen Samuels seconded the motion. ***Motion for GGFOA to absorb any online payment transaction fee passed unanimously.***

Revision of Policies and Procedures – Alicia would like to table this discussion until new website is implemented to make sure policies and procedures are current and relevant with items on the website.

NEW BUSINESS

GMA Contract discussion – Alicia reported that we are currently operating under the old 2014 GMA contract that automatically renewed. There was discussion about whether we should sign a new contract with the credit language. Mike Bush motioned to give 90 days notice to GMA to terminate contract; Alisha Gamble seconded the motion. ***Motion to give notice to GMA to terminate contract passed unanimously.***

2014-2015 Budget – Alicia asked Mike and Wayne to work together to reach out to committee chairs for their budget proposals so that we can adopt a budget at the next Board meeting.

2013-2014 Audit – Alicia reported that she has signed an engagement letter with Bates Carter for the 2013 – 2014 audit. The fee remains the same as last year at \$2,500. A copy of that letter is attached to the minutes.

Past Presidents Reception at GGFOA Annual Conference – Alicia informed the Board that she would like to host a reception at the annual GGFOA conference to recognize those members who have served in the past as President of GGFOA. In an effort to attract these people, Alicia would like GGFOA to pay the conference registration fee for these individuals. The idea of this is to get retired/past members involved. Dan mentioned that in other professional organizations, there are groups of past executive members that meet on their own, host events, and provide scholarships. He mentioned that this could perhaps evolve into something similar. There was discussion about how often this reception should

occur and whether the conference registration fee should be paid for past Presidents who are currently employed by a government. John Hulsey made the motion to hold a Past Presidents reception at the GGFOA annual conference with waiver of registration fee for retired members who are no longer in government and that this reception be held every five years at milestone (i.e. 30th, 35th, etc.) conferences. The motion was seconded by Jim Pehrson. ***Motion to hold a Past Presidents Reception at the GGFOA annual conference with waiver of registration fee for retired members who are no longer in government and that this reception be held every five years at milestone (i.e. 30th, 35th, etc.) conferences passed unanimously.***

Reception at GFOA Annual Conference – Alicia asked Jim and John for ideas for a reception at the upcoming GFOA conference in Philadelphia in May. She would like to host an evening reception. She will be working on getting those invitations out and will include information in the April newsletter. This reception will be open to any Georgia attendee at the national conference.

Certified Public Finance Manager (CPFM) Certificate Program – Alicia mentioned that Georgia State University (GSU) has been sending e-mails for the Certified Public Finance Manager Certificate program. This is a four track program that helps participants prepare for the Certified Public Finance Officer (CPFO) exam. The time commitment for the CPFM program is approximately two days a month with completion in one year. GSU has offered to have two Board members attend the entire program. Alicia will be taking one of the spots and asked for feedback on who should take the other spot. Alicia mentioned that GSU is not able to offer a discount to GGFOA members at this time and asked for feedback and discussion regarding potential scholarships for the CPFM Certificate Program, which is \$7,000 for the entire program. Dena Bosten made the motion to award a \$1,750 scholarship to be used towards one track of the CPFM Certificate program. The motion was seconded by Alisha Gamble. Jim and Mike discussed making it a requirement that the scholarship recipient successfully complete one track prior to scholarship award. The motion was then amended to include this stipulation. ***Motion to increase the scholarship budget to allow for a \$1,750 scholarship to be used towards a track of the CPFM Certificate Program with the stipulation that the scholarship will only be awarded upon successful completion of one track passed unanimously.***

Vangaurd account – Alicia asked for Board discussion about who should have access to the Vangaurd account. It was determined that the Treasurer, President and First Vice-President should have access. It was also noted that the updated policies and procedures should include a procedure for updating this account access annually.

COMMITTEE REPORTS

Annual Conference – Rachel Bemby thanked John for his help with reconciling the 2014 conference invoices. For the 2014 conference, we had a \$24,902 loss. Rachel reported that sub-committee(s) have met, and the entire committee is in the planning phases for the 2015 conference. She has sent out a survey regarding conference topics/speakers/suggestions. She asked Board members to encourage others to complete that survey. Rachel is planning on holding a conference committee meeting mid to late February. She also encouraged the Board to suggest key note speakers soon because we have to book early.

Career Development – John Hulsey gave the career development report in Tracy Arner's absence. The Next News You Can Use webinar is January 28th. John also discussed the upcoming schedule for the

News You Can Use webinars. John reported we have had 405 viewings on archived webinars and 100 viewings on tutorials. They are also reviewing archived webinars to make sure information in webinars is current. It was suggested that a survey monkey be sent out for upcoming webinar topics.

Communications – Anna Payne announced the deadline for the next newsletter is January 30th. Although the upcoming newsletter will still be PDF format, she is hoping to have April's newsletter in html format. A draft of the newsletter will be sent out to the Board for review next week. Anna asked for newsletter content and member spotlight ideas. Dena suggested that we spotlight scholarship recipients in the appropriate newsletter edition. John suggested that we include any GFOA award presentations to local governments in the newsletter and/or on the website.

Government Relations – Peter Floyd reported that the committee had a conference call in December and determined that they produce a legislative report with relevant legislative. The most current report is available on the website. Peter asked for the Board's input on filing comments on the tax abatement legislation. Peter gave a summary of the GFOA's comments that have already been filed. The committee suggested sending a letter of support of GFOA's comments. The Board concurred with this suggestion. Peter will draft a letter and send to Alicia for review and approval.

Membership – Dan Defnall reported that we have 697 members on the roster as of Friday. Dan asked for some direction and suggestions as to how membership renewals will work with the new website. He mentioned that he will contact the appropriate parties to ensure a smooth transition. Dan asked for ideas on membership recruitment and proposed sending an e-mail to potential members to increase membership by utilizing GFOA's, ACCG's, etc. listservs. The Board thought this was a great idea. Alicia also reported that she spoke to Ross King at the Association of County Commissioners of Georgia (ACCG), and he expressed interest in having finance professionals attend the ACCG conferences. He is working to make sure our conferences don't overlap so that finance professionals can attend both.

Scholarship/Awards – Linda Cook provided a handout to Board members with information about each scholarship. The Advanced Government Finance Institute Scholarship is due April 1, 2015. The deadline for the Annual College Scholarship, Level 1 Certified Finance Officer Scholarship, and the GGFOA Conference Stipend is August 1, 2015. Linda also provided some fund raising ideas. Dena suggested that we have an option to donate to the scholarship fund when renewing membership. Linda reported she has eight committee members.

Technical Resources – Peter Floyd asked for any other questions regarding the new website. Dena asked who we need to forward information to that needs to be included on the website. Peter mentioned that is something that still needs to be decided. Training will be available once the new website is live. Alicia suggested each committee chair and position have access to the website so they can upload information themselves. Rachel and Anna concurred that they like the idea of each person having access so that information available on the website is the most current.

OFFICER AND DIRECTOR DISCUSSION

1st Vice President – Nothing to report.

2nd Vice President – Diane McNabb reported that she has been working with Debbie Barron on the 2017

conference location. The current proposals are Marriott in Savannah, Hyatt in Savannah and Jekyll. The current front runner is Marriott in Savannah. Alicia asked the Board to be mindful of the food prices when selecting a location. The room rate may be reasonable, but the menu pricing could be expensive. In past experience, Savannah seems to be more expensive than Jekyll. It was suggested that we obtain menu pricing even two years out. Current practice is to have a contract two years out.

Treasurer – Nothing to report.

Secretary – Dena Bosten mentioned she is updating Board and Chair contact info and will send out an updated list as soon as possible. She also asked how members will update information on the new website. Alicia reported that the new website will have the capability for members to change contact/profile information themselves.

Directors

Lori Sayer – Alicia announced Lori Sayer has resigned from the Board. Alicia asked the Board if they would like to fill this vacant position. The Board agreed that this position be filled. Alicia asked the Board for candidate nominations. It was determined that Board members would think about potential candidates and bring nominations to the next Board meeting.

Arleen Samuels – Nothing to report.

Alisha Gamble – Nothing to report.

Chiquita Danzy – Nothing to report.

Historian – John Hulseley would like to update the history pamphlet for the 30th Annual Conference.

Past President – Jim Pehrson had nothing to report.

ADJOURNMENT

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