



Executive Board Meeting Agenda

March 2, 2018

Gwinnett Justice and Administration Center
75 Langley Drive | Lawrenceville, GA 30046
2nd floor – Conference Room B

BOARD MEMBERS PRESENT:	Tina Wetherford Laurie Puckett Zach Propes Diane McNabb	Alisha Gamble Anna Payne Linda Cook	Chiquita Danzy Travis Sims Alicia Page
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BOARD MEMBERS ABSENT:	Lorri Robinson
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COMMITTEE CHAIRS PRESENT:	John Hulsey	Sheryl Bowman	Jennifer Fricks
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COMMITTEE CHAIRS PRESENT BY TELECONFERENCE:	Cindy West
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COMMITTEE CHAIRS ABSENT:	Karine Brooms	Peter Floyd
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CALL TO ORDER

President Tina Wetherford called the meeting to order at 9:27 a.m.

APPROVAL OF MINUTES

A motion to approve the minutes of the October 1, 2017 and October 4, 2017 board meetings was made by Alicia Page and seconded by Alisha Gamble. **The motion passed.**

TREASURER’S REPORT

[Prior to the meeting, Laurie Puckett emailed the following financial reports to the Board for review: Balance Sheet as of 2/26/18, check list from 11/1/17-2/16/18, FY 2018 GGFOA Budget Worksheet, January 2018 Suntrust Bank Statement, and January 2018 Suntrust reconciliation.]

A motion to approve the Treasurer’s Report was made by Diane McNabb and seconded by Linda Cook. **The motion passed.**

OLD BUSINESS

Nothing to report.

NEW BUSINESS

GFOA National Conference – Tina Wetherford asked who plans to attend the GFOA Conference and if anyone attending is willing to help with the GGFOA reception. Alicia Page and John Hulsey both volunteered to assist with the event.

CVIOG webinar contract renewal – John Hulsey passed around the contract for the Board’s



consideration and mentioned there will not be a price increase. John reminded the Board that there is an upcoming webinar on 3/14/18 and an email announcement will be distributed shortly. John then shared the new template for webinars and mentioned webinars are now offering CPEs, and this has increased participation. Anna Payne mentioned that she will revise the design of the webinar email announcements to match the new PowerPoint template, and she will also add the CPE logo to the email announcements.

John stated that members must now watch the live webinars to get credit; watching pre-recorded archives no longer offers CPEs or CEUs.

John passed out the Memorandum of Agreement, but stated that no action needs to be taken at this time.

Reconciliation of 2017 Conference Budget – John Hulsey provided an overview of the conference budgeting process, stating that GGFOA sets registration fees in the hopes of covering conference costs. He said food is the largest part of the budget. CVIOP pays some expenses and GGFOA pays others. An adjusting journal entry is made to GGFOA's books – this results in an Account Payable if CVIOP spent more than they received, which is what occurred last year. For the 2017 Annual Conference, GGFOA had a \$15,000 loss.

John Hulsey then mentioned that CVIOP has hired a new conference coordinator who is very detailed.

Laurie Puckett then passed out the Budget vs. Actuals worksheet to the Board.

Status of audit – Chiquita Danzy said the audit is almost complete. The partner still needs to review it. She expects the 990 to be complete by 3/15/18.

Part-time GGFOA employee update – Anna Payne mentioned that GGFOA's part-time employee, Gina Kessler, has accepted a new job which will affect the time she has available for GGFOA responsibilities. She will not have as much freedom to perform GGFOA duties during business hours. Her new work hours are Tues-Fri 8am-6pm. She will be available for GGFOA projects on Mondays, in the evenings after 6pm on Tues/Wed, and on the weekends. Anna said she does not think this will present a major challenge because much of the work does not have to be done during regular business hours.

Invoice scam – Laurie Puckett warned the board about potential email scams. She said she received an invoice via email that appeared to be from Tina Wetherford, but the email address was not Tina's. The email was a scam. Alicia Page, Tina Wetherford, and Chiquita Danzy said they get similar emails. Laurie Puckett mentioned that fortunately she knows what GGFOA must pay each month and can identify invoices that are out of the norm.

Etowah Water – ACH Payments – Laurie Puckett mentioned that Etowah Water is interested in using ACH for membership payments and wondered if this is a possibility. Anna Payne responded that it is



something we have looked into in the past, but unfortunately the system was not set up to handle ACH payments and getting set up to accept ACH payments would unfortunately cost prohibitive.

QuickBooks Online – Bates Carter – John Hulsey mentioned it could be possible for GGFOA to get better pricing from Bates Carter’s QuickBooks Online program compared to what we now pay for QuickBooks. He also said it would probably be an easy conversion.

Annual Conference discussion – In Karine Brooms’ absence, John Hulsey will be filling in; however, this discussion will be saved for the budget discussion later in the meeting.

Budget 2017-2018 – Instead of discussing the budget next, the meeting proceeded with committee/officer reports.

COMMITTEE REPORTS

Annual Conference – John Hulsey will be reporting on the Annual Conference on Karine Brooms’ behalf during the budget discussion coming later in the meeting.

Career Development – Nothing to report.

Communications – Cindy West mentioned that a newsletter recently went out and she expects the next newsletter to publish mid to late June. Tina Wetherford asked Cindy if she needs help with the newsletter. Cindy said she has several volunteers willing to help her out.

Government Relations/Strategic Planning – Peter Floyd could not attend the meeting, so John Hulsey presented the Government Relations/Strategic Planning committee report in his absence.

John Hulsey read Peter Floyd’s committee report, which stated that he does not have much to report other than they have passed Crossover Day at the General Assembly. Peter emailed an updated legislative report to the board members.

Membership – Sheryl Bowman reported that she is now sending personal emails to those whose memberships recently expired reminding them of the benefits of membership. Anna Payne said she tracked the results of Sheryl’s first emails and they were extremely effective at getting members to renew their memberships instead of allowing them to expire.

Sheryl Bowman passed out pie charts showing active vs. inactive Members and Associates, with the following results: Members - 341 Inactive Members (39%), 544 Active Members (61%). Associates - 64 Inactive Associates (31%), 144 Active Associates (69%).

Sheryl Bowman mentioned that her future goals are to look into ways to increase membership and to create recruitment plans for committees.



Diane McNabb asked about members interested in serving on committees, and Anna Payne offered to send lists out to committee chairs of those who indicated an interest in a committee on their online registration form. Jennifer Fricks asked if it would be possible to add “interest in committees” to the conference registration form.

Alicia Page suggested that we have a dedicated person at the conference to answer questions about serving on committees.

Scholarship/Awards – Jennifer Fricks announced that there will be a raffle and a silent auction this year to raise money for scholarships. The fundraising goal for this year is \$5,000.

Raffle prizes this year will include: \$500 cash prize, 55” Smart TV, Yeti cooler, and a 2-Night Stay at the Stone Mountain Evergreen Marriott. Jennifer is also hoping to obtain a Big Green Egg for the raffle.

Silent Auction prizes this year will include: an autographed Jeff Foxworthy bag of goodies and a 2-Night Stay at Oconee Springs Park. Jennifer is also trying to obtain a signed Georgia Bulldogs football, a round of golf, jewelry, and a Starbucks gift basket for the Silent Auction.

Jennifer Fricks mentioned that the deadline to apply for the first scholarship, the Certificate in Public Financial Management (CPFM) Scholarships, is May 15th. Applications are on the website for this scholarship and the three others. There will not be an AGFI Scholarship offered this year (it is offered every other year). Jennifer mentioned that the 2018 scholarships need to be advertised, and Anna Payne offered to create an email campaign for them.

Jennifer reported that Susan Van Nus is shadowing her in preparation of being next year’s Scholarships Committee Chair.

Jennifer said that the Scholarships Committee will have a table at the conference again this year and that she is creating a committee recruitment brochure to include in conference bags. Tina Wetherford asked Jennifer if she would like to coordinate brochure content with the committees, and she agreed.

To improve record-keeping, Jennifer Fricks said she plans to create a scholarship recipient spreadsheet going back to 2012.

Linda Cook mentioned that the cost of the CPFM scholarship has dropped from \$985 to \$500 due to a reduced program rates and that we may want to consider using the excess for either adding a 2nd CPFM scholarship, using it for another scholarship, or adding it to the scholarship fund balance.



Technical Resources (Vacant) – Nothing to report.

OFFICER AND DIRECTOR DISCUSSION

President – Tina Wetherford – Nothing to report.

1st Vice-President – Alisha Gamble – Alisha Gamble said she is hoping to get Wifi, alcohol, and snack sponsors for this year’s conference and requested the board’s assistance with obtaining sponsors. Jennifer Fricks mentioned one way to help reduce conference costs is to include snacks in conference bags, but Alicia Page said Stone Mountain probably already offers snacks in their conference package already.

Travis Sims suggested recruiting craft breweries for conference events, but Diane McNabb stated that the hotels probably will not allow it.

2nd Vice-President – Chiquita Danzy – Karine Brooms said she sent a list of 2020 conference locations that are available for our dates in 2020 to Chiquita Danzy for consideration. These include Athens, Augusta, Chateau Elan, Columbus, Stone Mountain, Georgia International Convention Center, Jekyll Island, and Savannah.

Treasurer – Laurie Puckett – Nothing to report.

Secretary – Anna Payne – Nothing to report.

Historian – Alicia Page – Nothing to report.

Past President – Diane McNabb – Nothing to report.

Directors:

Travis Sims – Nothing to report.

Lorri Robinson – Absent.

Zach Propes – Zach Propes volunteered to help with the conference. John Hulsey suggested that Zach help leverage his contacts for sponsorships. John Hulsey also mentioned the importance of getting sponsors for GGFOA’s event at the GFOA National Conference. Several board members made suggestions for sponsors and volunteered to reach out to them.



Linda Cook – Linda Cook mentioned she has scholarship records from many years back and plans to scan them in and pass them along to next year's committee chairperson. Alicia Page suggested keeping the scholarship records on the backend of the website.

BUDGET 2017-2018

Laurie Puckett, Treasurer, initiated a budget discussion starting with the Communications Committee.

- **Communications:**
Cindy West said she has no changes to the budget for next year. When reviewing Communications' budget, it was discovered that Constant Contact's monthly fees posted under "Website" this past year. Laurie Puckett will move them to the "Newsletter Fees" budget moving forward.

On a side note, John Hulsey suggested that we do an email campaign to create interest in the free tutorials available on the website and determine if we want to continue them based on participation.

- **Scholarships:**
Linda Cook mentioned that the price of the Level I Finance Officer program has increased. A vote was necessary to increase the amount of the Level I Finance Officer scholarship. Alicia Page made a motion to increase the amount of the Level I scholarship from \$1,800 to \$2,183. Laurie Puckett seconded the motion. All were in favor and the **motion passed**.

Linda Cook mentioned adding a small amount to the budget for sponsor banners (\$50 each) to have at the conference.

- **Annual Conference:**
 - **Sunday reception:**
To cut costs, the board discussed the possibility of eliminating the Sunday night reception, or keeping it but not having a full buffet dinner. The general consensus was to keep the reception and continue including a full meal since Stone Mountain does not have many nearby restaurants. In other locations like Savannah where there are numerous restaurants nearby, the board would be more open to the idea of not serving a full meal.
 - **Pre-Conference course proposal:**
John Hulsey proposed a 3 hour pre-conference course on Sunday offering CPEs, based on feedback received from conference attendees in previous years. Other options are to



offer a repeat of some classes if speakers are available or to offer a CPFO exam review course. Alicia Page stated a concern regarding our hotel contract. She said some hotels would want to charge us for the use of the space; there's also a possibility that space will not be available.

John Hulsey suggested surveying members to see if they are interested in a pre-conference course for an opportunity to get CPEs.

Diane McNabb offered another suggestion. She said we could use Sunday as a time for sponsors to present. We could offer one (or more) of the most popular courses on Sunday. This will give sponsors more face time. Linda Cook said she will talk to Karine Brooms about this option.

- Scavenger hunt:

Alicia Page mentioned that some exhibitors do not like the scavenger hunt because it takes time away from conversations they could be having with potential customers. Alicia suggested that we give exhibitors the option to participate in the scavenger hunt this year and to include it as an opt-in option on the exhibitor registration form.

- Reducing conference costs:

John Hulsey and Alisha Gamble suggested cutting down on entertainment and drink costs. Since entertainment is not the primary purpose of the conference, it seems like a logical area to cut costs.

The board discussed eliminating conference t-shirts, and all agreed. This will save approximately \$3,000.

John Hulsey suggested eliminating all GGFOA-paid activities.

Linda Cook mentioned that sponsors are interested in having table tents on lunch/dinner tables. Rather than paying for them to be printed, Diane McNabb volunteered to print them.

- Exhibitor registration cost increase proposal:

The Conference Committee proposed an exhibitor rate increase from \$900 to \$1,100. This rate includes two registrations.

Linda Cook made a motion to increase the exhibitor registration rate from \$900 to \$1,100. The motion was seconded by Travis Sims. A vote was taken and all board members approved. **The motion passed.**



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- Future flat rate increase for sponsorship levels:
Tina Wetherford reported that Karine Brooms suggested keeping sponsorship rates the same this year, but informing sponsors that they can expect 5% increases each year moving forward. Knowing what to expect will help them when they are preparing their annual budgets. The future flat rate increase is something the board plans to continue discussing at future board meetings. A vote was not taken at this meeting.
 - Conference registration fees:
The Conference Committee has proposed leaving registration costs the same for early bird registration during the month of July, a \$50 increase for mid-registration (August), and an additional \$50 increase for late registration (September).

At the conclusion of the budget discussion, Alisha Gamble made a motion to adopt the 2017-2018 budget. The motion was seconded by Laurie Puckett. A vote was taken and all board members approved. **The motion passed.**

ADJOURNMENT

Diane McNabb made the motion to adjourn and Travis Sims seconded it. **The motion passed** and the meeting was adjourned.