



Executive Board Meeting Agenda

June 22, 2018

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

BOARD MEMBERS PRESENT:	Tina Wetherford	Alisha Gamble	Laurie Puckett
	Anna Payne	Linda Cook	Alicia Page
	Diane McNabb		

BOARD MEMBERS JOINING BY TELECONFERENCE: Chiquita Danzy (attended partial meeting)

BOARD MEMBERS ABSENT:	Zach Propes	Lorri Robinson	Travis Sims
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COMMITTEE CHAIRS PRESENT:	John Hulsey	Sheryl Bowman
	Jennifer Fricks	

COMMITTEE CHAIRS JOINING BY TELECONFERENCE: Peter Floyd Cindy West

COMMITTEE CHAIRS ABSENT: Karine Brooms

CALL TO ORDER

President Tina Wetherford called the meeting to order at 9:19 a.m.

APPROVAL OF MINUTES

A motion to approve the minutes of the March 2, 2018 Board Meeting was made by Alicia Page and seconded by Alisha Gamble. **The motion passed unanimously.**

TREASURER’S REPORT

[Prior to the meeting, Laurie Puckett emailed the Balance Sheet as of 6/15/18, Check Detail Report from 11/1/17-6/15/18, Budget vs. Actuals FY2018, and Transaction Detail by Account report from 11/1/17-6/15/18.]

Laurie Puckett pointed out that membership fees are down compared to this same time last year. Anna Payne then stated that membership levels are up and the variance is probably due to timing. Alisha Gamble and Alicia Page asked how many memberships have recently expired, and Anna said she will research this and report back to the Board via email. Sheryl Bowman made a comment that we do see increases in July when conference registration opens.



A motion to accept the Treasurer's Report was made by Diane McNabb and seconded by Alicia Page.
The motion passed unanimously.

OLD BUSINESS

QuickBooks Online (BatesCarter)

GGFOA currently purchases QuickBooks Online through BatesCarter. Laurie Puckett compared the cost of purchasing QuickBooksOnline outright versus continuing to purchase it through BatesCarter. She found that we do get a discounted rate by purchasing through BatesCarter.

Membership dues

A question was raised at the last board meeting about the difficulty and costs associated with changing membership dues should we decide to do so in the future. Anna Payne contacted the website administrator and reported that updating the website's code with any necessary rate changes should require only minimal time and costs. Alicia Page suggested a testing period before implementing any changes.

Alicia Page asked if anyone has checked our membership rates against other organizations. Diane McNabb stated that she thinks our membership dues are relatively level with other similar organizations.

Annual Conference:

Linda Cook presented on behalf of the Annual Conference Committee.

- **Proposed annual exhibitor registration cost increase**

Linda Cook stated that the cost of exhibitor registration is \$1,100 currently. At the last board meeting, we discussed raising the rate \$50 - \$100 per year (maybe not every year, but something to consider each year). Alicia Page stated that we are still a good deal – most organizations charge \$1,500 - \$2,000 to exhibitors. Anna Payne recommended looking at other conferences of similar size. Linda Cook offered to research other organizations' exhibitor fees, and Alicia Page offered to reach out to her contacts with the state to see how much they charge. The Conference Committee is recommending a \$100 increase in exhibitor fees for the 2019 conference.

Linda Cook asked for a motion to raise exhibitor registration from \$1,100 to \$1,200 for the 2019 conference. Alicia Page made a motion, and Alisha Gamble seconded it. **The motion passed unanimously.**



- **Proposed future flat rate increase for sponsorship levels**

A slight annual sponsorship rate increase, such as a 5% increase, was discussed at the last board meeting. Vendors and sponsors requested that they be notified in advance of any increases before they finalize their budgets for the upcoming year. This continual increase would help cover some of the cost increases that occur every year.

Diane McNabb presented the question from a sponsors perspective, what more will they be getting for their extra money? Linda Cook stated that they are planning to start offering additional sponsor benefits such as tent cards for the tables and banners to acknowledge sponsors.

A question was raised by the Conference Committee as to whether a cap should be placed on the number of Presenting Sponsors and increasing the Presenting Sponsor rate from \$2,200 to \$3,500. This year we have nine Presenting Sponsors, which is a significant increase compared to previous years. The consensus of the Board was that we should not put a cap on the number of Presenting Sponsors.

The Conference Committee proposed renaming the sponsorship levels because “Presenting Sponsor” can be misleading - Presenting Sponsors do not necessarily get to present. One suggestion is to rename the levels as follows: Diamond, Platinum, Gold, and Silver. The committee also proposed the following sponsorship rates for the 2019 conference:

- Diamond: \$3,500
- Platinum: \$1,500
- Gold: \$800
- Silver: \$500

Linda Cook made a motion to accept the sponsorship name changes and rate increased listed above for the 2019 conference. Alisha Gamble seconded the motion. **The motion passed unanimously.**

- **Sunday reception**

Linda Cook reported that a dinner buffet will be offered at the President’s reception on Sunday night. Sunday night’s reception will be held outside at the Evergreen Pavilion and there will be a solo guitarist/singer providing entertainment.



For Tuesday night's banquet, a plated dinner will be served. Entertainment will include a circus show, DJ, and mechanical bull riding.

- **Sunday pre-conference courses**

Three pre-conference courses will be offered. Topics include: Internal Audits, How to Prepare for the Audit Throughout the Year, and Measuring the Financial Strength of the Government.

- **Monday golf tournament**

Atlanta Retirement Partners has contributed \$1,000 towards the golf tournament. GGFOA will cover the remaining expenses.

- **Conference t-shirts**

At the previous board meeting, the board discussed not having conference t-shirts this year as a way to cut costs. However, due to additional sponsorships and some cost savings on food, the Conference Committee decided to add them back.

- **Committee recruitment**

The following strategies are in place to help with committee recruitment:

- A question about committee interest has been added to this year's conference registration form
- Linda Cook has volunteered to be available to answer questions about serving on committees at the conference
- Jennifer Fricks has designed a committee recruitment brochure to include in the conference bags

- **Wifi, alcohol, snack sponsors?**

Alisha Gamble reported that she has been trying to recruit snack sponsors, but has not been able to secure any so far. Prospective sponsors are asking what they will get in return. Alicia Page mentioned that the Evergreen Marriott will put up electronic boards by the snacks to acknowledge the sponsors (i.e., "Snacks sponsored by ...").

Tina Wetherford mentioned she was taken out to dinner at the national conference with a company that should be approached for wifi sponsorship. She will send the name of the company to the Annual Conference Committee.



- **Budget updates**

The Carl Vinson Institute of Government is the holder of the official conference budget. All budget amendments have been sent to CVIOG to be incorporated into the budget.

John Hulsey reported small budget increases for AV, food, table toppers, and travel. Since the changes are minimal, he asked the Board if they would like to keep the budget as is, leaving it fluid? The board agreed.

NEW BUSINESS

Grants Management Training, Metropolitan Atlanta Rapid Transit Authority and Grant Writing USA

Tina Wetherford mentioned she was approached by the Metropolitan Atlanta Rapid Transit Authority and Grant Writing USA about promoting a grants management training program to GGFOA members. The general consensus of the Board is that GGFOA should be cautious about promoting external organizations.

Alicia Page suggested that the Communications Committee put a blurb in the next newsletter about the program, as an FYI to members. Tina Wetherford consulted with Cindy West about it, and Cindy agreed to include it in the summer newsletter.

COMMITTEE REPORTS:

Annual Conference – In Karine Brooms' absence, Linda Cook provided the Annual Conference Committee report. She reported that hotel reservations for board members and committee chairs have been made and will be emailed out shortly.

Career Development – John Hulsey reported that we now have 29 archived webinars available for members to view online at their convenience. Participation in the live webinars has increased because the webinars are now NASBA certified and offer CPEs. This has increased participation in the live webinars from about 17 – 18 attendees per session to 40 or more attendees per session.

John Hulsey reported that the Wednesday's News You Can Use webinar template has recently been redesigned. Upcoming webinar dates are as follows:

2018: August 22, September 19, and November 7

2019: January 30, March 20, and May 1



Now that viewing webinar archives no longer counts towards CEUs, John Hulsey will check with Michele Jurkiewicz to ensure that the CEU form has been removed from the webinar archives.

John Hulsey requested the Board's help with webinar topic suggestions. He would like to cover more diverse topics and specifically mentioned online security/disaster recovery as a potential topic due to recent cyber security threats affecting several local governments. John suggested that a survey be sent to the membership regarding webinar topics. Anna Payne volunteered to distribute a survey through Constant Contact. Alicia Page suggested identifying fraudulent money as a possible topic.

John Hulsey mentioned a change in the way members view tutorials and gave a demo on the new tutorial platform. Members have always had access to free tutorials through the Carl Vinson Institute of Government (CVIOG)'s webpage. Moving forward these tutorials will be made available to members through UGA's learning management system, eLC. One issue with accessing tutorials through CVIOG's webpage was links could get broken. Links will never get broken with the eLC system. Track-ability is another advantage to using the eLC system. Because it requires users to register and login to watch the tutorials, participation can easily be tracked. To spread the word about the new tutorial platform and provide registration instructions, Anna Payne will distribute an email to the membership on July 9, 2018. She will also move the tutorials up higher on the Education/Training webpage to increase their visibility. Alicia Page suggested that John Hulsey give a demo of the eLC platform at the conference to show members how to access the tutorials. Alicia also suggested promoting tutorials through the scrolling banner on the website.

Communications – Cindy West recommended Ramona Carver as the new committee chairperson for next year and stated that she will begin training Ramona with the next newsletter. Cindy requested committee updates from those committee chairs who have not yet provided them for the next newsletter.

Government Relations/Strategic Planning – Nothing to report.

Membership – Sheryl Bowman reported that membership continues to increase. To help retain members, she is sending personal emails to members whose memberships recently expired to remind them of the benefits of being a member. Anna Payne applauded Sheryl Bowman for a job well done. The emails have proven very effective at retaining members.

Sheryl Bowman mentioned that she has gotten gift bags donated for the First Time Attendee Reception. Alisha Gamble volunteered to attend the First Time Attendee Reception and welcome new members.



Scholarship/Awards – Jennifer Fricks reported that the committee will have both a raffle fundraiser and silent auction at this year’s conference to raise funds for scholarships. Raffle prizes this year include: \$500 cash prize, Big Green Egg, 2-night stay at the Stone Mountain Evergreen Marriott, RCA 55-inch Smart TV, Yeti cooler, and an Acer laptop. Silent auction prizes include: autographed Jeff Foxworthy bag of goodies, a round of golf at the Harbor Club, and a necklace from Kay Jewelers. Alicia Page suggested that we look into shipping costs for the Big Green Egg and/or TV in case we cannot transport these large items to the conference.

The fundraising goal is \$5,000 between the two fundraisers. Credit card payments will be accepted at the conference again this year.

2018 Scholarship updates:

- The Advanced Government Finance Institute (AGFI) scholarship was not offered this year. It is only offered every other year.
- The Certified Public Finance Manager scholarship had an application deadline of 5/15/18. The scholarship was awarded to Elizabeth Barfield.
- The Jim Pehrson Conference scholarship has an application deadline of 7/1/18. There are currently no applicants. Jennifer asked meeting attendees to please help spread the word. Several board members mentioned that their colleagues are interested in applying, but they do not meet the three-year membership requirement. Alicia Page made a motion to remove the timeline requirement from the scholarship. Alicia Gamble seconded the motion, and **the motion passed unanimously**. Alicia Page also recommended extending the deadline to 7/15/18 if we have no applicants by 7/1/18. Anna Payne said she will send an email campaign next week announcing that application requirements have changed and that all members (not just those who have been members for three years or more) can now apply.
- The Level 1 Certified Finance Officer and Annual College scholarships have application deadlines of 8/1/18.

Name tags will be given to scholarship recipients in attendance at the conference.

Similar to last year, the Scholarships/Awards Committee will have updated brochures at their booth at the conference. Displays acknowledging 2018 scholarship recipients and showing prizes for this year’s fundraisers will also be at the booth. The committee hopes to have a banner hanging from the front of



their table displaying logos of scholarship prize sponsors. Candy will be available at the booth to help entice potential raffle ticket buyers. A lockbox will be used to store tickets to be sold, sold ticket stubs, money, and potentially an iPad (property of Putnam County) which will be used for credit card raffle ticket sales.

Jennifer Fricks distributed raffle tickets to meeting attendees who volunteered to help sell them.

The Scholarships/Awards Committee has a few GGFOA scholarship t-shirts from last year that are being sold for \$16 each. The t-shirts are available to any GGFOA member who is selling raffle tickets.

Jennifer Fricks recommended Susan VanNus as the incoming Scholarship/Awards Committee Chair. Susan has been shadowing Jennifer and has been an asset to the committee for several years. As her term comes to an end, Jennifer Fricks plans to work alongside Linda Cook and the Annual Conference Committee.

Jennifer Fricks has created a scholarship recipient Excel sheet for the purpose of tracking prior year scholarship recipients and recording future recipients. The records are currently maintained back to 2015. This tracking mechanism will be particularly helpful in tracking scholarship recipient progress on the Level 1 Finance Officer Certification.

Jennifer Fricks distributed a committee brochure she designed to be included in the conference bags and asked the board to review for errors and suggestions.

Jennifer Fricks is creating a schedule/to-do checklist for future committee chairs to use as a reference guide.

Technical Resources – Position is vacant. Nothing to report.

OFFICER AND DIRECTOR DISCUSSION:

President – Tina Wetherford – Tina thanked the board and committees for all their hard work.

1st Vice-President – Alisha Gamble – Nothing to report.

2nd Vice-President – Chiquita Danzy – Absent for this portion of the meeting. Nothing to report.

Treasurer – Laurie Puckett – Nothing to report.



Secretary – Anna Payne – Nothing to report.

Historian – Alicia Page – Alicia mentioned that this is her second to last board meeting and that she has enjoyed her time with GGFOA and will miss attending the meetings. She also stated that she will still be available if we need her for anything in the future.

Past President – Diane McNabb – Nothing to report.

Director – Travis Sims – Absent. Nothing to report.

Director – Lorri Robinson – Absent. Nothing to report.

Director – Zach Propes – Absent. Nothing to report.

Director – Linda Cook – Nothing to report.

ADJOURNMENT

Tina Wetherford called for a motion to adjourn. Alicia Page made the motion to adjourn and Diane McNabb seconded it. **The motion passed** and the meeting was adjourned at 11:53 a.m.