

<b>BOARD MEMBERS PRESENT:</b>	John Hulseley	Jim Pehrson	Cindy Campbell
	Alicia Serra	Arlene Durrah	
	Mike Bush	Diane McNabb	
	Melody Marlowe	Logan Propes via	Wayne Putnal via
	11:45 am	Conference Call	Conference Call

**BOARD MEMBERS ABSENT** Kelly Bush

<b>COMMITTEE CHAIRS PRESENT:</b>	Alisha Broom	Jennifer Houston
	Chiquita Danzy	Lori Sayer

President John Hulseley called the meeting to order.

#### **APPROVAL OF MINUTES**

Motion was made to approve minutes for Friday, May 10, 2013.

**Motion to approve minutes passed unanimously.**

#### **TREASURER'S REPORT**

Cindy Campbell presented the treasurer's report. During the report, it was discovered that \$2,000 in sponsorship revenues had not been reported. Sponsorship revenues totaled \$18,250 in collections. Cindy indicated that she would make the change to reflect the additional \$2,000 in revenue. A motion to accept the Treasurer's report with noted change was made.

**Motion to accept the treasurer's report with noted change passed unanimously.**

#### **OLD BUSINESS**

**GGFOA Exhibit Booth** – The board discussed how the booth for the conference would be set-up. Jim Pehrson mentioned that he thought it would be good to have an internet connection so that members could go to the website and view the GGFOA 25 Years of History Video. Jim indicated he would make sure that there was an internet connection at the booth to display the website. The video will be continuously played during the conference. Alicia Serra will prepare a volunteer schedule to allow board members and committee members to sign up for time slots to "man" the booth. Additionally, Alicia will create contact forms for interested members to fill out at the booth. There will also be hand-outs of the strategic plan for members to take and look over. Arlene Durrah said that she would contact Arleen Samuels and work on revising the membership application to show the benefits of being a GGFOA member.

**Goals for the Incoming Board** – The board discussed the projects that are still pending and made a note to continue working on them with the incoming board. The projects discussed were:

- Policies and Procedures – The revision of the Policies and Procedures is still in progress. John noted that he would like to work on updating these during the afternoon portion of the meeting if time allowed. After the meeting was adjourned, John announced that anyone who would like to stay and work on the revision of the

Policies and Procedures was welcome to do so. Members who were able to stay were John Hulsey, Jim Pehrson, Arlene Durrah, Alicia Serra, Alisha Broom, Diane McNabb and Melody Marlowe.

- List Serv – GMA has stated that they can provide a list serv. Jennifer Houston and Jim Pehrson will meet with Kelly Shields at GMA to discuss the process of getting the list serv up and running. In the meantime, the board discussed moving into the social media realm. Jennifer Houston said she would set-up a Facebook account and Wayne Putnal will set-up an account on LinkedIn and Twitter. Jennifer will take the lead on the administration of the social media.

**Wayne to set-up LinkedIn and Twitter account.**

**Jennifer to set-up Facebook account and begin administration of the social media.**

**CVIOG Contract** – John indicated to the board that the CVIOG contract was still in the legal department at CVIOG. There was discussion on how long the process took for getting a new contract signed annually and whether or not it would be feasible to extend the terms of the contract. Jim recommended that we should try to see if CVIOG would sign a three year contract. Cindy then said there was even a possibility of a one year contract with a three year option to renew. This would prevent the board from having to deal with the annual process of getting the contract renewed and delays that are experienced. John said that he would speak with CVIOG to see if they would be willing to extend the terms of the contract. Additionally, John wanted to address Debbie Barron regarding the late release date of the brochure. It has become apparent that because the Association is offering a higher quality brochure that our expectations for release should be higher. It was agreed that these new higher expectations should be communicated to CVIOG. The board agreed that the release date of the conference brochure should be at least 10 weeks prior to the conference. The board was in favor of revising the CVIOG contract to include a brochure release deadline of 10 weeks prior to the conference and revising the Policies and Procedures to reflect the change. John and Jim will work together to amend the contract terms to state this.

**John and Jim will work to revise the CVIOG contract.**

### **NEW BUSINESS**

**Conference Update** – Lori Sayer reported that she felt like they were pushing at the last minute to get the brochure completed and released. She felt like next year would be better now that she has an idea of what to expect. There was discussion on trying to see if we could get an extension on the deadline for the special hotel rate at Lake Lanier Islands because the late brochure release allows members less than two weeks to book a hotel at the special rate. Lori stated that she would call Lake Lanier to see if that deadline can be extended.

Lori told the board that she was still getting inquiries about sponsorships and told the board that she is still actively accepting sponsors. The board discussed accepting sponsors year round and that it would be beneficial to add a frequently asked questions section to our website on how to become a sponsor and viewed throughout the year. There was also discussion on having current sponsors lock in a sponsorship for next year's conference by having them sign a commitment letter during the conference. Lori and John will begin working together to draft a thank you letter for our sponsors to have an opportunity to commit to next year's conference as a sponsor. Lori announced that this year's

sponsors will be listed on the conference t-shirts. Lori also suggested that we look into getting QR codes printed on the brochure that would link to each speaker's presentation online at the GGFOA website under member resources. Arlene Samuels suggested that we start scanning CPE credits at the conference that way we would no longer have to use paper copies and it would allow members access to go online and print off their CPE credits. The board liked the idea and thought that could possibly be something to add as a part of the CVIOG contract.

Lori mentioned to the board that she was disappointed with Lake Lanier for not giving any discounts to the association, particularly in the golf tournament. She indicated that members have to pay \$40.00 and the association is subsidizing the remaining amount in order to make the golf tournament practical for members to participate. The board talked about trying to negotiate these discounts into contracts with future sites or to find and encourage sponsorship in the golf. Regarding goodies for the conference bags, Lori indicated that she would contact the Chamber of Commerce and the Visitors Bureau to see if they can supply anything from local businesses.

The board discussed possible future sites for the conference. Jennifer mentioned that the board could look into Reynolds Plantation. Arlene also mentioned that Jekyll Island has started construction on the hotel next to their conference center and it should be complete by 2015. The board agreed that we needed to move forward with finding a site for the 2015 conference as we should have contracts for two years out and we currently do not have a site or contract for 2015.

**Lori to contact the Visitor Bureau and Chamber of Commerce for goody bag contents  
Lori and John to work on drafting a thank you / commitment letter for sponsors**

**Membership policy** - Alicia Serra reported that she had an individual call stating that he filled the position from someone at the county he was with and wanted to transfer the membership as it was the county who paid for it. Currently, GGFOA membership is individually held; however, GFOA's membership offers a tiered membership which belongs to authorities. The suggestion was made to mimic the membership policy of GFOA in order to allow for the transfer of membership paid by authorities. The board was receptive to this idea. A by-law change may be necessary for this structure to be implemented so the board agreed that this would be a good goal for the incoming board. In the interim, the membership committee will contact Kelly Shields at GMA to see if there is any way that we can set a link up on the website for change of member information that will automatically send an e-mail to Kelly when a member requests change of contact information or title. It is also the boards desire to see if each member can have a unique membership ID and login information for the website.

**Arleen Samuels to work with Jennifer Houston and Kelly Shields to add a change of contact link to the website.**

**Committee transitional goals** – John has requested that the current chairs document their respective committee goals and experiences/challenges to pass onto the new board. Arlene mentioned that she felt that the committee chair positions should be a two year term because it takes at least that long to become acclimated to the expectations of the association. The board agreed and discussed a chair /co-chair structure to be established. This would allow for the chairperson of a committee to mentor a co-chair to assume the responsibilities of the chairperson once the two year term was complete.

**Committee Chairs to submit committee goals and experiences/challenges to John.**

**Report to board on GFOA's AGFI** – Alicia reported to the board her experience attending the GFOA's Advanced Government Institute in Wisconsin. She thanked the board for the opportunity to attend and the award of the scholarship. She indicated that it was a wonderful learning experience and that the association should continue offering the annual scholarship and giving members the opportunity to attend.

**COMMITTEE REPORTS**

**Annual Conference** – Lori discussed the budget for the conference. She indicated that sponsorship revenues exceeded budget and she felt that the overall conference expenses will come in a little lower than what was budgeted. She stated that the overage in the sponsorship revenues will subsidize the budget somewhat. The possibility of raising conference registration fees was brought up; however, overall the board felt that it would be a bad time to raise the costs to members. The board was receptive to increased future registration fees. At this time the board felt it was more important to try and solicit more sponsorships. Arlene stated that she would call Georgia Credit Union and 5<sup>th</sup> bank to see if she could get them to sponsor. Jennifer volunteered to contact Staples regarding a sponsorship and Jim stated that he would follow-up with Tammy Galvis with Crace, Galvis, and McGrath on a sponsorship. Logan stated he had a contact with Harris and would follow-up with them. Lori stated she would send the sponsorship letter to all board members for use in soliciting sponsors. A motion to approve the conference budget was made.

**Motion to approve the conference budget passed unanimously.  
Board members and Chairs to follow-up with sponsorship inquiries.**

**Career Development** – John presented a report prepared by Tracy in her absence. Summarized as follows:

- July 2013's News You Can Use, for "The New GASB Pension Standards: How does it affect me!" presented by Beth Grimes and Duane Schlereth from Bates Carter had 29 attendees.
- A four hour follow-up session from May's Wednesday's News You Can Use on Affordable Health Care Act in Henry County presented by Chris Clarke had 35 attendees.
- There are currently 14 registered for the September 11, 2013 Wednesday's News You Can Use Session presented by Chris Hollifield with Rushton and Company on "GASB 70, Accounting and Financial Reporting for Nonexchange Financial Guarantees"
- This year's final News You Can Use Session will be presented by James Stephens from the Georgia Department of Community Affairs and will be on "Hotel/Motel Tax 101," this is scheduled for November 20, 2013.

John followed-up Tracy's report by saying that Wednesday's News You Can Use has been a success and that only paid GGFOA members receive the continuing education credit. He then indicated that each session cost the association \$1,500 and that we may want to begin thinking about try to get sponsors for each session.

**Communications** – Alisha Broom announced that her committee had released another successful newsletter. She indicated that the deadline for articles and reports for the next newsletter is October 11, 2013. The newsletter is set to be published and sent to the membership October 24, 2013. Accolades were given to Alisha and her committee for

making the newsletter a success. It was mentioned that the newsletters have come a long way and have helped in building ongoing relationships with sponsors.

**Membership** – A report from Arleen (absent) indicated that there are currently 601 members broken down in the following categories:

- Active Government Members – 502
- Associate Members - 96
- Educator Members – 2
- Student Members – 1

John mentioned that he was proud to announce the association gained 17 new members from the Department of Labor and one student member.

**Scholarship / Awards** – Chiquita stated that she sent out the scholarship announcement to all colleges and universities announcing our annual scholarships. She indicated that there were two people interested in the stipend. Selection for the stipend recipient will happen shortly after September 1, 2013. The committee is currently reviewing those applications. The board then discussed the scholarship webpage. The board agreed that it would be good to have all scholarships listed with links to each of them that would take an interested member directly to the information on that specific scholarship and the application process.

**Technical Resources** – Jennifer reported that she has spoken with the FGFOA regarding their costs for website set-up and administration. She stated there would be an initial cost of 6 – 9 thousand dollars to get the website set-up and then it would be \$200 to \$500 monthly thereafter. John Hulsey stated he was proud of our website and compared to other association websites, he felt we did a good job keeping ours up-to-date. The board agreed to have Jennifer and Jim meet with GMA to see if they can provide the level of service the board is looking for prior to seeking another administrator for our website. .

**Jennifer and Jim to meet with Kelly Shield at GMA regarding website services.**

#### **OFFICER AND DIRECTOR DISCUSSION**

**1<sup>st</sup> Vice President** – Jim announced that he felt the TAVT fees have been going well. John asked Jim to help him with providing a county by county two month comparative to the membership to show which counties are benefiting and which ones are not.

**2<sup>nd</sup> Vice President** – Logan said that he felt like the organization has come a long way over the last 5 years and gave the board accolades.

**Treasurer** – Cindy conveyed to the board that if they had reimbursement for anything to get the receipts to her so she could get those reimbursements out. She also mentioned that the banks service fee was still \$100 per month.

**Secretary** – Nothing to report.

**Director** – Mike Bush announced his new position at the City of Stockbridge.

**Director** – Arlene Durrah made a suggestion to open the membership to retired government workers. She felt it was important to retain the institutional knowledge of our retired members. By offering retirees a membership option we can retain their knowledge and the point was made that retirees typically had more time to volunteer on committees. She also felt that it was important to reconnect with all the past presidents of GGFOA, perhaps by hosting a past presidents reception at the conference. Additionally, she felt it would be a good idea to have a reserved table up front at the conference for all the past presidents. The board agreed these were great ideas and to follow up with establishing the retirement membership option and past presidents reception.

**Director** – Diane McNabb thanked Chiquita for stepping up as scholarship chair and doing a good job.

**Director** – Wayne Putnal stated that the membership distribution on the association's website indicated that not all parts of the state were well represented. He felt that a push was needed to try and attract people from the southern portion of our state to join our association. He suggested that we attempt to have more training availability in the southern part of the state to become more recognized and have our presence felt.

**Historian** – Melody suggested that we personally reach out to members who have "fallen off the map" and try to get them re-involved with the association. She also mentioned that the Nominating committee is quite a challenge and will work with Jim to have a ballot of people. Additionally, she felt that the committee chairs need to make the commitment to "train-up" someone so that when the chairs are in a position to be moved onto the board there is someone there to fill the slot who has had experience with doing the job.

**Adjourn**

**ADJOURNMENT**