

GEORGIA GOVERNMENT FINANCE OFFICERS ASSOCIATION

EXECUTIVE BOARD MEETING

December 03, 2009 10:00 a.m.

**Present:** Melody Marlowe, Larry Johnson, John Hulsey, Jim Pehrson, Kelly Bush, Lynn Robinson, Tina Wetherford, Janet Camburn, Angie Sorrow, Stacey Inglis, Laurie Bohon, Sabrina Cape, Cindy West, Logan Propes

**Absent:** Stephanie Black

**Call to Order:** Made by Melody Marlowe, President.

**Approval of Minutes:** Minutes from the Board Meeting of October 4, 2009 and October 6, 2009 were presented. Motion was made by Kelly Bush to approve the minutes as presented, seconded by Larry Johnson; the motion passed by unanimous approval.

**Treasurer's Report:** John Hulsey presented the fiscal position as of October 31, 2009. Mr. Hulsey stated that revenues exceeded expenditures by \$19,111.88 for the twelve months ended. Mr. Hulsey also reported total equity of \$197,161.99. It was also noted that we were awaiting a final accounting from Debbie Barron with CVIOG for the annual conference. However, based on recent conversations with Ms. Barron it was doubtful that there would be any additional expense to accrue.

Mr. Hulsey also presented the fiscal position as of December 2, 2009. Mr. Hulsey stated that revenues exceeded expenditures by \$1,129.76 for the period ended. Mr. Hulsey stated that there was very little activity for the period and that most of the activity was related to the Membership Renewals. The CVIOG contract for event management was discussed briefly and it was decided that we would amortize the annual contract amount of \$20,850 over a twelve month period.

Hearing no further discussion a motion was made by Larry Johnson, seconded by Jim Pehrson to approve the financial reports as presented. The motion passed by unanimous approval.

**New/Old Business:**

**Approval of 2009-2010 Budget:**

The 2009-2010 Budget Requests have been sent to the various committee chairs for completion. However, all budget requests are not yet complete and ready for incorporation into the overall budget. Melody Marlowe noted that the budget was a work in process and that we had a number of new committee chairs that were new to the process. Mrs. Marlowe suggested that we continue operating under the continuing budget resolution that was approved by the Board on October 6, 2009 and that the budget be considered for adoption at the next meeting of the board.

### **Annual Audit:**

Having heard the financial report presented and that the GGFOA books were ready to audit. It was recommended that we contact the PJC Group, LLC about the audit engagement. A motion was made by Larry Johnson to proceed with the annual audit engagement with a cost not to exceed \$1,500; Lynn Robinson inquired as to what the Board's policies were concerning Request for Proposals; discussion ensued; hearing no further discussion, the motion was seconded by Lynn Robinson for an audit fee not to exceed \$1,500 and the motion passed unanimously.

### **National Conference:**

A general discussion ensued about the GFOA National Conference. Angie Sorrow reported that she has a price of \$5 per shirt to sell at conference. Lynn Robinson suggested ball caps – this would be our fundraising event to make a contribution to the committee.

It was discussed that the logo we use needs to be unique to Atlanta. Ball caps may cost too much; it was also suggested that we may use the back of the shirt as an opportunity to advertise and promote our exhibitors. Melody suggested that Angie get some design samples for T-Shirt and report back to the board.

Melody conveyed that we need to promote the annual conference via our website; Logan is to contact Virgil and GFOA to coordinate. Janet Camburn noted that brochures for the National Conference had already been mailed and she inquired as to whether or not we were going to be in one hotel. Melody noted there will be a hospitality suite for GGFOA and that will be her room.

The Board voted to contribute \$10,000 to the National Conference. Jim will get with Virgil and let John know who to make the check out to and where to mail.

### **Investment Policy:**

Upon review of previous minutes to the meeting, Mrs. Marlowe reminded the board that an Investment Policy needed to be developed, reviewed, and approved. It was discussed that Kelly Bush would work with John Hulseley to develop an investment policy for consideration by the Board.

### **GASB Funding:**

Mr. Hulseley inquired about the appropriation we had in the budget for GASB funding. A discussion occurred regarding the lack of support given to local governments from the GASB; Larry Johnson reported that our policies state that we will make an annual contribution.

Jim Pehrson made a motion that we suspend our policy governing GASB funding and recommended that funding for GASB be considered on an annual basis as part of the budget process; the motion was seconded by Kelly Bush and the motion passed unanimously.

## Committee Reports:

### Annual Conference

Angie Sorrow reported to the board about the annual conference. Speakers should receive feedback from the Conference Chair. Speakers should be given their individual statistics and then the average of all other participants. The statistics provided by CVIOG should be used by the conference committee to evaluate who we should invite back; even if we have to pay them in the future. It was also noted that we should mail the speakers a thank you note after the conference.

Discussion ensued about having a cocktail reception with exhibitors. Sabrina noted that in order to receive CPE credit, we would have to ensure that we meet the letter of standard. It was noted that the cocktail reception with exhibitors should occur at the end of the conference.

2010 Conference Format Exhibitors – It has been suggested that we allow CVIOG to handle exhibitors; where CVIOG will set the fees; provide for on-line registration; and the conference coordinator will be responsible for soliciting and recruiting exhibitors, and serve as liaison.

The cost will be \$2,875. Mrs. Marlowe stated that everything that went wrong with the annual conference related to the exhibitors. CVIOG cannot solicit for sponsors but can solicit for exhibitors and that will force GGFOA to set the fee and decide whether or not we want to break-even or subsidize the fee. It was noted that GGFOA subsidizes itself from annual conference and membership fees. The recommendation regarding exhibitors will provide for continuity.

A motion to amend the contract to add exhibit management was made by Kelly Bush, seconded by Lynn Robinson; and the vote passed unanimously.

Future Conference Sites 2011 & 2012 were discussed.

Sites included the - Augusta Marriot, Georgia Center, Athens, Savannah, Callaway Gardens, Hyatt Regency, and Jekyll Island. Debbie Barron and Angie Sorrow will work on conference site selection and Angie will give a recommendation to the committee and board.

It was noted that there was confusion about distributing an attendee list to exhibitors and sponsors; it has been decided that we will include attendee list with notebook and materials.

It was recommended that we solicit Sponsorships earlier in the year and we will have Logan Propes, the technical resources committee chair, display that information on our website. Contracts and pledges are a good idea; however, we do not have to collect the money up front. Moreover, it was recommended that we have a firm cutoff time for exhibitors and sponsors.

Discussion about annual conference de-briefing session - First time attendees as opposed to new-members. Orientation can be for 30 minutes. Lunch boxes as opposed to buffet. Everyone needs to wear their name badges at all times. Need to define casual dress. Fee

structure – partial day registrations committee - opposed. CVIOG will do the Sponsor Name Tags.

It has been decided to delete the spouse tours. Janet Camburn mentioned that conference attendees could volunteer for community service and as an example - clean up a park for those that are not interested in golf or tennis.

It was suggested that to minimize our annual conference costs that we have a sponsor for the activities – bowling, golf, tennis, etc. as we do for other related conference events.

#### **Career Development -**

Sabrina Cape – The training event is scheduled for March 29 & 30; committee members will reach out to GGFOA membership to promote the career development seminar. There are ten committee members and each will be asked to reach out to 10 members of GGFOA for a total of 100. The downside of career development is that you have to figure out what the sites are for the next year. Sabrina has suggested that we poll the membership, via the web, to find out what topics, sites, method of delivery etc. in order to develop the agenda for the conference.

The contract is at St. Simon's , The King & Prince - however, we need to set the registration fee and determine whether or not we are willing to subsidize the loss. If the enrollments are not sufficient, we need to authorize somebody to pull the plug; registration fee should not be more than the conference fee.

Kelly Bush made a motion to cancel our contract with The King & Prince without irreparable damage; Janet Camburn seconded; vote carried unanimously.

Approach for the committee will be to explore future training opportunities through webinars. Any help we can provide to our membership with the annual budget process for their respective governments and helping survive next year's economy was suggested by allowing governments to host training programs. This would also eliminate the event management fee with CVIOG.

Henry County would be willing to sponsor a training event. Balancing the Budget would be a course that could be offered as an elective in the level II CFO Program. It was noted that electives are not tested. There is a three year window where the clock starts ticking with regard to CPE credits to maintain certifications. Sabrina will report back to Melody and Lynn.

#### **Communications Committee-**

It was recommended that we should continue publishing a newsletter, will do an email blast to membership to save on postage, quarterly basis, technical articles should be included and committee chairs and board directors should contribute to the content. The historian has not been updated since 2001. This publication needs to be updated and placed on the GGFOA website. It is the goal of the committee to put a newsletter out by February 1<sup>st</sup>. We could also use our speakers to write articles and summaries about their sessions. Also, if there are relevant articles in various publications – we could get permission to reprint articles.

### **Government Relations Committee -**

Michaela Thompson stated that we need to look at what agencies we wanted to maintain close contact with. Melody suggested that we look at other associations strategic plans and see what they have that might be of use to our organization in the development of our plan.

Secondly, ask committee members to look at their committees their goals and missions to ensure that they are still valid – should be turned back in by January 2010. The committees are created in the by-laws and the by-laws would have to be amended to change committees. We need to ensure that the Strategic Plan is not in conflict with our GGFOA Policies and Procedures; therefore, Melody and Larry will work to update and revise the Policies and Procedures.

Michaela would like for us to revisit our mission statement to ensure that it is still valid. The core professional values need to be revisited. Larry stated that our mission statement is consistent with our articles of incorporation and unless we are looking to change our purpose it needs to stay the same and the goals and objectives are how we are going to accomplish these things. We need these items by the second week of January. In essence, make sure the verbiage is correct for the committees and then come back and say where do we go from here? Larry suggested that we have a way to measure our performance to see if we are accomplishing what is outlined in the strategic plan. Sabrina suggested that we have committees meet quarterly and include something in the newsletter. Melody also suggested that we have a year-end report from the President.

### **Membership Committee -**

Laurie Bohon inquired about the total number of members. Laurie suggested that we need to re-design our membership application to be used as a PR tool. We need to come up with the substantive information that we want to communicate to our prospects. Laurie will investigate promoting membership through other organizations such as ACCG, GMA, etc. Laurie will also research other organizations and recommend to the board a new design for our membership applications.

### **Scholarship/Awards Committee –**

Stacey Inglis stated that we need to update our Website to include the significant achievement awards presented to governments from the past conference. There should be a mechanism in place that helps the membership make a recommendation for these awards. President's award goes to a member; Service award goes to a non-member. A Friend to GGFOA Award was recommended – i.e. a state representative, legislator, etc. Also, maybe include individuals who have received their CGFO designation, Budget Award, CAFR Award, and CPFO designation.

It was also discussed that all award recipients should be recognized at the Annual Conference, including GFOA awards and CVIOG certificate recipients.

Janet Camburn suggested that we include a message in the newsletter about sending back to the Communications Committee any memorabilia and information related to GGFOA.

***Scholarship Selection Process:***

Update application and website. We may want to consider that the scholarship does not necessarily have to be for academia, could be to promote certifications for existing membership and continuing education. However, since this deviation would necessitate a change to our by-laws that would in effect need to be voted on by the membership, Larry Johnson will draft language for by-law changes and present to the Board.

The website has a lot of information that needs to be updated. Stacey Inglis will get with Logan Propes to provide him this information. The scholarship information needs to be updated in the by-laws. Need to give 30 days notice to change by-laws and vote of membership could be taken electronically.

A goal of the program is starting a finance internship program.

**Technical Resources Committee –**

Anything that you want updated please send to Mr. Propes so he can forward to Dave Rosenberg. Mr. Propes noted that GFOA in Atlanta, was a marquis item of concern for the website. Mr. Propes inquired of the Board as to whether or not they would like to have a separate web page for each committee? It was suggested that we should have a picture for each committee and board member. It was also noted that we have created an electronic membership renewal process and have stream-lined the orientation process. It is the intent of the committee to have the website updated by January 1, 2010. Moreover, Jim Pehrson offered to help on the technical resources committee.

It was noted that the membership renewal process was a resource intensive process. Melody will check with GMA or some organization about management of the membership renewals. Sabrina noted that we should remap the web-site to ensure that the emails can be routed to committee chairs, etc. for general questions about GGFOA.

Having no further business before the board, a motion to adjourn was made by Kelly Bush, seconded by Larry Johnson, and approved unanimously.

Respectfully Submitted:

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John G. Hulsey, Secretary-Treasurer