



## WASHINGTON MUNICIPAL CLERKS ASSOCIATION EXECUTIVE COMMITTEE MEETING

Friday, October 22, 2010, 9:00 am  
The Heathman Lodge, 7801 NE Greenwood Drive, Vancouver, WA

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### CALL TO ORDER:

President Kuznek-Reese called the meeting to order at 9:00 am

### ROLL CALL:

President Karen Kuznek-Reese, President-Elect Treva Percival, Vice President Sandy Paul, Secretary Erin Larsen, Treasurer Gina Anderson, Past President Ali Spietz, and Board Members Debbie Burke, Debbie Clark (joined the meeting at 9:15AM), Claire Lider, Virginia Olsen, Scott Passey, and Diana Quinn were present.

### APPROVAL OF MINUTES:

Board Member Olsen **MOVED**, seconded by Past President Spietz to approve the Executive Committee Meeting Minutes of June 25, 2010. The motion **PASSED** unanimously 11/0.

### TREASURER'S REPORT:

Treasurer Anderson provided current year-to-date balance and profit and loss statements as well as, a tax return for the 2009-2010 fiscal year. The Executive Committee (EC) inquired about the amount of money in the checking account being higher than usual, money market accounts, and how much was spent for the Fall Academy Sessions. Treasurer Anderson stated that funds still needed to be transferred from the checking account into the savings account and that the bill had not yet been paid for the Fall Academy. Past President Spietz offered to look into C/D's with good interest rates and provide information to the Treasurer. President Kuznek-Reese thanked Ms. Anderson for providing the tax information ahead of time in the packet.

President Kuznek-Reese recessed the meeting for a short Tour of the facility at 9:15AM. She reconvened the meeting at 9:30AM.

### CONSENT AGENDA:

- Ratify 6/28/10 approval of contract with Campbell's Resort;
- Ratify approval of Scholarship Committee Update;
- Ratify approval of Financial Policies Revision.

Past President Spietz **MOVED**, seconded by Board Member Quinn to approve the consent agenda. The motion **PASSED** unanimously 12/0.

### NEW BUSINESS:

#### Marketing Update

President Kuznek-Reese presented a sample brochure aimed at marketing WMCA and the Clerk profession. She stated that we need to pursue visibility at other conferences. She discussed attending the Association of Washington Cities (AWC) Annual Conference and purchasing a vendor booth. She added that a vendor fee is included in the budget. The EC discussed not attending the City Manager's

Conference as it would be more effective to attend the AWC Conference, location and dates of the AWC Conference, who could attend to represent WMCA, which vendors usually attend, and if WMCA would pay for the representative's attendance. They also discussed cost and vendor to print the brochure, removing the watermark for easier reading, sending a brochure to all of our members, and how many should be printed. Board Member Linder volunteered to work on the changes to the brochure and research professional printing. She requested that the EC send pictures of WMCA members to use in the brochure. The EC concurred to initially print 500 brochures.

#### Retention Schedules

Vice President Paul provided an updated retention schedule and requested feedback. The EC discussed the number of documents we have researching vendor donations for scanning documents, and permanent records. The EC concurred that the retention scheduled was correct.

President-Elect Percival **MOVED**, seconded by Board Member Clark to adopt the proposed retention schedule. The motion **PASSED** unanimously 12/0.

#### Sponsorship Levels

Board Member Olsen provided background information on the current sponsorship levels we offer to vendors. She stated that funds are tight everywhere and that there is no value for a vendor to become a high level sponsor. She discussed sponsorship with vendors to obtain their feedback. Vendors stated that they like to purchase the high level sponsorships when they were new to get name recognition but did not continue at the high level. Ms. Olsen added that she would target new vendors for high level sponsorships and recommended changes to our sponsorship levels. The EC discussed providing more affordable sponsorship levels for vendors, adding an additional sponsorship level, and including a vendor's logo in our EC reports or website. Past President Spietz recommended adding an additional level now and spending additional EC time on advertising space later. Board Member Olsen recommended adjusting prices and packaging our sponsorship levels differently for this year instead of changing too much. Ms. Olsen concurred to provide a draft proposal for the EC's consideration at the next meeting. The EC concurred to address sponsorship levels and pricing for future conferences at a later date.

#### Marge Price Scholarship

Board Member Linder provided background information on a request from the Scholarship Committee to open the Marge Price Scholarship up to all WMCA members including those who have obtained their MMC instead of just member working toward their MMC Certification. Priority would still be given to any WMCA member working toward their MMC.

Past President Spietz **MOVED**, seconded by Board Member Linder to open the Marge Price Scholarship to people who hold their MMC but give 1<sup>st</sup> priority to people who are working toward their MMC. The motion **PASSED** unanimously 12/0.

Vice President Paul encouraged everyone to continue their education even if they have obtained their MMC. President Kuznek-Reese stated that the scholarship criteria for the Marge Price Scholarship will need to be revised.

#### Review Membership Application

Treasurer Anderson provided a copy of our current membership application and requested feedback and changes to update the form. The EC discussed removing the fax number, and designated space for other names, adding a spot for a change in personnel in an organization, adding a spot to select a

committee that a person may be interested in, adding our website address, adding a price for a second member at a decreased cost, signing up for membership on-line, raising dues, and eligibility for former active members. The EC concurred that a former active member no longer in the Clerk field would not qualify for an associate membership. President Kuznek-Reese stated that she would inform Kami Hill of this decision.

#### Survey Results

President Kuznek-Reese stated that the results of the electronic membership survey were in the packet. Board Member Olsen reported that the comments overall were very positive. The EC discussed helpful comments, providing different color paper surveys at the end of each education session at conference and utilizing the electronic survey for specific conference questions, providing copies of the results to committee chairs and educational speakers for feedback, providing a link on-line to the results, and placing a notice on our EC report to access the link on-line. President-Elect Percival stated that she would provide the link on-line to the results and place an article in the EC Report. President Kuznek-Reese stated that she will send the information to the Committee Chairs.

#### Re-schedule March Board Meeting

President Kuznek-Reese inquired if any member of the EC would like to change the board meeting usually held at the end of the Annual Conference in March. The EC discussed pros and cons of holding the board meeting in March. The EC concurred to leave the meeting as is, and not make any changes.

#### OAMR Request for Financial Assistance for 2010 IIMC Conference

President Kuznek-Reese stated that OAMR has requested financial assistance for the IIMC Conference from WMCA. The EC discussed costs of the conference, other sponsorships, vendors, unsuccessful raffle attempts, difficulty raising money, and other state organizations who have donated to the hosting City for previous IIMC conferences.

President-Elect Percival **MOVED**, seconded by Board Member Clark to donate \$2,500 to OAMR for the 2012 IIMC Conference to be held in Oregon. The motion **PASSED** unanimously 12/0.

#### 2013 Conference Locations

Vice President Paul provided an update and information on locations and costs for the 2013 WMCA Annual Conference location. The EC discussed the current proposals, obtaining additional proposals, the amount of space needed for our conference and vendor area, maps of the location, accommodations and criteria for selecting a location. President Kuznek-Reese stated that there would be more to come on this item.

#### WMCA Logo

President Kuznek-Reese stated that there are issues with having two logo's that are very similar and are being used and it is time for an update. Past President Spietz provided background information and history of our logo. President-Elect Percival suggested a contest to design a new logo. The EC discussed placing an announcement for the contest in the EC Report, offering a free conference registration for the winning prize, due date, number of entries allowed, format of submissions, modifying if necessary, guidelines for use of prize money, timing to allow for Fundraising Committee to utilize new logo before placing new item orders, holding off printing the WMCA brochures until the new logo is selected, anonymous submittals, and voting.

President-Elect Percival **MOVED**, seconded by Vice President Paul to host a contest to design a new WMCA logo in which the winner received \$300 certificate to use at a WMCA Conference, Academy, or Northwest Clerks Institute. The motion **PASSED** unanimously 12/0.

#### **COMMITTEE REPORTS:**

##### Budget

President-Elect Percival stated that changes are forthcoming and will be presented at the January Board Meeting.

##### Bylaws

Board Member Passey stated that he will report to the Committee that changes will need to be made as a result of discussions from this meeting. President Kuznek-Reese stated that the EC could discuss new changes at the next meeting.

##### Conference Planning

Board Member Olsen stated that the next committee meeting is scheduled for November and she is excited to discuss new ideas.

##### Education

Board Member Olsen provided a recap of the Fall Academy sessions. Treasurer Anderson inquired about a person who reserved a spot, did not show up or cancel, and did not pay. Past President Spietz stated that an e-mail should be sent to the member to ask for payment. President Kuznek-Reese stated that Jim Weber is going to be our academy speaker at the Fall Academy. Board Member Olsen and Vice President Paul expressed support for Mr. Weber stating that he is a good speaker and received positive feedback.

##### Elections

Board Member Clark stated that the Committee is still working on fine tuning electronic voting versus paper voting. She requested that a Call for Candidates article be added to the next EC Report. Past President Spietz requested that language be added to the call for candidate's form that states, "A hard copy of all submittals must be received". She also suggested dividing out the two board positions for clarity.

##### Fundraising

President-Elect Percival highlighted items from the Fundraising Committee's report and asked for direction from the EC. The EC discussed existing inventory, items our members would like and dislike, pre-orders, fleece vests versus jackets, cost of items, how much to price items, colors and styles of vests and jackets, and the intent of the flash drives. The EC concurred not to order key chains, mouse pads, coffee cups, water bottles or flash drives and agreed to order from page 146 green leaf vests with black embroidery, charcoal vests with white embroidery and to charge \$35.00. The EC agreed to order from page 145 navy jackets with no white stitching, cranberry jackets with no white stitching and to charge \$45. It was also authorized to order 144 clear tumbler cups with lids and straws and to charge \$10.00.

##### Handbook

Past President Spietz reported that the handbook project has stalled. The EC discussed not having co-chairs for the committee, the handbook concept being outdated, obtaining information from websites, placing a link on our website to the MRSC website for reference, utilizing the NCI to possibly make

updating the handbook a project, and taking the current handbook off of our website as it is too out of date.

#### Historical

Board Member Burke reported that the Historical Committee has not had a chance to meet in person but that everyone has volunteered to scrapbook a page. They are also going to get quotes for bins with wheels for possible purchase to carry our books as they are falling apart. Board Member Olsen added that some of the historical pictures have already been uploaded to the Shutterfly website for our members to access. Creating a Facebook page was also discussed.

#### Legislative

Vice president Paul provided a brief update stating that the focus is on Public Records Laws and electronic media. She encouraged everyone to keep track of the time they spend on requests as it is an unfunded mandate. The EC discussed the metadata ruling in Shoreline, retention on a copy machines hard drive, providing information to the legislature, and attendance at the AWC legislative meetings.

#### Membership

Board Member Quinn reported that she will be at the new member's breakfast to fill in for Kami who is unable to attend. President Kuznek-Reese stated that there is also a meeting for new members before the President's Reception from 5PM to 5:30PM and requested that the EC members be in attendance. The EC discussed who should be in attendance at the new member's breakfast, assigning a conference buddy to the new Clerks, not having a meeting for new Clerks before the President's Reception if we assigned them a buddy at the beginning of the conference, holding the President's Reception to one hour to allow time for the VIP dinner. The EC concurred to hold the President's Reception from 5:30PM to 6:30PM and host the VIP dinner thereafter.

#### Scholarship

Treasurer Anderson and Board Member Lider reported that they have received applications for WMCA Scholarships to the 2011 Annual Conference but not for the Marge Price Scholarship. President Kuznek-Reese requested that additional scholarship information be placed in the next EC Report. Board Member Lider stated that the due date for scholarships would need to be changed due to the committee not being able to provide the information to the EC in time.

Board Member Burke suggested holding a contest in January for our members such as, most romantic plans and the winner would receive a dinner gift certificate. The EC discussed the logistics of a utilizing vote for the winning entry, survey monkey, holding contests quarterly, and ideas and budget for prizes.

Board Member Burke **MOVED**, seconded by President-Elect Percival to hold a contest to be placed in the January newsletter with a \$25.00 gift card as the prize. The motion **PASSED** unanimously 12/0.

#### **OTHER BUSINESS:**

President Kuznek-Reese and Board Member Clark provided background information on a volunteer Education Committee through the NCI. Our representative's position has expired and needs to be re-appointed. Board Member Clark has been serving as our representative and expressed interest in serving an additional term. Past President Spietz added that there is not a policy regarding the appointment.

Board Member Olsen **MOVED**, seconded by President-Elect Percival to confirm the Presidential re-appoint of Board Member Clark to the NCI volunteer Education Committee. The motion **PASSED** unanimously 12/0.

**NEXT MEETING:**

President Karen Kuznek-Reese announced the next regular EC meeting would be held on January 14, 2011, at 10:00AM at Pierce Transit, Lakewood, WA

**ADJOURNMENT:**

The meeting adjourned at 12:06PM.



Erin Larsen, CMC, Secretary