



WASHINGTON MUNICIPAL CLERKS ASSOCIATION EXECUTIVE COMMITTEE MEETING

Friday, June 10, 2011, 10:00AM
Council Chambers, City Hall, Mountlake Terrace, WA

CALL TO ORDER:

President Percival called the meeting to order at 10:08AM.

ROLL CALL:

President Treva Percival, President-Elect Sandy Paul, Vice-President Claire Lider (arrived 10:19AM), Secretary Erin Larsen, Treasurer Gina Anderson, Past President Karen Kuznek-Reese, and Board Members Debbie Burke, Debbie Clark, Virginia Olsen, Scott Passey, Diana Quinn, and Paula Swisher were present.

APPROVAL OF MINUTES:

Board Member Burke **MOVED**, seconded by Board Member Clark to approve the Executive Committee Meeting Minutes of March 25, 2011. The motion **PASSED** unanimously 11/0.

TREASURER'S REPORT:

Treasurer Anderson provided current year-to-date balance sheet and profit and loss budget versus actual statements, as well as, a summary of checking, savings, and scholarship accounts for the fiscal year ending April 30, 2011.

NEW BUSINESS:

New WMCA Logo

President Percival presented a proposal from Jordan Ekdahl, Grow Design Co. for a new WMCA logo. She stated that references were checked and all his work was good. The typical estimate for this type of project is approximately \$2,500; however, he is offering it to us at \$550. She recommended approval of the contract.

Past President Kuznek-Reese **MOVED**, seconded by Board Member Swisher to approve the contract with Jordan Ekdahl, of Grow Design Co. to create a new logo for WMCA. The motion **PASSED** unanimously 11/0.

Vice-President Claire Lider (arrived 10:19AM)

2010 WMCA Conference Evaluations

President Percival, Past President Kuznek-Reese, and Board Member Olsen presented and discussed the results of the conference evaluations with the EC. They stated that many did not attend the President's Reception and those that did thought it was too small of an area, the committee get-together was scored high as well as the charity presentation. There were great suggestions for education, items offered for sale, and to add a section in the conference for committee chairs and members to talk about specific committees and what they do. Many comments were received advocating to include a list of attendees and their e-mail addresses in the conference book. The EC discussed the use of survey monkey, renewing the subscription annually, and sending the survey out soon after conference. The EC also discussed renting a bus to take conference attendees from Wenatchee to Lake Chelan for the 2012 Annual Conference. Board member Burke offered to look into it. It was suggested to utilize Alice Attwood as a resource.

Sponsorship Program

Board Member Olsen stated that she looked at other organizations and how their sponsorship programs for vendors are organized. She highlighted the sponsorship levels for Bronze (\$500), Platinum (\$1,000), and Diamond (\$2,500). She inquired about placing the 2011 diamond sponsor's ad on our website for the remainder of this year. She added that it would help advertise for vendors for the upcoming conference and we could then offer it as an option for the upcoming year. The EC discussed a website policy, cancellation policy, creating a package for vendors to take to the AWC Conference, and marketing.

Board Member Swisher **MOVED**, seconded by Treasurer Anderson to approve the sponsorship levels as presented. The motion **PASSED** unanimously 12/0.

Board Member Swisher **MOVED**, seconded by Board Member Olsen to allow the webmaster to place the 2011 diamond sponsor's ad on our website. The motion **PASSED** unanimously 12/0.

COMMITTEE REPORTS:

Audit

Secretary Larsen stated that the Committee met and found the corporate records and financial records to be in order. Committee members who could not travel to the meeting location reviewed corporate records by e-mail. The Committee commended Gina Anderson for her attention to detail and keeping good financial records. They also recommended that each Committee Chair or officer keep a record of the assets in their possession as they are passed between members for tracking purposes.

Board Member Olsen **MOVED**, seconded by Board Member Quinn to accept the audit report and begin an inventory of assets for WMCA equipment with estimated values. The motion **PASSED** unanimously 12/0.

Awards-None

Budget-None

Bylaws

Board Member Passey stated that the Committee is working on amendments from the last EC meeting. He stated that a draft of amendments should be available by the next meeting. Past President Kuznek-Reese inquired about comments from the committee. Board Member Passey stated that all the members thought it was a good idea to have WMCA members vote to fill an EC vacancy. President Percival requested to place an announcement in the next EC newsletter to let our members know about the voting.

Conference Planning

Board Member Swisher discussed the layout for the vendors, breaks, registration area, and meeting rooms. President Percival added that we still need to perform a site visit. Board member Olsen stated that it is an awkward layout and a hard sell to vendors to have a 6ft table with an 8ft display. President Percival stated that she has included 15 vendors in the budget. She added that there will not be a free night but instead a game night is planned. She reminded the EC to call and reserve rooms for the next meeting. Board member Olsen discussed break-out sessions for education, flying speakers into Wenatchee and shuttling them in to Lake Chelan, and that members will need to be prepared to walk

outside between classes. A suggestion was made to tell conference attendees to prepare for outside weather conditions.

Education

Board Member Olsen reported on PD classes and attendance, educational changes from IIMC and the affect on PD classes, 2011 Fall Academy, and Master Academy for 2012 conference.

Past President Kuznek-Reese reported on conference calls regarding continuing education after receiving an IIMC certification. The EC discussed not becoming complacent after receiving a certification, promoting the City Clerk as a profession, East Coast Clerks not supportive of continuing education making it a challenge for IIMC, keeping continuing education affordable and attainable, and creating a State Association certification or a Region IX certification. The EC concurred to keep pursuing continuing education requirements. President Elect Sandy Paul added that Canadians do not participate in IIMC but they have their own standards for the profession. She believes we are moving in the right direction. The EC discussed the location of the Fall Academy, dates, and conflicts with other training opportunities.

Fundraising

Vice President Lider provided the WMCA brochure that was printed to help promote our profession at the AWC Conference and around the region. She reported that there was a price break for 500 brochures which is how many we ended up printing. The EC concurred that they liked the brochure. She highlighted the Committees recommendations and asked for feedback on a destination vacation for the big prize versus money. The EC discussed a destination trip versus a cash prize. Board member Olsen recommended creative marketing for a cash prize to be utilized for a destination trip. The EC concurred on offering a cash prize not a destination trip. Vice President Lider asked for feedback on how many \$5 raffle tickets to offer. The EC concurred to remain at 1,500 tickets. Vice President Lider requested approval of a \$25 WMCA Store Credit offered to the person who sells the most tickets.

President Percival **MOVED**, seconded by Past President Kuznek-Reese to offer the WMCA member who sells the most raffle tickets a \$25 WMCA store credit pending gambling Law research. The motion **PASSED** unanimously 12/0.

Vice President Lider requested authorization to continue the \$1 raffle with a \$100 prize awarded. In addition this year the committee also would like to request that regional groups donate a themed basket to include in the \$1 raffle as prizes. The EC discussed asking regional groups to donate, splitting large baskets into smaller ones, including a list of items that are included in the baskets, and groups promoting tourism throughout their region. The EC concurred to keep the \$1 raffle as is.

Vice President Lider requested feedback from the EC on items to sell at the WMCA store. She added that the committee suggested pajama pants and sleep shorts or boxers. The EC discussed the suggestions from the conference evaluations, new items, and presale orders. The EC concurred to decide on specific items when a proposal comes back to the EC with specific items.

President Percival recessed the meeting at 11:25PM for a lunch break. The meeting was reconvened at 11:59PM.

Historical Committee

Board Member Burke stated that Chair Humphries is organizing one meeting to be schedule in the future. She has also requested to surplus the very outdated camera as members use their own cameras and it has worked out well. She has also requested to dispose of the faux flowers.

Board Member Clark **MOVED**, seconded by Board Member Swisher to surplus or dispose of the camera and flowers however the committee chooses. The motion **PASSED** unanimously 12/0.

Board Member Olsen stated that some items in the Historical books are not updated. Secretary Larsen stated that she chaired the Historical Committee in the past and may have some electronic files. A suggestion was made to add fresh flowers for the Historical Committee table in the conference budget.

Membership

Board Member Quinn reported that we have 18 new members and that welcome packets have been sent to them. She stated that she will be working with our webmaster to send out reminder e-mails for renewing memberships and that calls would be made later in the year to those who did not re-new to gather information. The EC discussed including other regional groups to help expand our membership, which groups actually have boards that would also have a Clerk, contacting County groups to obtain local information on districts, sending letters addressed to a job title rather than a specific person, reaching out this year to as many groups as known and expanding the list for next year, not adding late charges for new members, only charging a late fee for members whose membership lapses, and the amount of members who mail their renewals in versus on-line renewals.

Scholarship

Treasurer Anderson reported that the Committee has made changes to various documents to reflect current practices as requested by the EC. The EC discussed changes to applications and being consistent so it is easier for people to rate them.

Board Member Swisher **MOVED**, seconded by Board Member Lider to add to all applications specific direction that "points will be awarded per quarter for each". The motion **PASSED** unanimously 12/0.

OTHER BUSINESS:

Upcoming monthly reports will be completed by the following EC members:

July – Treva Percival; August – Virginia Olsen; September – Debbie Clark; October – Paula Swisher

President Percival asked the EC to send in Newsletter ideas. The EC discussed spotlighting individual Clerks and including community events or festivals from cities in the EC newsletter.

President-Elect Paul inquired about participating in a vendor drawing at the AWC Conference and offering an I-Pod Shuffle and gift card.

Board Member Olsen **MOVED**, seconded by President Percival to authorize \$65 toward the purchase of an item for the Vendor contest at the AWC Conference. The motion **PASSED** unanimously 12/0.

Past President Kuznek-Reese inquired about ordering take away items for the AWC Conference. Board Member Olsen has researched stress balls with our website and wording that come in the shape of a star or gavel. We would need to order approximately 500 and have them shipped to the hotel.

Board Member Quinn **MOVED**, seconded by Treasurer Anderson to authorize Board Member Olsen to purchase 500 gavel stress balls. The motion **PASSED** unanimously 12/0.

The EC concurred to use the tag line "Clerks Keep It In Order". The EC also discussed a new banner sign for WMCA and associated costs. Board Member Lider volunteered to research a vinyl banner sign through a friend's company for less than the going rate. Board Member Burke suggested we wait to order a new sign until we have a new logo. The EC concurred to discuss the topic at the next meeting.

NEXT MEETING:

The next regular EC meeting is scheduled for October 21, 2011, at Campbell's Resort in Lake Chelan, WA.

ADJOURNMENT:

The meeting adjourned at 12:40PM.

Erin Larsen CMC, Secretary