



WASHINGTON MUNICIPAL CLERKS ASSOCIATION EXECUTIVE COMMITTEE MEETING

Friday, January 27, 2012, 11:00AM

Pierce Transit Training Center, Rainier Room - Lakewood, WA

CALL TO ORDER:

President Percival called the meeting to order at 11:14AM.

ROLL CALL:

President Treva Percival, President-Elect Sandy Paul, Secretary Erin Larsen, Treasurer Gina Anderson, Past President Karen Kuznek-Reese, and Board Members Debbie Burke, and Virginia Olsen were present. Board Members Debbie Clark, Scott Passey, Diana Quinn, and Paula Swisher were excused.

APPROVAL OF MINUTES:

President-Elect Paul **MOVED**, seconded by Treasurer Anderson to approve the EC meeting minutes for June 10, 2011 and October 21, 2011. The motion **PASSED** unanimously 7/0.

TREASURER'S REPORT:

Treasurer Anderson provided the year-to-date balance sheet, profit and loss budget versus actual statements, as well as, a summary of checking, savings, and scholarship accounts to the EC. She added that we made \$1,800 from the Fall Academy, registrations continue to come in for the Annual Conference, and our membership numbers are good. Board Member Olsen thanked Treasurer Anderson for her reports stating that they are easy to read. Board Member Burke inquired if attending the AWC Conference helped to boost our membership numbers.

Updated Membership Form

Treasurer Anderson provided the updated form to the EC. Board Member Olsen suggested adding the Newsletter Committee. Treasurer Anderson inquired if we wanted to keep the late fee of \$25. The EC concurred to keep the late fee.

NEW BUSINESS:

Continuing Education Update

Past President Kuznek-Reese reported on a teleconference with other region 9 members and NCI Director Dema Harris. She stated that it was disappointing because it seems there is no drive for others to support continuing education requirements. She stated that a survey was sent out by IIMC to Region Presidents to get membership feedback on the subject. She needs to provide input to Peggy Hawker before the IIMC Conference. She added that they are also working with the Association of Washington Cities to see if they would consider adding Clerks to their CML program. President-Elect Paul added that AWC doesn't want more responsibility and that we would need to monitor our own program. The EC discussed utilizing interns through AWC, paying for staff and services, the previous re-certification program, the IIMC survey, how to "sell" the idea to members, providing a survey to our members to get feedback, providing information through our newsletter, offering incentives, WMCA endorsements on certifications, and adding requirements to job descriptions. Board Member Olsen stated that her City Manager is on the AWC Board and that she could inquire if they would be interested in offering the services to us at a cost. Past President Kuznek-Reese and President-Elect Paul stated that they would continue to work on the issue.

Video Marketing

Board Member Olsen provided information on a video (editing and production) that Evergreen State College did for the City of Mount Lake Terrace through an Interlocal Agreement. She requested an estimate from them to make a professional marketing video to promote WMCA and the Clerk profession. The estimate is \$600 for a 2 to 3 minute video. The EC discussed what would be in the video such as testimonials, video clips from PD classes, real life City Hall settings, clips from conference, City Manager and Mayor testimonials, elections office film, new legislation, and clips from classes. The EC also discussed bringing cameras and video recorders to conference. Board Member Olsen suggested that we get a testimonial from an east-side Mayor. Past President Kuznek-Reese suggested we ask Board Member Clark for a recommendation. Board Member Olsen stated that it is approximately \$150 per hour for extra work. She added that she would talk to Dema about footage from NCI and stated that we should think about getting footage from IIMC too. The EC concurred.

President Percival recessed the meeting at 12:05PM for a lunch break. The meeting was reconvened at 12:33PM.

Clerk of the Year Video

Board Member Olsen suggested taking our own video at conference of the Clerk of the Year celebration and up-loading it to our website. President Percival recommended dedicating a Clerk of the Year page on our website. Board Member Olsen stated that this video would be to share and celebrate the moment with all members and people who could not attend conference. Board Member Burke stated that she will take the suggestions back to the Historical Committee.

Newsletter Committee

Board Member Burke presented a draft of the Newsletter Committee description and inquired about a policy on advertising. The EC concurred not to allow outside advertising. They discussed formatting, By-Laws amendment, and still needing the EC members to submit content.

Board Member Olsen **MOVED**, seconded by Board Member Burke to approve the Newsletter Committee job description. The motion **PASSED** unanimously 7/0.

The Newsletter Committee will start with the April edition of the newsletter.

By-Laws

Board Member Olsen inquired about notifying our membership of election information, Annual Meeting notices, and By-Laws amendments through e-mail instead of mailing which requires an amendment to the By-Laws.

Board Member Olsen **MOVED**, seconded by Treasurer Anderson to e-blast notices through the member e-mail distribution list versus mailing them. The motion **PASSED** unanimously 7/0.

Additional recommendations were made by the EC members to update the By-Laws.

- Pg. 40 section 2 strike "or be appointed" from the 7th line down;
- Pg. 42 section 2 the call for candidates should happen in a set amount of time, recommended language: "if a vacancy occurs" or "as a vacancy occurs" or "as needed";
- Pg. 42 section 1 strike the word also from the fourth line down, "the Elections Auditor shall not also be a member";

The EC additionally discussed write in candidates but did not make any recommendations for changes.

Conference Planning

President Percival stated that things are moving along for the Annual Conference in March. Board Member Olsen reported that Board Member Swisher continues to work on the conference and that sponsorships are good. She asked the EC to let her know of any vendors as they are still working on those numbers. She added that JCG is coming back despite the fact that they could not get a refund last year. The EC discussed sponsorships and donations that are forthcoming.

Education Committee

Board Member Olsen provided an update on education sessions and the academy. She inquired about gift certificates for the round table hosts. She stated that Board Member Swisher would be bringing an A/V slide projector and President Percival would be bringing the wireless handheld for PowerPoint presentations. Board Member Olsen also provided a schedule of events.

Elections

President Percival stated that she received a report from Elections Officer Bobbie Usselman. She asked the EC for feedback on whether or not to have an election if all positions are uncontested and there are no write in candidates or if we should hold an election no matter what. The EC concurred that we should still hold an election. The EC discussed utilizing the Balloteer software, budget, and timing of the election.

Fundraising

President-Elect Paul stated that the fundraising group is great and that they have a fantastic chair. The EC discussed new items for conference, allowing members to run tabs, payment methods, and donations to a homeless shelter if people do not want the baskets they receive in the auction.

Board Member Olsen **MOVED**, seconded by Past President Kuznek-Reese to approve the inventory list as presented. The motion **PASSED** unanimously 7/0.

The EC discussed the silent auction bid sheets and who would be responsible for assigning the guaranteed purchase price, people possibly getting upset if they did not get a chance to bid, setting the price too high, and adding an account number to the form. The EC concurred to remove the guaranteed purchase price from the bid sheets. President Percival stated that members will be able to just run a tab for all their purchases at conference, including the auction and pay at the end, by check or cash.

Membership

President Percival stated that the Membership Committee puts on the First Time Attendee's breakfast and they were unaware of the changes the EC wished to make. Board Member Olsen inquired about invites and a list of attendees. President Percival stated that she would talk to Ali Spietz, Membership Committee Chair, about getting invitations out.

Scholarship

Board Member Olsen **MOVED**, seconded by Past President Kuznek-Reese to award all scholarships to the applicants. Treasurer Anderson confirmed that the budget was ok if all scholarships were awarded.

The motion **PASSED** unanimously 6/0. President-Elect Paul recused herself from the vote as she is one of the applicants.

OTHER BUSINESS:

President Percival reported that WAPRO would like a copy of our records policy. She requested that President-Elect provide them our records retention schedule. She stated that the work on the new logo is coming along and that it looks much different with color. She reported that she will not take on a name change for the organization. President-Elect Paul stated that she wouldn't either.

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

February – Erin, March - Diana

NEXT MEETING:

The next regular EC meeting is scheduled for March 16, 2012, at Campbell's Resort, Chelan, WA.

Board Member Olsen thanked Past President Kuznek-Reese for her hard work and dedication and recognized this as her last EC meeting.

ADJOURNMENT:

The meeting adjourned at 1:37PM.



Erin Larsen CMC, Secretary