

WMCA EXECUTIVE BOARD
FRIDAY, NOVEMBER 6, 2009 ~ 9 AM
COMFORT INN ~ PLOVER

1. Call Meeting to Order.

President Gina Gresch called the meeting to order at 9:01 a.m.

2. Pledge of Allegiance by I" Vice President Diane Hermann-Brown.

3. Welcome and Introductions.

Present: Gina Gresch, Diane Hermann-Brown, Vikki Zuehlke, Sherry Grant, Deborah Stark, Audrey Rue, Lynn Pepper, Marie Moe, Sherri Endres, Cynthia Noack, Sheryl Scheuermann, Sheila Tate, Marcia Kelly, Connie Zimmerman, Cindy Hegglund, Mike Hoppenrath, Doreen Kruschke, LuAnn Hecht, Julee Helt, Faith Elford, JoAnn Cram, Jolene Rhea, Teri Lehrke, Christine Stefanich, Marilyn Gauger, Shirley Jacoby, Deb Brown, Kassie VanRemortel, Anne Uecker and Nancy Zastrow.

4. Officer Reports

a. President

1. Discussion of WMCA Coordinator Contract to expire August 2010.

The current contract was a two-year contract and will expire in 2010. We would look to possibly draft an RFP and get the best contract for our money. Gina opened the discussion to see what the Executive Board would like to do regarding the current contract and renewal.

Debra Brown: Why do we want to fix what isn't broken.

Gina Gresch: This is the only contract we have for a vendor and we want to make sure that we are negotiating it to get the most for our money. The contract is \$32,000 annually with no additional benefits. We have not received information from anyone else regarding the position. If we developed an RFP the cost would not exceed \$400.

Kassie VanRemortel: Many times a position such as this is called an Executive Director and tracks membership and recruitment.

Anne Uecker: We may wish to split the position and have someone who would negotiate our conference contracts and have a coordinator take care of our other needs. Currently the treasurer position has become more labor intensive. Some of these duties may be passed to the coordinator to handle.

Marcia Kelly: Would like us to obtain contracts from other places and review their requirements. We could then review the contracts and compare them to what we currently have in our contract. After reviewing we would be able to determine if we are utilizing the current coordinator to the full capacity.

Jolene Rhea: Requested that we have Faith give us a list of what she is doing and not in the contract to get a complete picture of the position.

Gina Gresch: This is the first contract for this position but the position has been in place for six years.

Faith Elford: The money matters should possibly be reviewed and some of the tasks should be given to the coordinator. With the other organization that Faith works with she does the deposits, but then the treasurer does the books. There may be a concern if the coordinator makes the deposit and takes care of the books. Questions may arise.

Marcia Kelly: We do conduct an audit of our books, so does not see a problem.

Jolene Rhea: The treasurer can still write out the checks but the coordinator could make the deposits.

Faith Elford: Uses Fort Credit Union. The other organization she works for authorizes her to pay the bills. They handle the insurance payment and Faith's paycheck.

Gina Gresch: The contract is not broken, we just need some adjustments and updates to include what we are doing now.

Mike Hoppenrath: Would prefer not to put out an RFP, but update the current contract to reflect the position. The entire Executive Board should review the contract and look to see what should be added or removed. Faith should let us know what she does that is not in the contract.

Diane Hermann-Brown: With the implementation of the at large positions, we can possibly have them take on some of the tasks that Faith is currently completing. A contract through IIMC reviewed our upcoming contracts. They are weighted heavily on the hotel side and we are not receiving the rebates that we should be getting. We are possibly looking to remove the conference negotiations from the coordinator position.

Doreen Kruschke: If we do not get back more than we pay for the service is it worth having someone else take over this portion of the contract. We should contact other states and see what their contracts contain. We should not be comparing ourselves to IIMC.

Cindy Hegglund: A subcommittee should be formed to create an RFP. This committee should be a mix of Officers, District Directors and members. The starting point is to review the current contract and obtain Faith's comments as to what is not included in the contract.

Kassie VanRemortel: The customer service aspect of the position should be considered. We also need to determine if the coordinator is to be the main contact of the organization.

Diane Hermann-Brown: Requests that the coordinator breakout the type of emails responded to. What are the types of emails received and can some of these emails be directed to the new at large positions.

Gina Gresch: We currently have a coordinator review committee and do we want to turn this committee into a review for the RFP.

Cindy Hegglund: The current coordinator review committee is heavy on the Executive Board side. It needs a mix of different angles and should include people that are not so strongly involved in the Executive Board. The suggested group could include Nancy Zastrow as an Officer and the Chairperson of the committee, Sherri Endres as District Director, Cindy Hegglund as Committee Chair, Marcia Kelly as the Siting Committee Chair, Roz Gausman as

the retired clerk and an additional two clerks to be determined. This group would then review the contract and other state contracts.

Gina Gresch: We may possibly need an extra meeting to review this item.

2. Motion to convene into Closed Session to discuss the contract for the WMCA Coordinator position.

Motion by Nancy Zastrow seconded by Jo Ann Cram to convene into closed session at 9:38 a.m. Motion carried.

3. Motion to convene into Open Session for discussion and action to hire a firm to draft a WMCA Coordinator RFP.

Motion by Sherri Endres seconded by Jolene Rhea to reconvene into open session at 10:37 a.m. Motion carried.

A break was taken until 10:46 A.M.

Marilyn Gauger requested that closed session be held at the end of the meeting.

Gina Gresch: Stated that we would like the committee to review the current coordinator contract, contracts from other state associations, comments from the coordinator as to what is not included in her contract and then add to the contract, revise the language and make necessary changes. The hotel negotiations should be taken out of the contract and be considered separately. This document should be brought to the Executive Board meeting in January or February for review. We can then send out our suggestions to a company to create an RFP that will be impartial and looking out for our best interests.

4. Discussion and action on WMCA Insurance RFP.

Gina Gresch: At the June meeting we determined that there was a need to review our insurance. We spoke to some of the vendors at our August conference, but they do not handle non-profits. Michelle Straus of the Horton Group volunteered to speak to us about insurance for non-profits. She has reviewed our current policy that will come due next September. Michelle will inform us of what could be tweaked and what should be included. It is necessary to complete this review as we are still insuring a property that should not be included on the policy. We need someone professionally to review our policy.

Michelle Straus municipal insurance specialist from the Horton Group works with 800 public entities in the state. She is not responding to an RFP and will waive her consulting fee as she works so closely with many of the membership. There are very few places for non-profits to go to obtain insurance. Zurich holds our business owners package. This policy needs to be cleaned up and reviewed. The policy will cover board members and members working on behalf of the organization. No independent contractors will be covered. They will be required to carry their own insurance. There has been a question regarding bonding and you can look at this two ways. If there is a dollar limit on a credit card you are fine and your premiums will be manageable, if you have an open ended credit limit your premiums will be higher. To carry \$150,000 employee dishonesty coverage to cover membership and Officers it will cost approximately \$157 year. This is available to the association. Faith stated she is bonded and insured. We currently have errors and omissions.

If you put insurance out for RFP you may not receive a large response. The current policy is nicely done. The only question that has come up is we carry no worker's compensation policy, but we have no employees so this does not apply.

Faith should be listing the organization as an additional insured and provide a Certificate of Insurance. Faith stated that this is currently being supplied to the Treasurer.

Our liability insurance goes with us to the conference and additional insurance is not necessary. The recommendation is to keep the current insurance policy and include the bonding portion.

Motion by Shirley Jacoby, seconded by Diane Herman-Brown to add an additional insurance for debit card for \$3,000 which will increase our premium for under \$200. Motion carried.

5. Discussion and action to direct the Manuals Committee to draft language for the following items:

A. WMCA Coordinator acts as the Conference Committee Treasurer.

Marcia Kelly: Would ask that the coordinator be allowed to take over the Treasurer's duties for the 2010 conference as she is the one that gets the bills and forwards them for payment. This needs to be changed in the conference manuals.

Motion by Nancy Zastrow, seconded by Shirley Jacoby to reword the conference manual to include language to support the change and have the coordinator take over the Treasurer's duties for the conference. Motion carried.

B. Elected Officers at Large Positions.

Gina Gresch: A job description should be created and brought back to the Executive Board for review and approval.

Motion by Sherri Endres, seconded by Christine Stefanich to have language drafted regarding the job descriptions of the elected Officers at large positions. Comments should be forwarded to Marilyn Gauger. Motion carried.

6. Discussion and action on excess funds in the WMCA General Fund.

Gina Gresch: We are carrying a hefty fund balance and the thought is to give the money to the organization for education. The questions are do we increase the amount given for district meetings, keynote speakers for our conference and is this something that we set an amount every year, and how do we designate the amounts.

Julee Helt: Suggested giving membership fees to communities that cannot otherwise participate in the organization.

Debate continued as to the best use of the money. Additional suggestions included providing more speakers at the annual conference to give people additional options; increase the amount the District Directors may request for speakers and room costs, and increase scholarship money for the annual conference, institute and master academy. The recommendation was to refer this discussion to the Scholarship Committee and ask for recommendations as to needs. This will be discussed again at the February meeting.

The Scholarship Committee should work on this and bring back their suggestions in February.

Motion by Deb Stark, seconded by Jolene Rhea to increase the amount District Directors may request to offset the cost of their meetings to \$1000 per year. Motion carried.

7. Discussion and action on IIMC Municipal Clerks Education Foundation request for donation.

In the past we have supported the WCEF. They do provide us with some scholarship money for the institute, support for speakers for our conference and we can also receive scholarships for online classes that are offered by the IIMC.

Motion by Anne Uecker, seconded by Jolene Rhea to donate \$500 to the Schwarzkop Society level for the MCEF. Motion carried.

8. Discussion and action to direct Association Solutions to renegotiate current WMCA Conference Hotel Contracts and negotiate the 2012 WMCA Conference Contract.

The original discussion regarding this matter was held in September. Tim Seeden looked at our contracts for the 2010 and 2011 conferences and the contracts are weighted very heavily on the side of the hotels. We would like him to be able to negotiate on our behalf for the 2012 conference in Middleton. We are looking for the savings that are realized to support the payment to Tim Seeden.

Cindy Hegglund: We should include the Siting Committee Chair and the Coordinator in the review so they can learn the process.

Anne Uecker: Does not think that a business will allow additional people to take part in the negotiations. Some of the work is done by telephone with the contacts and involving other people may make the process difficult to coordinate. We would like the contracts to come back to the Executive Board for review prior to signing. The Executive Board will be educated as the process develops and the contracts come back to us.

Kassie VanRemortel: Tim Seeden was let go from IIMC and Carol Alexander will have further information. Prior to hiring him we need to review the issues in question. We should be looking at this as a position and not a person.

Anne Uecker: There will be a \$500 fee to review the current contracts. We did not enter into a contract, but the understanding is the fee paid to Tim Seeden may be a percentage of the rebate that we receive.

Motion by Shirley Jacoby, seconded by Christine Stefanich to direct one to two Officers to work with the Siting Committee to look for a company that will be able to handle the contract negotiations for our conference. Motion carried.

9. Discussion and action to approve the following changes to committees:
 - A. Accept Jan Winget's resignation from the Manuals and State Certification Committees.

Gina Gresch: Jan Winget has submitted her resignation from the Manuals and State Certification Committee. She has been asked to step down from the position due to budget constraints by her community.

Motion by Sheila Tate, seconded by Doreen Kruschke to accept the resignation of Jan Winget. We appreciate all that she has done for our committees and accept her resignation with regrets. Motion carried.

B. Add Marilyn Gauger to the Manuals Committee as the Committee Chair.

Gina Gresch: With the resignation of Jan Winget as the Manuals and State Certification Committee Chair we are looking to fill this position.

Motion by Christine Stefanich, seconded by Lynn Pepper to appoint Marilyn Gauger as Committee Chair to the Manuals Committee. Motion carried.

C. Add Ellen O'Brien to the State Certification Committee.

Motion by Nancy Zastrow, seconded by Gina Gresch to appoint Ellen O'Brien to the State Certification Committee. Motion carried.

10. Updates on Non-Action Items:

A. IIMC is making their decision on the 2014 IIMC Conference on Saturday, November 7. I will send an email to the membership as soon as I know the results.

IIMC will be making their decision tomorrow and will be announced on Monday morning. I will notify everyone as soon as I am informed of the decision.

B. Invited the IIMC 2010 President to WMCA 30th Anniversary Conference.

Gina Gresch: The IIMC has not had anyone in attendance at our conference in quite awhile. If they do not provide someone, Carol Alexander may attend as a representative.

C. Updated District Director's Speakers List.

Gina Gresch: The list of speakers that are available to the District Directors is a work in progress. Additional speakers will be added as we become aware of them.

b. First Vice President

1. Legislative Updates

Diane Hermann-Brown: There are numerous updates that pertain to municipalities in numerous areas. Contact your legislative branches and tell them your feelings on these issues.

2. Election Communication Committee

Diane Hermann-Brown: I have attended numerous meetings. The five-year plan originally

started as a 60 page document and now includes 90 pages. The Committee does listen to us and looks to us for input. It has been interesting to hear the County perspective and we need to endorse ourselves. The voter identification has been removed from the plan and this was a disappointment.

Ballot security will be discussed at a meeting on Monday. The original document written was very confining but after some revisions we believe we received the best of the compromise. They did put in "what is reasonable to the clerk." What they were originally asking would be difficult to accommodate. We do need to do a ballot security procedure that will be a template and adjusted based on needs. The security plan sounds scary, but reverts a lot to what is already included on your inspector's statement.

There will be a new release of a draft copy of the early voting provisions. The Committee is looking for comments through Monday, November 30. When submitting comments they should be based on the proposal and not what we have previously heard. The proposal includes a provision for the two satellite centers. A pilot program will be used next year. Please read the document thoroughly and make constructive comments. We are strongly suggesting that all clerks attend the Monday, December 14 meeting which will start at 9:30.

c. Second Vice President - (Report Included)

1. Quill Update

Vikki Zuehlke: Would like to thank Cindy Hegglund and Faith Elford for all of their help with the first Quill. She reviewed different newsletters and has determined that ours is very good. She has looked at other websites and some of them have links making it easier to read articles. We may wish to incorporate this without having the website appear too cluttered. The next Quill deadline is December 11.

d. Secretary

1. Accept June 5, 2009 and August 21, 2009 Executive Board Meeting minutes - no motion required.

No corrections needed.

e. Treasurer

1. Discussion and action to approve Treasurer's Report- (Report included)

Motion by Lu Ann Hecht, seconded by Deb Brown to approve the Treasurer's report. Motion carried.

f. Elected Officers Meetings Report

Many of the members of the Executive Board do not think that it is appropriate for the Officers to have additional meetings that do not include the entire Executive Board. Suggestions were made to have more meetings, later in the day so that we are out of the office less time. There is concern by many that they will not be allowed to attend additional meetings.

5. UW-Green Bay Institute Director's Report - Kassie VanRemortel - (Report Included)

Report included no further comments.

6. IIMC Region VI Director's Report - Carol Alexander - (Report Included)

Carol not in attendance. No further information.

7. District Director Reports All included no further information

- a. District I - Report included
- b. District II - Report included
- c. District III - Report included
- d. District IV - Report included
- e. District V - Report included
- f. District VI - Report included
- g. District VII-Report included
- h. District VIM - Report included

Committee Reports

- a. 2009 Conference - (Report included)
- b. 2010 Conference - (Report included)
- c. Audit Report - (Report included)
 - a. Discussion and action on recommendation from Audit Committee to direct Treasurer to void check #1689 from 2007-2008 and include the income in the 2009-2010 with a notation for next year's audit.

Anne Uecker: The check that has not been cashed was for a \$50 first year student. Currently the WMCA uses quick books, but not the office version. We cannot pull things forward and back in the system. Mental notes must be made and corrected as you go.

Motion by Deb Brown, seconded by JoAnn Cram to recommend spending the money to upgrade quick books for the Treasurer. Motion carried.

- b. Discussion and action on recommendation from Audit Committee to move the WCEF funds into an interest bearing money market account to make deposits, interest paid and withdrawals easier to track.

Currently the funds are in a CD and this makes it difficult. When we first invested in CDs they were paying more interest and it was more beneficial to the association. If we transferred the funds to a money market we would receive additional interest and have more flexibility.

Suggestion is to place in a money market for more flexibility.

Motion by Shirley Jacoby, seconded by Jolene Rhea to place the funds in a money market for better flexibility. Motion carried.

d. Conference Siting - (Report included)

Motion by Gina Gresch, seconded by LuAnn Hecht to have a conference planner review the contract for our Middleton conference and then assess how we would like to proceed in the future. Motion carried.

e. Coordinator Review - No report

f. Election - No Report

g. Historian - No report

h. Lifetime Achievement Award - No report

i. Manuals - No Report

Marilyn Gauger: Would like to clarify that we are eliminating the cap for the District Directors and reviewing the policies and procedures manual.

j. Membership/Mentoring - (Report included)

k. New Clerks Class - Theme "Being a Municipal Clerk has its Happy Days" - No report

Terri Lehrke: There were 59 people in attendance; which is less than typically attend. The theme for next year has not been determined.

l. Nominating - No report

m. Professional Education - (Report included)

Anne Uecker: After a review of the surveys from the conference, it was determined that we need to listen to the membership and increase the number of classes. Classes will be 1 hour and 15 minutes. The GAB will conduct four different sessions. On Friday we will have a national motivational speaker as well as a presentation to be tailored to our needs. Wednesday will include the new clerk's class, a class presented by the UWGB, Athenian dialog and the vendor sessions.

n. Promotions - (Report Included)

a. Discussion and action to direct 2nd VP and President to survey the membership about the current and future logo and association slogan and to launch "Design the new WMCA Logo" contest.

Marcia Kelly – The new brochure to promote the WMCA will be created by the committee. A survey will be conducted to see what the membership would like to include in the brochure.

The brochure will be updated to attract new members and explain the importance of participating in the organization. Julee Helt will design the new brochure. The other

thought is if we are updating the brochure we should look at updating our logo. We have a great deal of talent in the membership and would like to get others involved. The logo will be available and unveiled at the 2010 conference. We are no longer working with Mary Claire from Lanser Public Affairs to design the brochure.

Motion by Sherri Endres, seconded by Christine Stefanich to conduct a survey as to what the membership would like included in the brochure and suggestions for the new logo. Motion carried.

- o. Scholarship - (Report included)
- p. Silent Auction - (Report included)
- q. Special Projects - (Report Included)
 - a. Discussion and action on 2010 MMC Trading Pin.

The Special Projects Committee would like to keep the cow theme going for the 2010 IIMC conference. One of the considerations is incorporating both the IIMC conference and WMCA conference themes together. In the past we have focused on the IIMC conference. It would be a good idea to include in the President's message an explanation of the pin, the purpose of the pin and that this is done each year. The 30th anniversary pin has already been created and used at the IIMC conference. The 30th WMCA trading pin will be given to members when they pay their annual membership fee.

- b. Discussion and action on 2010 WMCA Conference Pin.

Motion by Gina Gresch, seconded by Christine Stefanich to use the IIMC theme for the pin. Motion carried.

- r. State Certification - (Report included)
- s. Technology - No Report
- t. Vendor - (Report will be given at the meeting)

Julee Helt – The vendors are delighted to be included in discussions and provide good feedback. Half of the vendors responded after the annual conference. They appreciate the communication and how they were included in the conference. The vendors providing demonstrations were pleased with the results. Even those with low attendance felt the sessions were beneficial. The 2010 conference has been discussed. The vendors are planning a special drawing to be held for clerks visiting each vendor and leaving information at all booths.

- u. WCEF - No Report
 - a. Discussion and action on request from WCEF for an additional \$10,000 contribution.

The WCEF is our own education fund and money goes towards conference scholarships and attendance at the institute. The fund only disburses the interest generated and no principle is used. The WCEF is making a one time request for additional funds. The interest received on these funds will annually be used for scholarships.

Motion by Deb Stark, seconded by Jolene Rhea to give the WCEF \$10,000 as a one time contribution. Motion carried.

- b. Discussion and action on request from WCEF that interest generated on general fund monies be allocated to the WCEF.

WMCA Coordinator Report

We started having a problem with the internet about two weeks ago. Some of the clerks on the clerklist are not receiving the emails. The company that generates our emails has been contacted and they are researching the problem. Our clerklist company is working on this problem to create a work around to get the information back out to the entire membership. There was a time when the website could be viewed but not worked on. The members only section was also unavailable for a short time. The companies are working on these problems and hoping to have them fixed soon.

Would like pictures of the new District Directors for the website.

Meeting dates for 2009 - 2010 Executive Board Meetings.

- All meetings are held at the Comfort Inn, Plover at 9:00 am.
 - o Friday, March 5,2010
 - o Friday, June 11,2010

An extra meeting date in January will be necessary. It will be conducted on January 5 in Dale (near Appleton) at 1:00 P.M. Directions will be sent prior to the meeting date.

- o Elected Officers Meetings every six to eight weeks.
- o Hiway Harry's in Johnson Creek at 5PM.
- o Next Meeting Thursday, December 3, 2009.

Adjourn

Motion by Luann Hecht, seconded by Cindy Hegglund to adjourn at 1:12 p.m.

Respectfully submitted:

Sherry Grant, WCMC/MMC
Secretary