

WMCA EXECUTIVE BOARD
FRIDAY, FEBRUARY 5, 2010 ~ 1 PM
TOWN OF DALE – TOWN HALL

1. Call Meeting to Order.

President Gina Gresch called the meeting to order at 1:12 pm.

2. Pledge of Allegiance by 1st Vice President Diane Hermann-Brown.

3. Today's and Future Meeting Expectations.

The hope for today's meeting is to adjourn by 3:30 p.m. or 4:00 p.m. The March meeting will include a full agenda, so plan on staying until 2:30 p.m. or 3:00 p.m. If we don't complete the agenda we will have an April meeting. Extra meetings may be necessary for the time sensitive issues that will be brought before us.

Welcome and Introductions.

Present: Gina Gresch, Diane Hermann-Brown, Anne Uecker, Nancy Zastrow, Vikki Zuehlke, Sherry Grant, Julee Helt, Kassie VanRemortel, Diane Coenen, Barb VanClake, Marcia Kelly, Mike Hoppenrath, Cynthia Noack, Sheryl Scheuermann, Christine Stefanich, Deborah Stark, Sherri Endres and Faith Elford.

4. Officer Reports

a. President

1. Discussion and action to appoint two 2014 IIMC Conference Committee Co-Chairs.

Three applications for the 2014 IIMC Conference Committee Co-Chairs were in your packet for review. Hopefully everyone had a chance to review the applications from Anne Uecker, Diane Coenen and Julee Helt. We will have informal questions for the candidates, and then we will vote by ballot.

Anne Uecker: I have participated as a co-chair for two State conferences and have attended two IIMC conferences. After attending the first IIMC Conference I was extremely excited about everything the conference had to offer and was very pumped up. The City of Milwaukee has numerous things to offer to the participants of the 2014 conference. I have a lot of energy and am eager to work with the Milwaukee Visitor's Bureau. The connections I have developed in the Milwaukee area will be helpful while planning and working on this conference.

Diane Coenen: When I saw the opportunity come up to participate as a co-chair for the conference, I got super excited. I am at a point in my career where I am able to become more involved in the organization. I think getting the conference to come to Milwaukee is great for Wisconsin. I know that both of the other candidates are very involved in the organization. I see this as an opportunity to further my education and meet people outside of the area. I enjoy networking with other clerks and think this would be a tremendous opportunity for personal growth.

Julee Helt: Having the conference come to Wisconsin will be a great opportunity for all of the clerks to participate. This could be a once-in-a-career opportunity to be a part of a conference in our state. In terms of what do I bring to the position of co-chair for the conference – I had the opportunity to participate on the 2003 WMCA Conference Committee, serve on the 2007 and 2008 WMCA conference committees in the capacity of 1st Vice President and President respectively, currently co-chair the 2011 Conference Committee and chair the WMCA Vendor Committee. I have been in charge of a non-profit organization that brought leadership and education to students. I was responsible for programming, fundraising, promotion and recruitment. It was small compared to what we are faced with but we have support from IIMC. I appreciate your consideration.

Barb VanClake – How far away are each of the candidates from the conference site? Anne Uecker - about 2 miles, Diane – 20 minutes from home and 30 minutes from work, Julee – a little over an hour.

Barb VanClake – If funding by the WMCA is not a possibility what is your ability to attend without this funding? All candidates would be willing to fund future conferences themselves.

Nancy Zastrow – The theme of the conference needs to be decided on soon, what are your ideas. Anne – Would like to see the outline of the Calatrava included if it is not trademarked. Julee – Has been funneling her energy towards a Madison spot but when

she thinks of Milwaukee she thinks of sports or beer. She doesn't have a good theme idea at this point. Diane – One suggestion would be a play on words to include “We can hardly wait to meet you in Milwaukee” to mean the Harley museum and the sausages. We could have the sausages attend. Another idea is to have a yellow brick road theme with “We are off to see Milwaukee.” “Come and see Milwaukee's idols” and have Danny Goakey perform. The idols could be the Harley museum, lake front, art museum, and the domes.

Barb VanClake – Inquired as to the other committees that would be involved.

Gina Gresch – There will be other committees involved as time goes on, but they do not need to work on a theme and logo to get us started. The co-chairs will be required to develop a theme and logo.

Barb VanClake – Is there a reason we have to limit it to two people?

Gina Gresch – No it was just that past practice has been two.

Nancy Zastrow – I have also thought of having all three of them participate as they bring different things to the table. Anne has the experience of co-chairing two conferences. Julee has the experience as a past president and participated in conference preparation. Diane can bring a totally new aspect to the conference because she has never attended.

Christine Stefanich – Likes the idea of appointing all three. This will bring in fresh new ideas.

Motion by Barb VanClake, seconded by Christine Stefanich to appoint all three candidates to be co-chairs for the IIMC conference. Motion carried.

2. Discussion and action of Funding for IIMC Conference Co-Chairs to Attend Conferences.

Gina Gresch – If we want people to take on this challenge we should support them in some way so they can take this information back to their Boards informing them the organization is supporting them. Maybe this will encourage the municipalities to contribute and support these people.

Marcia Kelly – We want our conference to be the best; we need these people to go and promote the conference and get ideas from others.

Diane Hermann-Brown – We did receive some comments and concerns about the funding as everyone is not a member of the IIMC. The PEC chair is fully funded to go to the conference, so Anne would be fully funded.

Gina Gresch - Julee already has the conference fully funded in her budget. Diane would need help with funding.

Diane Hermann-Brown – Even though Julee has funding from her municipality she should not have to go to her Board each year and expect them to fund attendance at this conference for our benefit. The funding should be equally given to all the candidates.

Cynthia Noack – What is the cost of attending the conference?

Gina Gresch – Registration is about \$560 plus the cost of travel and lodging.

Diane Hermann-Brown – The average cost of a conference will be \$1,200 to \$1,800 per year.

Sheri Endres – There should be some funding available to the Conference Committee Chairs or the Clerk will end up paying the whole amount her their municipality does not budget for this conference.

Barb VanClake – We have scholarships in place for attendance; couldn't we garner some of these funds and provide scholarships for the Conference Committee Chairs to attend?

Cynthia Noack – I would feel better if we funded all three of them.

Barb VanClake – I would like to set a limit of \$5000 per year between the three Conference Committee Chairs and any additional amounts they will need to fund on their own.

Diane Hermann-Brown – Do we do a graduated scale of funding? The first year we provide \$3,000 towards the expenses and the last year we fund all three of them to attend. The last year will be a big year to promote our conference.

Gina Gresch – I will need to check with Chris Shalby to see if the co-chairs need to be there for each conference to discuss education and organization of our conference.

Kassie VanRemortel – I think they need to be at each conference. They need to see how things are done and get ideas of how to staff positions. If you don't go and see first hand what is involved you won't know what you are going to face when organizing your own conference.

Mike Hoppenrath – I would request that you not take the scholarship money away from others that may attend.

Nancy Zastrow – What if we gave each of them \$1,500 to get them going.

Julee Helt – I appreciate Diane's offer to help fund this conference, but as long as my municipality finds this to be a valuable educational tool and supports my attendance, I would rather have this funded for Anne and Diane so they don't have to pay for the conference on their own.

Nancy Zastrow – I would like to see \$5,000 put aside for expenses to either attend the conference or any other expenses that the chairs need to expend in putting together the conference.

Motion by Barb VanClake, seconded by Cynthia Noack to amend the budget and set aside \$5,000 to pay for expenses incurred by the three IIMC Committee Chairs to attend the conference and meeting expenses. This amount will be added to the budget for the next four years. Motion carried.

3. Discussion and action to approve the 2010 IIMC Conference Exhibit Contract and direct 2014 IIMC Conference Committee Co-Chairs to execute the same.

Gina Gresch – I wanted to wait until the Conference Committee Chairs were appointed and they were able to sign and take care of this contract. They will then be able to start promoting the conference in Milwaukee.

Anne Uecker – Visit Milwaukee will staff the booth and be at each conference to promote the 2014 Conference in Milwaukee.

Motion by Deborah Stark, seconded by Diane Hermann-Brown to direct the Conference Committee Chairs to sign the 2010 IIMC Conference Exhibit Contract. Motion carried.

4. Discussion and action on the following items related to the WMCA Coordinator RFP.

A. Negotiate with Association Solutions to provide services for the 2011 WMCA Conference.

Gina Gresch – Nancy Zastrow volunteered to be the Chair of the committee reviewing the WMCA Coordinator position. Gina asked Nancy to explain what the committee has accomplished.

Nancy Zastrow – I included a memo in your packet of materials explaining who is included in this committee. We were able to accomplish quite a bit and came up with a proposal for an RFP to be sent out. We also were wondering if we should have Associated Solutions deal with the 2011 conference items. I suggested to Gina that we discuss this at the Executive Board and make a determination as to how we should proceed. The items to be considered would include the food, rooms and equipment and not the contract itself; just the hotel services. The RFP does not include these services. The hotel is booked but there have not been any negotiations for the food and equipment.

Anne Uecker: Because we are getting the state rate there is not a lot of wiggle room in the contract. This would only be for food and incidentals.

Julee Helt – We have some people arriving on Tuesday night and we may be able to negotiate some room rates. Tim seems very knowledgeable and the worst would be that he would try to negotiate and be unsuccessful. The best would be that he negotiates and successfully reduces some of the rates.

Anne Uecker – We already paid Tim to look at those contracts and we could possibly have him amend his original contract amount for not much more.

Motion by Barb VanClake, seconded by Christine Stefanich to direct Anne Uecker to renegotiate the contract with Tim Seeden to negotiate the 2011 contract. Motion carried.

B. Rename the title of WMCA Coordinator to WMCA Administrative Assistant or a title similar.

C. Approve RFP and direct Committee Chair/Past President Zastrow to send RFP.

Items B and C will be discussed together.

Nancy Zastrow – Kassie had brought up the title at the last meeting. We discussed if Coordinator was the right name for the position. We don't have an ideal name but think it is more of an assistant position to the Board. The way the RFP reads it appears to be more of an assistant position instead of a Coordinator.

Anne Uecker – When I read Administrative Assistant I think secretary and this is not a secretary. I would not have a problem keeping it a Coordinator position if this is spelled out in the RFP. This is a lead position for a large non-profit organization and should be recognized in that manner.

Kassie VanRemortel – I think Coordinator is weak.

Anne Uecker – I think Director would be good.

Gina Gresch – I would suggest Membership Coordinator, but it is more than membership.

Deborah Stark – I do like Administrative Director and think we should change the title since the position has been greatly changed.

Cheryl Scheuermann – I think the title should include Director.

Sheri Endres – With the proposed changes we want the members to contact the Committee Chairs, President and District Directors and not just the proposed position.

Marcia Kelly – The organization is looking for more involvement from the District Directors, Committee Chairs and Officers.

Mike Hoppenrath – I like the word Coordinator because that is what that position does. I will not continue to be the Chair of the Certification Committee because I am spending just as much time on this committee as I did as President.

Julee Helt – Will a non-Faith person ever be able to answer all of the questions currently addressed by this position.

Nancy Zastrow – When creating the RFP we took the person out of this and looked at the position. We appreciate everything that Faith has done for us, but she may not always be available to us. We need to look forward to the future.

Barb VanClake – We will lose all of this knowledge when Faith retires.

Mike Hoppenrath – A new person will eventually learn, but if you remove the person from the position you will need your Chairs to put forth more time and effort.

Gina Gresch – There are more people getting involved and they want to work with the people. If you are going to be a Committee Chair or District Director you need to take on these questions and responsibilities. This is my personal opinion that they take on more responsibility with the membership.

Kassie VanRemortel – I think you are moving people from one call to the next and this is not good customer service. One call, one stop, good service. The Chairs of your committees are volunteers and they have full time jobs.

Barb VanClake – What type of questions don't you want this position to answer.

Gina Gresch – As President I like to get the phone calls and emails. Then if they need to be directed to Faith I will direct them there.

Kassie VanRemortel - You may lose membership if you have an unresponsive President. Gina is very active and wants to take on this role in the future you may have a President that is not so willing.

Barb VanClake – As a District Director I will take it upon myself to call new people. But not everyone does this. I can't understand why Faith would not be the first contact when registering and then forward them to the District Directors. I think there needs to be one central location for the first contact.

Sheri Endres – This position should not be the face of WMCA. And the new people look to Faith as being the face of WMCA. We need to get the Executive Board and District Directors out in front answering questions and becoming your contact points.

Nancy Zastrow – Our membership has become so reliant upon Faith that they are calling her all times of day. This has become such an accommodating position and people should not be expecting this service. We are trying to look forward to what will happen in the future with this position.

Marcia Kelly – We need to start getting the membership ready for what will happen with the next Coordinator. The next person may not be a clerk with the background necessary to answer some of these questions.

Anne Uecker – I am concerned with the way the RFP and contract responsibilities are described. It states they should attend meetings of WMCA committees at the request of the Chairs. If this position is asked to attend meetings outside of their scope of duties we may be getting billed additionally for travel and attendance. We need to have things spelled out so that Chairs cannot be requiring this person to attend all meetings.

Diane Hermann-Brown – Chairs should be going to the president if they need this person to attend their meetings.

Julee Helt – Asked Faith what her title is with the other organization she supports.

Faith Elford – The title is Coordinator. This organization has a 40 person Board that meets monthly. I attend all of these meetings.

Gina Gresch – The current meetings that Faith is required to attend include the Conference Committee, Conference Siting Committee, the Certification Committee, Professional Education Committee and possibly a few others. I would need to check.

Anne Uecker – This position would not have to attend Conference Committee meetings as this piece is removed from the position.

Mike Hoppenrath – There is a concern with the wording that the coordinator "shall" be available 8 – 5 Monday – Friday. This person may not always be available during these hours.

Anne Uecker: - Before this RFP goes anywhere we should spend the money to have it reviewed by an attorney to make sure that we did not miss anything that will open us up for liability.

Julee Helt – The contract is for a two year period and the first year is a trial period. No place does it explain what the expectations are and what will happen if these are not met.

Anne Uecker – I think the title should change, clean up the language and send it to an attorney for review. I will not vote to have it sent out until reviewed by an attorney.

Nancy Zastrow – We need to go back to the name of the position.

Deborah Stark – I would suggest WMCA Administrative Director.

Julee Helt – I suggest Administrative Coordinator.

Gina Gresch – Do we want to change it to Administrative Director or keep it the way it is as WMCA Coordinator.

Anne Uecker – Can we just leave it as WMCA Coordinator and then move on?

Gina Gresch – We will leave the title as is.

Motion by Anne Uecker, seconded by Sherri Endres to direct Chairperson and past President Nancy Zastrow to forward the RFP to an attorney for review and comment and bring the document back to the Executive Board for action. Motion carried.

It was suggested to ask the attorney to review the document for inconsistencies and clarification throughout the RFP and contract.

D. Approve Job Description/Draft Contract.

E. Approve the RFP Committee to also serve as the Selection Committee to narrow down the applicant pool for the Executive Board.

Gina Gresch – Since the committee has already worked on this and they are very familiar with the contents, they would be qualified to review the applicants and provide their opinion to the Executive Board.

Barb VanClake – There should be some outside input other than the committee.

Anne Uecker – I think we should contract with someone independent. Let a third person look at the RFPs and bring those to the interviewing committee. Then it would proceed to the Executive Board.

Vikki Zuehlke – The submissions should be nameless to whoever they go to and we will not even know who they are when considering them.

Diane Hermann-Brown – Interviews should be open to all Officers and District Directors.

Mike Hoppenrath – I think the Interview Committee should be the Executive Board. They should make the decision as they will be working closely with this person.

Julee Helt – I am not sure that the Committee Chairs should be included as they don't belong in this particular role.

Vikki Zuehlke – If we have the entire Executive Board there are too many people to come up with an opinion. It should be a smaller panel.

Marcia Kelly – The Officers should be making the final decision.

Gina Gresch – So if we interview five people, the Officers and District Directors meet with the people and select two. Then the Officers meet with the candidates and make a decision.

Sherri Endres – As a District Director I don't think that we need to be a part of the interview process.

Kassie VanRemortel – You may wish the candidates to give you a presentation.

Anne Uecker – The presentations would be to the full Executive Board and then the Officers' would discuss the presentations.

Mike Hoppenrath – The By-laws should be checked to make sure the Officers have the authority to appoint to this position.

Julee Helt – The voting members of the Executive Board have voted on the contract in the past.

Gina Gresch – I think we should have the Officers and District Directors interview the candidates and then the group would discuss the qualifications and make a decision.

Julee Helt – Maybe we need to develop a procedure or policy on how we arrive at these decisions for the future.

5. Clarification of which committee is handling Municipal Clerk's Week.

Gina Gresch – Would like a clarification as to which committee is handling this matter. I have three different committees that may be working on Municipal Clerk's Week.

Diane Hermann-Brown – This is almost too late to get things to the League and the Towns Association. This should have been started in January. We won't get a Proclamation signed by the Governor. In the manual it is listed in two different places. The Special projects and the Mentoring Committees are mentioned. We need to clean this up.

6. Correspondence – Letter and e-mail from C/Milwaukee confirming commitment as 2014 IIMC Conference Host Clerk.

Gina Gresch – The City of Milwaukee is very excited for the 2014 conference to come to Milwaukee. They will assign staff in the Clerk's office to work on this project.

b. First Vice President

1. GAB Updates

Diane Hermann-Brown – On December 17 about 30 people attended a meeting regarding early voting. Many spoke as to their concerns. The recommendations were considered and changes were made to one item. In January a group talked to Rep. Smith and an aid from Sen. Cogg's office. Topics included early voting; removing the Spring Elections; and the proposed countywide assessment. The purpose of the meeting was to educate these people regarding the challenges we face. They suggested we request a public hearing for a listening session.

A group of clerks also met with the Election Communication Committee. I strongly suggest sending letters to your Representatives regarding the concerns that we have on these matters. We need to give them actual facts as to how this is affecting us and the election process. If we don't speak up now we may be forced to do things that are difficult to accomplish.

Representative Smith's office stated that two political parties are working on the draft bill and should be ready in two weeks. Some of these requests can be handled through Administrative Rules with the Government Accountability Board.

Kevin Kennedy met on Tuesday regarding Senate Bill 435 which is the proposal setting the period of time that we must retain electronic materials. His staff was unable to attend and he is not that knowledgeable on the topic. This bill is being driven by one person in Madison. If this passes it will be an expenditure to municipalities.

Vikki Zuehlke – Met with Representatives Gunderson, Lazich and Vos. Gunderson thought that this type of thing should come under Administrative Rules. Lazich and Vos think that some of these ideas are just being pushed through to quickly. I attended a meeting with my Assessor on the countywide assessment. This matter seems to be gone and not going any further.

2. ICMA Conference Request

Diane Hermann-Brown – The ICMA (International City Managers Association) will be having their conference in Milwaukee from September 18-21, 2011 with 3,500 to 4,000 people in attendance. The State Association has asked the WMCA to help with this conference. They are considering the possibility of allowing the volunteers to attend some of their training opportunities. There will be shuttle service and parking provided for the volunteers. The conference events start on Sunday. They are willing to help the WMCA for our 2014 conference and share their experiences as to their conference.

3. Committee Appointments for 2010-11

Diane Hermann-Brown – I would like to know who is planning on continuing on as Committee Chairs and who will be leaving these positions. Also, if you know of any committee members that are leaving and need to be replaced, forward the information to me as soon as possible.

c. Second Vice President - (Report Included)

d. Secretary

1. Accept November 6 and 19, 2009 Executive Board Meeting minutes - no motion required.

e. Treasurer

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

Anne Uecker - There is a new account listed on the report. When the certificate of deposit renews we will add this into the money market.

Motion by Nancy Zastrow, seconded by Sherri Endres to approve the Treasurer's report. Motion carried.

5. UW-Green Bay Institute Director's Report - Kassie VanRemortel - (No Report)

Diane Schneider is the new assistant that will be starting.

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

7. District Director Reports – No meetings have been held since the last Executive Board meeting.

Upcoming meetings – February 19 – D6; February 24 – D5; February 25 – D4

8. Committee Reports

- a. **2010 Conference – Verbal report will be given at meeting**

Marcia Kelly – We met this morning and will start meeting monthly. The Wednesday evening event has been finalized and will be an Olympic theme. The band has been hired. The banquet on Thursday evening will be semi-formal.

Cynthia Noack – I will be checking of the food selection soon.

- b. **Audit Report - (No Report)**
- c. **Conference Siting - (No Report)**
- d. **Election – (No Report)**
- e. **Election Communications – Verbal update will be given**

This report was included with the 1st Vice President's report.

- f. **Historian - No report**
- g. **Lifetime Achievement Award – (Report included)**
- h. **Manuals - No Report**
 - a. **Request from Manuals Committee that each Officer, District Director and Committee Chair review their position descriptions in the Constitution and Policies/Procedures Manual and email Committee Chair Marilyn Gauger with any changes. (mgauger@wi.rr.com)**

Sherri Endres – There is a lot of work to do on this committee.

Gina Gresch - Please review your section of the manual and make sure you are doing what is in the manual and if you are doing things that are not included please inform the Manuals Committee. Email Gina with any comments and changes.

- i. **Membership/Mentoring - (No Report)**
- j. **New Clerks Class - Theme "Being Razz-ma-Tazz with the Most Wanted Clerks" – (Report included)**

- k. Nominating - No report**
- l. Professional Education - (No Report)**
- m. Promotions - (No Report)**

A meeting will be held next Wednesday.

- n. Scholarship - (Report included)**
 - a. Discussion and action on recommendations from Scholarship Committee on using WMCA excess funds for scholarships.**

JoAnn Cram requested that this be reviewed at the March Executive Board meeting.

- o. Silent Auction - (No Report)**
- p. Special Projects - (Report Included)**
 - a. Discussion and action to order and mail each member a 30th Anniversary Pin.**

Gina Gresch – This pin is the green pin with the 30th anniversary logo. The Committee would need to order additional pins if we go forward with this project.

Motion by Cynthia Noack, seconded by Anne Uecker to direct Special Projects Committee to order additional pins and mail them to the members upon renewal of their membership. The funds will be taken from the general fund. Motion carried.

- q. State Certification - (Report included)**
 - r. Technology – (No Report)**
 - s. Vendor - (No Report)**
 - t. WCEF - No Report**
- 9. WMCA Coordinator Report – (No Report)**

10. 2010 Executive Board Meeting Dates.

All meetings are held at the Comfort Inn, Plover at 9:00 am.

- ◇ Friday, March 5,2010
- ◇ April meeting may be needed if March agenda isn't completed at March meeting.
- ◇ Friday, June 11,2010

11. Adjourn

Motion by Anne Uecker, seconded by Vikki Zuehlke to adjourn at 3:14 p.m. Motion carried.

Respectfully submitted:

Sherry Grant, WCMC/MMC
Secretary