

WCMA EXECUTIVE BOARD MEETING

June 15, 2006

Lake Geneva

Meeting Minutes

Present:

Attendee

Gary Rogers, President
Scott Gosse, Vice President
Mike Davis, Secretary-Treasurer
Rick Hermus, Past President
Mark Rohloff, Board Member
Todd Schmidt, Board Member
Holly Romenesko, WAMCAM President
Barb Blumenfield
Lisa Kotter
Ed Henschel

Organization

City of Waupun
Village of Pewaukee
City of Middleton
Village of Kimberly
Town of Grand Chute
City of Milton
City of Janesville
ICMA-Vice President
City of Clintonville
WCMA Executive Director

Call to Order: President Gary Rogers called the meeting to order.

Approval of Minutes: A motion was made by Scott Gosse and seconded by Lisa Kotter to approve the minutes as presented. The motion carried.

Salary Survey: Mr. Charlie Carlson of Enetrix, Inc. explained the public sector salary surveys he conducts for a number of counties and municipalities in Wisconsin. He proposed conducting the WCMA annual salary survey of managers and administrators as well. The survey is web-based and members fill in their own data (as they do now). The cost to the Association would be approximately \$1,000 to set up the initial survey. Association members would have a 90-day free trial access to the data. Thereafter, the cost would be \$350 per year to each participant. Included in the membership fee is access to a broad range of public sector positions and the capability to create their own reports for those positions based on population, geographic area, salary range and a number of other criteria.

Mr. Carlson also stated that Enetrix also has a community survey system available which is also web-based and easy to modify. For smaller communities, it may be too expensive. He suggested WCMA purchase a survey license and then make the survey system available to all members on a fee basis. If the Association is interested in pursuing this service, he stated he would provide a cost quotation.

The Board stated it would consider both matters at its August meeting.

WAMCAM Report: Holly Romenesko, President of WAMCAM, reported there will be a presentation on development agreements in Johnson Creek on August 2nd; a discussion of the experiences of experienced managers in Whitefish Bay on October 25th; and Professor Deller will be discussing tax and revenue issues at their meeting in Fox Valley on November 18th.

Strategic Planning: Barbara Grant presented the results of the strategic planning meeting held in March to the Executive Board at the May meeting. The Board discussed how to take the information and transform it into a revised strategic plan. A motion was made by Todd Schmidt and seconded by Mark Rohloff that a sub-committee made up of the Association president, vice president and secretary/treasurer update the strategic plan and present it to the membership at the March business meeting. The motion passed.

Restructuring the Wisconsin Form of Government: A presentation was made by Richard Farrenkopf at the May Board meeting proposing that the Association be proactive in creating a public debate on how all levels of government in Wisconsin operate. The purpose of this discussion would be to promote more efficient government to reduce taxes. This would be a

proactive response to legislative initiatives to reduce shared revenues or control expenses by the State.

The Board felt this was a necessary effort to undertake, however it should include the recommendations of the Kettl Commission and a strategy needs to be developed to engage other associations and organizations in the debate. This matter will be discussed further at the August Board meeting.

Legislative Response Team: The Legislative Response Team was created two years ago in an effort to provide objective white papers to the legislature when legislation impacting municipalities is proposed. Barb Blumenfield, Committee Chairperson, stated that geographic distance, the speed at which some legislation is addressed and time constraints on committee members made it very difficult for the committee to do its job. It was decided to eliminate the Legislative Response Team and the Regional Coordinator will be asked to include a legislative report on their regional meeting agendas to provide information to members. The Board encourages the use of PARC announcements to share information.

Ethics Rules of Procedure: The Ethics Committee presented a proposed set of rules of procedure at the May Board meeting. The procedures are intended to provide consistence and a system of due process for the cases they hear. Barb Blumenfield reported that ICMA may receive several hundred ethics complaints each year.

A motion was made by Scott Gosse and seconded by Mark Rohloff to accept the rules of procedure as presented. The motion passed. The Board also asked the Executive Director to post the code of ethics on the WCMA website and to include an ethics session as a part of each conference.

Future Conference Programs: The Board discussed programming for future conferences. There was a strong desire to have a session on ethics and to provide more ICMA university workshops. Ed Henschel reported that the conference fee of \$175 had not been changed for three years. He stated it has been difficult to conduct a conference for that fee. The cost of food alone is approximately \$95 per person. In addition to which is the cost of room rentals, hospitality and speakers. He suggested increasing conference registrations to \$200 for members. A motion was made by Rick Hermus and seconded by Scott Gosse to increase the member registration fee to \$200. The motion carried.

Report of the Nominating Committee: Committee chairman, Rick Hermus, reported receiving names of 8 candidates for the Executive Board. He stated that the Committee will submit the current Board members plus Joe Murray (Region 7) to the membership at the June 16th meeting.

Executive Director's Report: Ed Henschel presented a year-to-date financial report to the Board (copy attached). He also stated the 2005 financial review has been completed by Virchow Krause and the report will be posted on the WCMA website.

Intern Grants: Scott Gosse reported that the Committee will be reviewing grant applications for the award of the \$2,000 WCMA and Ehlers Grants and the \$1,000 Henschel/CVMIC Grant. The deadline for submitting applications is July 28th.

With no other business to come before the Board, the meeting was adjourned at 4:30 pm.

Future Meeting Dates: Future meetings will be held in **Waupun** with the next meetings scheduled for **August 17** and **October 19** at 11:30 a.m.

Respectfully Submitted,

Ed Henschel
Executive Director.