

WCMA Annual Meeting Minutes
Friday, June 16, 2006
Harbor Shores Resort, Lake Geneva

1. Call to Order

The meeting was called to order by WCMA President Gary Rogers at 9:30 a.m.

2. Approval of March 3, 2006 Business Meeting Minutes

A motion was made by Mark Rohloff, second by Barb Blumenfield, to approve the minutes as distributed. Motion carried unanimously.

3. Report on WCMA Annual Awards

The 2006 Meritorious Award winner was Steve Sheiffer, City Manager of Janesville. The 2006 Futures Award winner was Jeremy Smith, Sussex Assistant Manager. The awards were presented to the recipient at the WCMA Dinner on June 15th. Todd Schmidt, Awards Committee Chair reported that the committee received 8 nominations this year. All of which were very deserving. The Awards Committee consists of the Regional Coordinators. He thanked them for their time in reviewing the nominations. He also stated that nominations will be carried forward for one year to avoid people having to resubmit nominations again each year.

4. Status report of the Internship Program

Scott Gosse reported that the first internship grant was awarded to the Village of Suamico and was filled by Angela Goral. The Association provided funding for one grant of up to \$2,000 in matching funds (\$4,000 total). Applications are being accepted until June 26th for consideration for an Internship Grant for this fall. WCMA will provide \$2,000 for one grant, Ehlers & Associates provided \$2,000 for a second grant. Ed and Sherry Henschel and CVMIC each provided \$500 (\$1,000 total) for a smaller third grant. Winning communities will be notified in August so that they will be able to include the grant matching funds in their budgets.

5. Executive Director's Report

Ed Henschel presented a written report to the membership, a copy of which is attached to these minutes. He stated that at the end of the month he will have completed 5 years as the Associations Executive Director. He noted that in the last 5 years the Association has grown by over 100 members, financial support has been obtained through advertising and conference sponsorships and the PARC system has been a resounding success in improving communication and assistance between members.

A year-to-date Financial Report was also presented (see copy attached) which shows revenues exceeding expenses by a substantial margin. He stated that the 2005 Yearend Financial Report will be posted on the WCMA website.

Finally, the Executive Board will be developing a revised strategic plan based on input received at the March strategic planning session that many members participated in. If anyone has additional suggestions for the strategic plan, please communicate them to one of the members of the Executive Board.

6. President's Report

- a. President Gary Rogers called on the Regional Coordinators to report on activities in their regions:

Region 4 – John Rusch

At their meeting last Friday, the use of paperless agendas was discussed and noted that Holmen and LaCrosse County have had good success with it. He also cautioned cities to be careful when acting on motions. State Statutes requires approval of a majority of the entire council for cities, not a majority of those present. He stated this only applies to cities.

Region 3 – Jim Archambo

Region 3 meets every other month. The next meeting is 6/28 for a Timber Rattlers baseball game and all members were invited to attend. On November 8th they will host a meeting with WAMCAM and Professor Deller from UW will be the speaker.

Region 2 – Mike Brehm

The region meets quarterly. In April they hosted a WAMCAM meeting with a presentation on labor law. The region also has two new communities with administrators (Merrill and Thorp).

Region 1 – Tom McCarty

The region meets irregularly due to their large geographic size, but about one-third of the members attend.

Region 7 – Barb Blumenfield (for Joe Murray)

The region continues to meet on a regular basis. Joe Murray has taken the lead in providing information to region members on up coming legislation.

Region 5 – Mike Davis (for Mike Gracz)

The region continues to hold monthly meetings. Members have been working with Dane County to develop a new Regional Planning Commission..

Region 6 – Darrell Hofland (for Joshua Smith)

The region continues to hold monthly meetings. Monthly discussions of an ICMA book are conducted as part of the Voluntary Credentialing process. The region also had a retirement party recently for Chris Lear.

Region 8 – Todd Schmidt (for Paul Moderacki)

An ICMA webcast will held at UW Jefferson County and members were invited to attend.

- b. ICMA Report – Barb Blumenfield, ICMA Vice President

Members were encouraged to watch the WCMA website as Barb stated she will be posting ICMA news and events there. ICMA is changing its “corporate” branding, which will be rolled

out at the ICMA Conference in San Antonio. The ICMA Retirement Corporation continues to do very well with its deferred compensation program. Next year Midwest Regional meeting will be promoted as an ICMA University Workshop and members will be encouraged to attend. In 2014, ICMA will be celebrating 100 years as an organization and the conference that year will be Charlotte. In keeping with the newly developed Midwest Rotation agreement, two names were submitted to the ICMA Nominating Committee for the ICMA Board. Finally, Barb encouraged everyone who is able to join ICMA and attend the ICMA Conference in San Antonio in September.

- c. President Rogers noted that there is a need to have a session on ethics at each of the future conferences. Up coming conferences include:
 - a. March 2007 in LaCrosse
 - b. June 2007 in Wisconsin Dells
 - c. March 2008 in Kimberly
- d. President Rogers announced that the Legislative Response Team has been eliminated because it has been unable to respond to legislative issues in a timely manner. Members should rely on the League for legislative information. The PARC can also be used to sharing information between members.

6. New Business

The governmental structure in Wisconsin was discussed. This matter was prompted by a list of suggestions developed by Dick Farrenkopf, Menomonee Falls as an attempt to be more proactive with regard to saving tax dollars and streamlining government. The suggestions were extensive, impacted all levels of government and followed many of the recommendations of the Kettl Commission. The discussion centered around who the Association could partner with to promote serious public discussion about governance. The Executive Board will be reviewing this issue and developing a strategy to develop a campaign for public discussion.

7. Election of Officers

Rick Hermus, chair of the Nominating Committee stated that the Committee nominated Joe Murray, Village Manager of Greendale for the WCMA Executive Board. A motion was made by B. Blumenfield and seconded by P. DeGrave to elect Joe Murray to the Executive Board. The motion passed unanimously.

The Nominating Committee nominated the following slate of officers for the 2006-2007 term:

- Scott Gosse, President
- Mike Davis, Vice President
- Lisa Kotter, Secretary/Treasurer
- Tom Meaux, Member-at-Large
- Mark Rohloff, Member-at-Large
- Todd Schmidt, Member-at-Large
- Joe Murray, Member-at-Large

A motion was made by B. Blumenfield and seconded by H. Owens to elect the slate of officers as presented. The motion carried.

President Gosse thanked Gary Rogers for his service to the Association as its President and presented him with a plaque in appreciation.

8. Other Business – none

9. Adjourn

With no other business to come before the membership, the meeting adjourned at 11:40 a.m.

WCMA Executive Director's Report June 16, 2006

Virchow, Krause & Company Contract with WCMA

On July 1, 2001 the Wisconsin City/County Management Association entered into a contract with Virchow, Krause & Company, LLP to provide Secretariat Services (now executive director) and I was designated Secretariat. Prior to that, these services were provided by Steve Hintz through UW-Oshkosh for twenty (20) consecutive years. WCMA pays V/K for these services, not me. July 1 of this year marks the 5th anniversary of this arrangement. Therefore, this report touches on not only activities of the past year, but looks at changes that have taken place of the last five years as well.

Association Activities

During the past year we published four Newsletters, the Salary Survey and Membership Roster. In 2005 the Salary Survey was conducted "on-line" for the first time. In doing so, members filled out a survey form and when it was submitted, the information was automatically transferred to the survey report. Members can access the salary survey through the members only section of the WCMA website. Surveys were also sent out to the members.

In 2002, the WCMA Executive Board decided to allow advertising in the Newsletter. The Winter 2003 issue was the first issue with advertising. That issue had five ads. Advertisers have continued to support the Newsletter and in the Spring 2006 issue of the Newsletter, nineteen (19) advertising spaces were purchased. This has helped to offset the cost of printing, publishing and mailing. Be sure to thank any of our advertisers you know for their support. Many members receive WCMA publications electronically which reduces postage costs to the Association. If you would like to receive information electronically please let me know with an email to ehenschel@virchowkrause.com.

In 2005 and Awards program and the first WCMA Meritorious Awards went to Darrell Hofland, Grafton and Dick Farrenkopf, Menomonee Falls. A Future leader award was also created and the first recipient was Rebecca Finn, Elm Grove. In 2005 an internship grant program was created and funded by WCMA. The first grant went to the Village of Suamico.

In addition to internal administrative activities of WCMA, we also:

- ✓ Attend the ICMA National Conferences (no cost to WCMA)
- ✓ Made presentations to 14 city councils/village boards to promote professional management
- ✓ Attend at least 2 Regional or WAMCAM meetings annually
- ✓ Attended Executive board Meetings
- ✓ Frequently discuss Council/Board relations with administrators experiencing political stress
- ✓ Attended 2 ICMA Midwest officers meetings in Chicago
- ✓ Each semester I speak to students at UWM about public administration

Membership Growth

I came to Wisconsin as a manager in 1977. At that time I was told that WCMA had 39 members. While Chapter 64 of the Wisconsin Statutes has been a deterrent to cities adopting the city manager form of government, the administrator position created by local ordinance has been very popular and has resulted in substantial growth in the ranks of professional management in the State. This has been especially true for smaller towns, villages and counties. However cities such as Monroe, Chippewa Falls and Merrill have recently created administrator positions. The table below shows that growth over the last five years.

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
WCMA Active Members	174	173	188	194	207
Total Administrator Positions ¹	217	233	256	255	259
<i>Percent of Total Positions</i>	<i>80.2%</i>	<i>74.3%</i>	<i>73.4%</i>	<i>76.1%</i>	<i>79.9%</i>
Associate/WAMCAM	43	37	34	39	53
Student/Academic	9	18	8	13	18
Life	13	14	15	16	16
Honorary	2	2	2	2	1
Cooperate/Affiliate	20	20	24	35	50
TOTAL MEMBERS	261	264	271	297	345

¹ Administrator positions we have been able to identify.

WCMA Website

A major initiative over the past three years has been to update the Website. Initially the website was developed and maintained by member volunteers. In 2003 SVJ Designs, LLC was retained to update the website and provide on-going maintenance and support. Website improvements and the Peer Assistance Resource Center (PARC) inquiry system have become very popular witnessed by the increased number of users. The PARC not only lets members ask colleagues for information, it archives the inquiries and catalogues them by topic so that members can review past inquiries and responses. Recently, ICMA contacted SVJ to investigate this system as a potential replacement to their current Listserv.

Professional Development

Member professional development is an important function of the Association. This occurs through regional meetings, WAMCAM Seminars sponsored by the Assistants Association and the two annual WCMA conferences. In 2005 WAMCAM began holding their seminars in conjunction with regional meetings. The topics and speakers have drawn increasing numbers to these programs.

In 2002, the Executive Board created sponsorships for our annual conferences. There were twelve (12) sponsors at the March Conference at a fee of \$300 each (\$350 for non-members). Sponsorships have served as an educational opportunity to members to learn about services they provide and help keep conference costs down. Please encourage vendors you know or work with to consider purchasing a sponsorship at our conferences.

Financial Report

Virchow, Krause donated a licensed copy of QuickBooks to WCMA to be used to maintain financial records. It has helped improve our efficiency in keeping the Association's records up to date and makes the annual financial statement easier to prepare. In 2003 the Association changed its fiscal year from July 1 to January 1. The total annual revenues and expenses for 2003-2006 are shown below:

	2003	2004	2005	2006*
Revenue	\$50,048	\$66,904	\$82,526	\$86,731
Expense	\$42,969	\$62,357	\$69,069	\$73,150
Net Difference	\$7,079	\$4,547	\$13,457	\$13,581

*Unaudited

The 2005 Yearend Financial Statement is posted on the WCMA website.

Time Commitment

It takes a great deal of effort to provide the services to the Association the members have come to expect. The table bellow is an indication of the effort that goes into providing these services. This work was done by Ray Ellingen and I along with one or more administrative assistants at V/K.

YEAR	HOURS
2002	375
2003	1149
2003	1070
2004	1029
2005	1015

How can we help you?

It has been a pleasure to provide Executive Director Services to the Association. If you have any suggestions for changes or improvements, please let me know. We are here to serve you and to advance professional public administration in Wisconsin.

**Wisconsin City/County Management Association
Financial Statement
January through May 2006**

	Jan - May 06	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Conference Sponsorships	650.00			
Donations	2,000.00			
ICMA 2011 Surcharge	1,340.00	2,000.00	-660.00	67.0%
ICMA Dinner	0.00	1,500.00	-1,500.00	0.0%
Interest Income	0.00	225.00	-225.00	0.0%
June Conference Registrations	18,536.00	18,000.00	536.00	102.98%
June Conference Sponsors	3,850.00	4,500.00	-650.00	85.56%
Late Fees	30.00	100.00	-70.00	30.0%
March Conference Registrations	20,309.00	20,125.00	184.00	100.91%
March Conference Sponsors	3,675.00	4,500.00	-825.00	81.67%
Membership Dues	28,261.65	27,181.00	1,080.65	103.98%
Miscellaneous	0.00	2,500.00	-2,500.00	0.0%
Newsletter Advertising	2,800.00	4,500.00	-1,700.00	62.22%
Non-WCMA Member Surcharge	50.00			
Sale of Shirts	0.00	50.00	-50.00	0.0%
WAMCAM dues	1,150.00	1,250.00	-100.00	92.0%
WAMCAM Income	30.00	300.00	-270.00	10.0%
Total Income	82,681.65	86,731.00	-4,049.35	95.33%
Expense				
Executive Director Fees	11,250.00	25,000.00	-13,750.00	45.0%
Hospitality Expenses	0.00	550.00	-550.00	0.0%
ICMA 2011 Conf. Restricted	-30.00	2,000.00	-2,030.00	-1.5%
ICMA Conference Planning	487.51	500.00	-12.49	97.5%
ICMA Conference Scholarship	0.00	500.00	-500.00	0.0%
ICMA Dinner at ICMA Conf	0.00	1,500.00	-1,500.00	0.0%
Insurance	1,348.00	1,800.00	-452.00	74.89%
Internship Grants	0.00	2,000.00	-2,000.00	0.0%
June Conference Expenses	0.00	17,000.00	-17,000.00	0.0%
March Conference Expenses	20,464.91	17,000.00	3,464.91	120.38%
Miscellaneous Expenses	619.55	500.00	119.55	123.91%
Office Supplies/Postage	0.00	800.00	-800.00	0.0%
Officer Travel	0.00	1,000.00	-1,000.00	0.0%
Strategic Planning	1,109.40	2,000.00	-890.60	55.47%
WAMCAM Expenses	0.00	0.00	0.00	0.0%
Website Charges	505.00	1,000.00	-495.00	50.5%
Total Expense	35,754.37	73,150.00	-37,395.63	48.88%
Net Ordinary Income	46,927.28	13,581.00	33,346.28	345.54%
Net Income	46,927.28	13,581.00	33,346.28	345.54%