

# WCMA EXECUTIVE BOARD MEETING

December 14, 2006

Waupun City Hall

## Meeting Minutes

Present:

### Attendee

Mike Davis, Vice President  
Mark Rohloff, Board Member  
Lisa Kotter, Board Member  
Gary Rogers, Past President  
Joe Murray, Board Member  
Todd Schmidt, Board Member  
Tom Meaux, Board Member  
Rebecca Smith, WAMCAM Rep.  
Barb Blumenfield  
Scott Jentch

Ed Henschel

### Organization

City of Middleton  
Town of Grand Chute  
City of Clintonville  
City of Waupun  
Village of Greendale  
City of Milton  
Ozaukee County  
City of Janesville  
ICMA-Vice President  
SVJ Designs

WCMA Executive Director

**Call to Order:** Vice President Mike Davis called the meeting to order at 11:30 am.

**Approval of Minutes:** A motion was made by L. Kotter and seconded by M. Rohloff to approve the minutes as presented. The motion carried unanimously.

**WAMCAM Report:** Rebecca Smith reported that the 2006 WAMCAM seminar series was very successful with 25-35 members attending the various programs held throughout the year. They are developing programs for 2007 and will distribute that information as soon as it is available.

Elections for the 2007 WAMCAM Board were held and the new Board members are:

President – Jeremy Smith, Assistant Village Administrator, Village of Sussex

President-elect – Josh Schoemann, Director of Public Works/Deputy Clerk-Treasurer, City of Princeton

Treasurer – Rebecca Smith, Community Information Specialist/Management Assistant, City of Janesville

Secretary – Cameron Clapper, Management Analyst/Deputy Clerk, Village of Waunakee

Director at Large – Jesse Thyges, Assistant Village Manager/Community Services Director, Village of Brown Deer

Director at Large – Sarah Jankowski, Planner/Deputy Treasurer, Town of Richfield

Intern/Student Representative – VACANT, President Jeremy Smith will appoint the intern/student representative in January 2007.

Past President – Holly Romenesko, Neighborhood Services Director, City of Janesville

WAMCAM is planning the following sessions for the first day of the March Conference in LaCrosse:

- Economic Impact Analysis

- State Health Insurance Plan
- GIS or Cable Franchising

**Salary Survey and Web Surveys Proposal:** At the August Executive Board meeting, the Board discussed expanding the current salary survey to include a broad range of municipal positions as an added service to WCMA members. The Executive Director obtained a proposal from SVJ Designs to conduct such a survey. Copies of the proposal were distributed to all Board members. Scott Jentsch of SVJ Designs was present and explained that the cost for WCMA to expand the current Manager/Administrator Salary survey to include other municipal positions would be a one time charge of \$2,375 which would allow each member to submit multiple survey responses, \$375 to create job categories and on-going maintenance charges of \$100 per hour.

J. Murray noted that this charge was significantly less than the \$350 per member per year charged by Carlson & Dettmann. However, it will be difficult to get members to commit to keeping the data up to date. He felt individual contacts for wage and salary information will still be necessary because of this. B. Blumenfield noted the uniqueness of positions between municipalities can be a problem in comparing data. She also felt the price could be a good investment and a value added service to the membership. M. Rohloff suggested using the PARC system as an alternative to survey other members about salary data.

A motion was made by T. Meaux and seconded by M. Rohloff to send out a survey to the WCMA membership to determine their interest in having a survey available for fulltime positions similar to the information provided in the current salary survey at a cost to WCMA of approximately \$3,000 and if so, would they maintain it and use it. The results of this member survey would then be brought back to the Board in January for further action.

The motion carried with 8 yes and 1 no.

**Appointments:** Due to several vacancies occurring in the Regional coordinator positions, a motion was made by M. Rohloff and seconded by T. Schmidt to approve the following Regional Coordinators as recommended by the President:

- Region 1 – Duane Hebert, Barron County Administrator
- Region 3 – Ben Hughes, Wrightstown Administrator
- Region 5 – Kelly Frawley, Windsor Administrator
- Region 6 – Darrell Hofland, Grafton Administrator
- Region 7 – Andy Pederson, Bayside Manager

The motion passed unanimously.

**March Conference Program:** Ed Henschel reported that the speakers for two ICMA University workshops are not available for the March Conference. Several alternative topics were reviewed. Those that had the greatest appeal to the majority of the Board members were sessions on “Economic Development Impacts”, “Public Communication Skills” and “Lean Government”. Other topics of interest were legal issues, personnel management challenges, FCC Cable Franchise up-dates and becoming more politically effective (lobbying).

**Strategic Planning:** In the absence of the President, M. Davis reported that the Strategic Planning Committee would like WCMA to focus on two overall goals:

- Civic Education in schools to make students more aware of how local government works and to increase awareness of city management as a profession
- Create a third seminar to expand educational opportunities for members, with the later being sponsored jointly by WCMA and private companies who work with municipalities.

Specific actions to achieve these goals will be discussed at the January Board meeting.

Mike will also assume the chairmanship of the Strategic Planning Committee to lighten the workload of the President, whose wife is dealing with some health challenges.

**ICMA Report:** B. Blumenfield reported that the ICMA Executive Board will be meeting in Tucson in February and Milwaukee in March 22-23. She encouraged all WCMA members to attend the March meeting that will include a professional education session.

ICMA is also initiating a membership drive for 2007. An email from Lee Szymborski was discussed in which Lee noted the tenuous relationship between ICMA and WCMA, but hoped that Wisconsin administrators would recognize the professional value available through ICMA.

**2007 Budget:** The 2007 Budget was reviewed and modified at the October meeting. A revised budget was presented that showed total revenues of \$94,800, total expenses of \$88,650 and a surplus of \$6,150 (a copy of the 2007 Budget is attached to these minutes). A motion was made by L. Kotter and seconded by T. Meaux to approve the Budget as presented. The motion passed unanimously.

**On-Line Registration Proposal:** Ed Henschel reported that he participated in a webinar put on by a company called Cvent who offered on-line conference registrations and dues payments. The advantage of this system would be more efficient conference registrations, reminder emails sent to members, and the ability to pay by credit card. The cost would be approximately \$5,000 per year. Scott Jentsch presented a proposal that could provide a similar service at a much lower cost. The Board asked that the SVJ proposal be distributed to the Board on the matter put on the January agenda.

With no other business to come before the Board, the meeting was adjourned at 1:40 pm.

**Future Meeting Dates:** Future meetings will be held in Waupun (unless otherwise noted) at 11:30 on:

- January 25, 2007
- March 7, 2007 (in LaCrosse at the Winter Conf.)
- April 19, 2007
- June 14, 2007 (in Wisconsin Dells at the Summer Conf.)

Respectfully Submitted,

Ed Henschel  
Executive Director