

**Wisconsin City/County Management Association
Semi-Annual Business Meeting
Minutes
Thursday, June 14, 2007
Chula Vista Resort, Wisconsin Dells**

1. Call to Order

The meeting was called to order by WCMA President Scott Gosse at 2:00 pm.

2. Approval of March 8, 2007 Business Meeting Minutes

A motion was made by Kevin O'Donnell, second by Pat DeGrave, to approve the minutes as presented. Motion carried unanimously.

3. Status report of the Internship Program

President Gosse reported that Pat Cannon, Sun Prairie City Administrator has agreed to chair this committee. A copy of the Internship grant program is included in the Conference packet and is available on the WCMA website. Grant applications should be submitted to Pat by July 26th. Grants will awarded on August 9th and the communities will be notified by August 15th, with a request to include the local match in their 2008 Budgets.

Ed Henschel reported that for the second year, he and his wife Sherry will donate \$500 toward an internship grant if the amount is matched by others. Ken Horner representing Cities and Village Mutual Insurance Company and Joel Pittlemann representing Springsted immediately matched the donation with \$500 each.

4. Next Generation Task Force

Todd Schmidt and Mark Rohloff, co-chairs of the Next Generation Task Force reported that the eight members of the Task Force included: Paul Zieher, Linda Kutchenreiter, Andrew Vickers (Intern), Joshua Schoeman (WAMCAM Rep.), Dennis Hatch (University Rep.), Mark Rohloff, Lisa Kuss.

5. ICMA Report

ICMA Vice President Barb Blumenfield reported that her three year term on the ICMA Board will end in September. Mike Baker for Illinois will replace her on the Board.

David Limardi, City Administrator of Highland Park, Illinois was recently selected as the next ICMA President-Elect.

Richard Farrenkopf was asked to be a Range Rider in Wisconsin and he has accepted, pending his approval by ICMA.

The Alliance for Innovation in cooperation with ICMA has been started with the cooperation of the University of Arizona. They will be researching trends and innovations in local government. Additional information can be found on their website.

Barb noted that the Fund for Professional Management has been used in the past year to support adopting/retaining the council/manager form of government in three cities. She asked members to consider donating to this fund.

She also reported that there are 26 new credentialed managers in Wisconsin. They include Steve Sheiffer, Janesville; Pat Cannon, Sunn Prairie; Toby Cotter, Richfield; Tammy Laborde, City of Pewaukee; Mark Rohloff, Grand Chute; Rebecca Smith, Janesville; Larry Arft, Beloit; John Doherty, Oconto Falls; Jim Archambo, Wauwatosa; Barb Blumenfield, CIGNA HealthCare; Pat DeGrave, Oak Creek; Matt Carlson, Delafield; David Cox, Twin Lakes; Ed Geick, Baraboo; Scott Gosse, Village of Pewaukee; Darrell Hofland, Grafton; Mike Huggins, Eau Claire; Tom McCarty Eau Claire County; Robert Museus, Town of Beloit; Steve O'Malley La Crosse County; Gary Rogers, Waupun; Todd Schmidt, Milton; Dave Schornack, Germantown; Lee Szyborski, Mequon; Dave Tebo, Greenville and Russ Van Gompel, Brown Deer.

6. Strategic Planning Process

Mike Davis presented the updated strategic plan to the membership. He reported that the process began in March of 2006. He reviewed the details of the plan (copy attached). A motion was made by Paul Ziehler and seconded by Ed Geick to adopt the plan as presented. The motion passed unanimously.

7. Executive Director's Report

Ed Henschel reported that the Association had 280 Administrators as members with a total membership of 340 including WAMCAM, students and corporate members.

The 2006 Financial Statement prepared by Virchow, Krause & Co. was presented to the Board. It showed Net Assets at the beginning of the year of \$43,347 and year-end Net Assets of \$51,378. A copy of the 2006 Financial Statement can be viewed on the WCMA website at www.wcma-wi.org. A motion was made by Rick Hermus and seconded by Pat DeGrave to approve the Financial Statement as presented. The motion carried unanimously.

The January through May, 2007 Financial Report was also presented to the Board which showed year-to-date revenues of \$77,606.04 and year-to-date expenses of \$46,729.24. A copy of the 2007 Year-to-Date Financial Report is attached to these minutes. A motion was made by Paul Moderacki and seconded by Kevin O'Donnell to approve the year-to-date financial report as presented. The motion carried unanimously.

8. WAMCAM Report.

Jeremy Smith, WAMCAM President reported that the 2007 Professional Seminar series has been developed very successful so far. Up-coming programs include:

September 7	Region 1	GASB 45 What you Need to Know
November 14	Region 6	Dealing Effectively with the State

9. Election of Officers

Gary Rogers, chairman of the nominating committee presented the following slate of officers for election to the Executive Board:

President:	Mike Davis, Middleton
Vice President:	Lisa Kotter, Clintonville
Secretary/Treasurer	Mark Rohloff, Grand Chute
At Large	Todd Schmidt, Milton
At Large	Joe Murray, Greendale
At Large	Tom Meaux, Ozaukee Co.
At Large	Andy Pederson, Bayside
Past President	Scott Gosse

A motion was made by Mark Rohloff to approve the slate of officers as presented. The Motion was seconded by Joe Murray and passed unanimously.

10. Other Business – none

11. Adjourn

With no other business to come before the membership, the meeting adjourned at 3:00 pm.

WCMA Strategic Plan Outline 2007

Mission Statement

The Wisconsin City/County Management Association (WCMA) encourages the development and improvement of professional local government management in Wisconsin by advocating and affirming improvements in democratic local government administration and by offering support to its members in their quest for great professional proficiency.

Goal Statements:

- I. Advocate for and communicate the value of professional management in local government. Strategies for attaining Goal I include:**
 1. Enhance existing and develop targeted programs to raise awareness of the value that professional management brings to local governance.
 2. Strengthen partnerships with associations of elected and appointed officials and develop new partnerships with opinion leaders.
 3. Assist communities interested in creating and filling professional management positions.
 4. Represent local government concerns in the public policy arena, especially as they relate to management.
 5. Encourage individual members to advocate WCMA's positions to Federal, State, County and Municipal elected officials.

- II. Advance the profession by providing opportunities for learning and skills enhancement. Strategies for attaining Goal II include:**
 1. Utilize program opportunities afforded by WAMCAM.
 2. Promote ICMA's voluntary credentialing program to define and recognize professional local government managers and to promote lifelong learning.
 3. Encourage and instill learning and professional development through winter and summer conferences, the WCMA web site data base, the Peer Assistance Resource Center (PARC), publications, professional development workshops and other offerings.
 4. Promote ethics, values, and ideals of the profession.
 5. Enhance relationships with WAMCAM, state and national associations, universities, and other organizations to expand professional development opportunities.

- III. Sustain the municipal management profession in Wisconsin by developing a statewide strategy similar to ICMA's Next Generation initiative. Strategies for attaining Goal III include:**
 1. Support the goals of WCMA's Next Generation Task Force and take action on their recommendations (projected completion March, 2008).
 2. Create more opportunities through scholarships and internships; institutionalize WCMA's Intern program to encourage municipalities to create entry level positions that expose potential managers and administrators to local government management and provide much-needed experience in the profession.
 3. Establish a partnership with Wisconsin schools—elementary, middle, high, technical, colleges and universities—to provide a gateway to the profession and a career ladder within the state.
 4. Engage undergraduate and graduate programs in public administration, political science, planning, public policy, and related disciplines to make them aware of local government management as a career.

5. Increase public knowledge of local government in general and the local government management profession in particular.
6. Strengthen relationships with new categories of membership (Associate, Student and Academic) to help address the needs and priorities of the membership and the profession. Assist members in identifying ways in which entry level positions in local government can be created.
7. Identify new prospective members and develop fresh ways of recruiting individuals into the profession and the association.
8. Diversify composition of WCMA Board and Committees so that they more closely reflect the populations of communities that we serve.

IV. Build and sustain a dynamic network of engaged members. Strategies for attaining Goal IV include:

1. Strengthen WCMA's regional network institutionally and elevate the importance of regional coordinators within WCMA's structure.
2. Provide support to our varied members whether they are employed or in transition.
3. Employ advanced technology in the service of members and the association.
4. Ensure full and open decision-making on association issues.
5. Enhance and expand partnerships with state associations and ICMA.
6. Strengthen/enhance personal connections between and among members and the association.
7. Recognize and reward member contributions to the profession and to WCMA generally.
8. Support and promote the range rider program as a means of sustenance for members of the profession.

V. Position WCMA as the authority on professional local government management. Strategies for attaining Goal V include:

1. Establish WCMA as the premier resource for information on local government management in Wisconsin.
2. Encourage and shape the agenda for academic research on professional local government management.

VI. Ensure a fiscally sound and responsive association operation. Strategies for attaining Goal VI include:

1. Establish priorities for funding implementation of the strategic plan.
2. Operate with a balanced budget and adequate reserves.
3. Develop private-sector partnerships as a funding source.
4. Retain professional, innovative, and high-quality Executive Director and support staff.
5. Provide responsive customer service.
6. Monitor member satisfaction on a regular basis through the WCMA web site, as well as regional and board meetings.
7. Seek to keep member dues and conference fees at a reasonable cost for value received.

Wisconsin City/County Management Association					
Financial Report for the period Jan 1 -March 31, 2007					
		Jan - Mar 07	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense					
Income					
	Conference Sponsorships	0.00	11,000.00	-11,000.00	0.0%
	Donations	500.00	2,000.00	-1,500.00	25.0%
	ICMA 2011 Surcharge	1,630.00	2,000.00	-370.00	81.5%
	ICMA Dinner	90.00	1,850.00	-1,760.00	4.87%
	Interest Income	0.00	1,250.00	-1,250.00	0.0%
	June Conference Registrations	0.00	20,000.00	-20,000.00	0.0%
	June Conference Sponsors	2,900.00			
	Late Fees	10.00	100.00	-90.00	10.0%
	March Conference Registrations	19,230.00	19,000.00	230.00	101.21%
	March Conference Sponsors	3,950.00			
	Membership Dues	24,290.75	29,000.00	-4,709.25	83.76%
	Miscellaneous	0.00	3,000.00	-3,000.00	0.0%
	Newsletter Advertising	3,750.00	4,000.00	-250.00	93.75%
	Sale of Shirts	0.00	100.00	-100.00	0.0%
	WAMCAM dues	1,180.00	1,250.00	-70.00	94.4%
	WAMCAM Income	0.00	250.00	-250.00	0.0%
	Total Income	57,530.75	94,800.00	-37,269.25	60.69%
Expense					
	Conf Refund	1,910.00			
	Executive Director Fees	7,296.25	25,500.00	-18,203.75	28.61%
	Hospitality Expenses	0.00	500.00	-500.00	0.0%
	ICMA 2011 Conf. Restricted	0.00	2,000.00	-2,000.00	0.0%
	ICMA Conference Planning	326.98	1,000.00	-673.02	32.7%
	ICMA Dinner at ICMA Conf	0.00	1,800.00	-1,800.00	0.0%
	Insurance	0.00	1,850.00	-1,850.00	0.0%
	Internship Grants	2,000.00	5,000.00	-3,000.00	40.0%
	June Conference Expenses	0.00	23,000.00	-23,000.00	0.0%
	March Conference Expenses	12,554.68	22,000.00	-9,445.32	57.07%
	Miscellaneous Expenses	0.00	1,000.00	-1,000.00	0.0%
	Next Gen. Dev. Program	0.00	1,000.00	-1,000.00	0.0%
	Office Supplies/Postage	79.17	800.00	-720.83	9.9%
	Officer Travel	85.36	1,000.00	-914.64	8.54%
	WAMCAM Expenses	0.00	1,200.00	-1,200.00	0.0%
	Website Charges	809.95	1,000.00	-190.05	81.0%
	Total Expense	25,062.39	88,650.00	-63,587.61	28.27%
	Net Ordinary Income	32,468.36	6,150.00	26,318.36	527.94%
Net Income		32,468.36	6,150.00	26,318.36	527.94%