

WCMA EXECUTIVE BOARD MEETING
November 21, 2007
Madison, Wisconsin

Meeting Minutes

Present:

<u>Attendee</u>	<u>Organization</u>
Mike Davis, President	City of Middleton
Lisa Kuss, Vice President	City of Clintonville
Chuck Whiting	St. Croix County
Mark Rohloff, Sec/Treasurer	Town of Grand Chute
Andy Pederson, Board Member	Village of Bayside
Jeremy Smith, WAMCAM President	Village of Sussex
Pat Cannon	City of Sun Prairie
Todd Schmidt	City of Milton
Dick Farrenkopf	Range Rider
Russ Van Gompel	Village of Brown Deer
Mike Ley	Virchow, Krause & Co.
Ed Henschel	WCMA Executive Director

Call to Order: President Mike Davis called the meeting to order at 11:30 AM.

Approval of Minutes: A motion was made by A. Pederson and seconded by P. Cannon to approve the minutes of the October meeting as presented. The motion carried unanimously.

Executive Director Contract: President Davis reported that the Executive Director Contract with Virchow, Krause & Co. will expire on December 31st. Mike Ley of Virchow, Krause has asked for an opportunity to discuss the contract renewal with the Board.

Mr. Ley reported that the WCMA contract requires approximately 500-600 hours of effort per year to provide the level of executive director services required by the Association. At normal billing rates, V/K is compensated for about 100 hours. From the firm's perspective, it would be desirable to be compensated for at least 50% of its time. A schedule of fees charged by other State Associations showed a mean average of those charging for such services to be \$32,560 and of those charging more than \$4,000 per year, the average is \$40,125.

Mr. Ley requested a two year contract in the amount of \$30,500 in 2008 and \$35,500 in 2009. He also suggested the Association finance the increased cost through expanded advertising and sponsorship fees, rather than through increases in membership dues.

After a lengthy discussion, with several alternatives considered including in-kind services in lieu of an increased fee was held. A motion was made by J. Smith and seconded by M. Davis to renew the Virchow, Krause contract for executive director services for 2008 at a rate of \$29,500, to include a booth at WCMA conferences at no charge and the opportunity to speak at least one conference in 2008. During the discussion, the motion was amended by P. Cannon and seconded by L. Kuss to pay \$29,000 for 2008 executive director fees including a booth at no charge and at least one speaking opportunity. The amended motion passed with 5 votes in favor and 3 opposed.

WAMCAM Report: Jeremy Smith, President of WAMCAM, reported that this will be his last meeting with the Executive Board and that Becca Smith will be attending starting January as the new WAMCAM president. He thanked the Board for the opportunity to work with them this past year.

2011 ICMA Conference: Russ Van Gompel, Co-Chair of the 2011 ICMA Conference in Milwaukee reported that the Committee needs to start its fund raising efforts. The plan is to be able to contribute approximately \$250,000 toward the conference. This includes funds raised from the membership plus corporate donations. To achieve this goal a professional fund raiser is

needed. Almost all state associations are now using fund raisers. A contract to retain the services of Jean Gurney of Martinsek & Associate in the amount of \$7,000

A motion was made by L. Kuss and seconded by A. Pederson to approve the contract with Jean Gurney and to amend the 2008 Expense Budget by \$7,000 to cover the cost and to amend the revenue budget by transferring \$7,000 from reserves to revenues. The motion passed unanimously.

Wisconsin Range Rider Program: Richard Farrenkopf thanked the Board for the opportunity to serve the State as its first official Range Rider. He stated that after reviewing the ICMA Guidelines for range riders and consulting Greg Belewski the senior range rider, he saw his role as:

- Providing support and counsel to administrators
- Assist municipalities who may want to create an administrator position
- Serve as a facilitator when requested where administrator and council relations are strained
- Attend regional and annual meetings of the Association

He stated that he would develop a proposed program of services for the Board to consider at its January meeting.

Appointments: None.

League Salary Survey: Ed Henschel reported that he receive a letter for the League of Wisconsin Municipalities asking for WCMAs interest in participating in an expanded municipal employee salary and benefits survey. The Board noted that it has considered expanded salary surveys in the past and concluded that they are only useful if there is broad participation. Given that past experience has shown that participation has been very limited, they Board instructed the Executive Director to indicate to the League that it was not interested at this time.

Next Generation Task Force: Todd Schmidt reported that many of the other States are also developing strategies to develop and train future municipal leaders. Several are following the lead of the programs being developed by ICMA. The Committee will meet briefly after today's Executive Board meeting.

Advertising and Sponsorships: The Board noted that the fees for advertising and sponsorships have not changed in the four years since the program was created. The current cost for a business card ad is \$50 per publication. Conference sponsor/exhibit fees are currently \$300 for members and \$350 for non-members.

A motion was made by P. Cannon and seconded by J. Smith to increase sponsorships to \$500 for members and \$550 for non-members. The motion passed unanimously.

A motion was made by M. Rohloff and seconded by A. Pederson to increase business card ads to \$75 per publication. The motion passed unanimously.

Executive Director's Report: The year-to-date financial report was presented which showed revenues of \$83,348 and expenses of \$68,751. A copy of the report (included with the proposed budget) is attached to these minutes. The report was accepted as presented.

The 2008 proposed budget was presented for consideration. The Revenue Budget is in the amount of \$108,200 and Expense Budget is \$100,050, with a projected surplus of \$8,150. A copy of the 2008 Budget is attached to these minutes. A motion was made by L. Kuss and seconded by A. Pederson to approve the budget as presented. The motion passed unanimously.

With no other business to come before the Board, the meeting was adjourned at 2:10 pm.

Future Meeting Dates:

- January 17, 2008 in Madison (at the Virchow, Krause office).

- March 6, 2008 in Kimberly (at the Winter Conference).
- May 15, 2008 in Madison (at the Virchow, Krause office).
- June 12, 2008 at the Summer Conference

Respectfully Submitted,

Ed Henschel
Executive Director

WCMA 2008 Budget								
For Fiscal Year January 1, 2008 through December 31, 2008								
								11/24/2007
	2005	2005	2006	2006	2007	2007	2008	Percent
Revenue	Budget	Actual	Budget	Year to date	Budget	Year to date*	Budget	Change
Dues	\$ 22,000	\$ 26,658.00	\$ 27,181	\$ 28,794	\$ 29,000	\$ 26,398	\$ 29,000	0.0%
Fees/Seminar - March Conf	\$ 20,000	\$ 17,755.00	\$ 20,125	\$ 19,314	\$ 19,000	\$ 19,260	\$ 19,500	2.6%
ICMA 2011 Surcharge	\$ 2,000	\$ 1,860.00	\$ 2,000	\$ 1,340	\$ 2,000	\$ 1,630	\$ 2,000	0.0%
Fees/annual conf - June Conf	\$ 17,000	\$ 16,648.00	\$ 18,000	\$ 19,105	\$ 20,000	\$ 18,579	\$ 19,250	-3.8%
Late Fees	\$ 50	\$ 90.00	\$ 100	\$ 30	\$ 100	\$ 10	\$ 50	-50.0%
Vendor sponsorships	\$ 4,500	\$ 9,250.00	\$ 9,000	\$ 10,275	\$ 11,000	\$ 8,300	\$ 15,000	36.4%
Interest Income	\$ 150	\$ 704.00	\$ 225	\$ 1,145	\$ 1,250	\$ 1,702	\$ 2,000	60.0%
Newsletter Advertising	\$ 1,500	\$ 4,700.00	\$ 4,500	\$ 3,150	\$ 4,000	\$ 4,050	\$ 4,500	12.5%
ICMA Dinner	\$ 1,500	\$ 1,450.00	\$ 1,500	\$ 1,800	\$ 1,850	\$ 1,420	\$ 1,500	-18.9%
Miscellaneous	\$ 300	\$ 3,676.00	\$ 2,500	\$ 524	\$ 3,000	\$ 30	\$ 3,000	0.0%
Sale of Shirts	\$ 200	\$ 20.00	\$ 50	\$ 35	\$ 100	\$ -	\$ 100	0.0%
WAMCAM Dues & Seminars		\$ 340.00	\$ 1,250	\$ 1,200	\$ 1,250	\$ 1,470	\$ 1,500	20.0%
WAMCAM Seminars	\$ -	\$ -	\$ 300	\$ 60	\$ 250	\$ -	\$ 300	20.0%
Donations				\$ 2,000	\$ 2,000	\$ 500	\$ 3,500	75.0%
Trans. from reserves: 2011 ICMA Conf Exp.							\$ 7,000	
June Conf Golf Outing				\$ 3,710	\$ -	\$ -	\$ -	#DIV/0!
Total Revenue	\$ 69,200	\$ 83,151.00	\$ 86,731	\$ 92,482	\$ 94,800	\$ 83,349	\$ 108,200	14.1%
Expenses								
Officer Travel	\$ 500	\$ 450.00	\$ 1,000	\$ 756	\$ 1,000	\$ 571	\$ 650	-35.0%
WCMA Executive Director Fees	\$ 20,000	\$ 19,053.00	\$ 25,000	\$ 16,924	\$ 25,500	\$ 22,826	\$ 29,000	13.7%
Annual Conference (June)	\$ 14,000	\$ 12,079.00	\$ 17,000	\$ 22,392	\$ 23,000	\$ 19,533	\$ 22,000	-4.3%
Professional Seminar (March)	\$ 16,700	\$ 21,260.00	\$ 17,000	\$ 19,197	\$ 22,000	\$ 12,967	\$ 22,000	0.0%
ICMA 2011 Conference Expense		\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,000	#DIV/0!
WCMA Internship Grants	\$ 500	\$ 2,000.00	\$ 2,000	\$ -	\$ 5,000	\$ 3,318	\$ 5,000	0.0%
ICMA Conference Planning	\$ 1,000	\$ 350.00	\$ 500	\$ 488	\$ 1,000	\$ 327	\$ 1,000	0.0%
Hospitality Expense	\$ 500	\$ 450.00	\$ 550	\$ 318	\$ 500	\$ 521	\$ 600	20.0%
ICMA Dinner	\$ 1,500	\$ 1,383.00	\$ 1,500	\$ 1,724	\$ 1,800	\$ 1,181	\$ 1,500	-16.7%
ICMA 2011 Conf. Restricted Funds	\$ 2,000	\$ 1,860.00	\$ 2,000	\$ -	\$ 2,000	\$ -	\$ 2,000	0.0%
Website Charges	\$ 3,000	\$ 4,450.00	\$ 1,000	\$ 840	\$ 1,000	\$ 1,900	\$ 1,800	80.0%
Office Supplies/Postage	\$ 1,000	\$ 1,589.00	\$ 800	\$ 7	\$ 800	\$ 1,577	\$ 1,500	87.5%
Strategic Planning	\$ 3,500	\$ 1,500.00	\$ 2,000	\$ 1,109	\$ -	\$ -	\$ -	#DIV/0!
Liability Insurance		\$ 1,850.00	\$ 1,800	\$ 1,773	\$ 1,850	\$ 1,216	\$ 1,500	-18.9%
WAMCAM Seminars	\$ 1,200	\$ -	\$ -	\$ 1,210	\$ 1,200	\$ 278	\$ 500	-58.3%
Miscellaneous	\$ 500	\$ 250.00	\$ 500	\$ 589	\$ 1,000	\$ 460	\$ 1,000	0.0%
Golf outing (June Conf)			\$ -	\$ 4,135	\$ -	\$ -	\$ -	#DIV/0!
Next Generation Development Program					\$ 1,000	\$ -	\$ 1,000	0.0%
Conference Refunds					\$ -	\$ 2,075	\$ 2,000	#DIV/0!
Total Expenses	\$ 65,900	\$ 68,524.00	\$ 72,650	\$ 71,462	\$ 88,650	\$ 68,750	\$ 100,050	12.9%
Net Income Less Expenses	\$ 3,300	\$ 14,627	\$ 14,081	\$ 21,020	\$ 6,150	\$ 14,599	\$ 8,150	
							*Through Nov. 9, 2007	
Statement of Assets								Current
Savings - CDs			\$ 40,000.00					\$ 68,129.94
Checking (11/20/07)			\$ 5,800.00					\$ 2,892.00
Total Restricted/Unrestricted			\$ 45,800.00					\$ 71,021.94

