

**WCMA EXECUTIVE BOARD MEETING**  
**April 16, 2009**  
**Oshkosh, Wisconsin**  
**Meeting Minutes**

Present:

<u>Attendee</u>	<u>Organization</u>
L. Kuss	Clintonville
M. Rohloff	Oshkosh
M. Davis	Middleton
L. Kutchenriter	Omro
P. Cannon	Sun Prairie
C. Whiting	St. Croix Co.
Ed Henschel	Executive Director

**Call to Order:** President Lisa Kuss called the meeting to order at 12:10PM

**Minutes:** A motion was made by M. Rohloff and seconded by P. Cannon to approve the February minutes. The motion passed unanimously.

**WAMCAM Report:** No Report

**Ethics Matter:** Ed Henschel reported that an ethics complaint has sent to ICMA. ICMA has not completed its review of the complaint.

**Ranger Rider Activities:** R. Farrenkopf presented the following written report of activities for the first quarter of 2009.

Members-in-transition currently; are Dan Guild (Wrightstown), Bruce Bierma (Kronenwetter) and Ben Hughes (Racine). I attempt to contact (via telephone) them every 10 to 15 days.

Guild had negotiated an extension with Wrightstown that ended April 1, so he is no longer employed. He has been replaced by the Village President. He had applied for open Wisconsin Administrator jobs (one being Kronenwetter so I suggested he might want to chat with Bierma who was amenable to that) Guild complained that the communities seemed very slow in conducting their recruiting process or at least slow in making decisions. He was also interviewing for a Park and Recreation Director position.

Bierma has applications at 2-3 communities in Wisconsin and Iowa. He, too, complained about the slowness of governing bodies to respond or make decisions. Perhaps that will be improved now that election campaigns are over.

Hughes is the most recent M.I.T. and was just beginning the preparation and mailing of resumes'.

In my mail on April 4, I received an announcement from the Mercer Group for the opening of Executive Director for the New Hampshire Local Government Center - which looks like a very interesting position - and forwarded a copy to both Bierma and Hughes.

In March, I also was contacted by Jason Wittek who will receive his M.P.A. from UWM in May. He is presently an intern for the Ozaukee County Administrator and is looking for a full - time job with a city or county.

I've urged all the above to broaden their search beyond government to include engineering, planning, financial and other consultants and to "follow the stimulus money" for other opportunities.

**Legislative Initiative:** At the February Business Meeting, it was reported that in recent years there have been several instances of elected bodies firing their administrator and appointing an elected official in his/her place. This can be interpreted as an abuse of power in some instances. Wisconsin statute 66.0501(2) prohibits this practice unless the elected official first resigns from elected office, which is viewed as a significant loophole.

The membership was asked to consider this matter as the Board will be requesting them to determine a course of action at the June Business meeting.

The matter was tabled until the June meeting.

**WCMA Conference Evaluation:** A summary of the Winter Conference Evaluations was reviewed (see copy attached to these minutes). The Board discussed whether or not the winter conference should continue to be held in Middleton every other year or if it should be moved around the state. Further input from the members will be obtained. The Board also decided not to have a dinner on the Thursday night of the winter conference, but to have one at the summer conference to provide a time for awards presentations.

E. Henschel presented a revenue and expense summary of the conference which showed a net revenue after expenses of \$2,347.79.

**Year-To-Date Financial Report:** E. Henschel presented the Year-To-Date Association Financial report that showed Revenues through April 14, 2009 of \$60,845.21 and expenses of \$19,260.44. A motion was made by P. Cannon and seconded by M. Davis to approve the financial report. The motion carried unanimously.

P. Cannon raised the question of reducing dues for 2010 by \$25 given the current economic conditions. This would reduce WCMA revenues by approximately \$5000. The consensus of the Board was that \$25 probably would not have much of an impact on a municipality's decision to be WCMA members.

**Administrator Form of Government Presentation:** E. Henschel submitted a proposal to the League of Wisconsin Municipalities to do a presentation on the administrator form of government at their 2009 annual conference. They indicated that they would be very interested in such a program. The presentation would be made by Henschel, an administrator and an elected official as a joint presentation.

**ICMA Fund for Professional Management:** A letter has been received from ICMA asking that each ICMA member contribute \$100 for the Fund for Professional Management to support a new initiative to support the profession. It was decided to present this request to the membership at the Summer Business Meeting.

**Ethics and the Association:** L. Kuss reported that at the Ethics Round Table discussion at the Winter Conference, one of the issues discussed was gifts provided by sponsors at conferences. While small gifts did not seem to create an issue, larger gifts can and where should WCMA draw the line? If someone would have won the \$1 million hole-in-one contest last year, who would get the money? These issues were raised in light of tenant 12 of the Code of Ethics which states:

*12. Seek no favor; believe that personal aggrandizement or profit secured by confidential information or by misuse of public time is dishonest.*

#### *Guidelines*

***Gifts.*** *Members should not directly or indirectly solicit any gift or accept or receive any gift--whether it be money, services, loan, travel, entertainment, hospitality, promise, or any other form--under the following circumstances: (1) it could be reasonably inferred or expected that the gift was intended to influence them in the performance of their official duties; or (2) the gift was intended to serve as a reward for any official action on their part.*

*It is important that the prohibition of unsolicited gifts be limited to circumstances related to improper influence. In de minimus situations, such as meal checks, some modest maximum dollar value should be determined by the member as a guideline. The guideline is not intended to isolate members from normal social practices where gifts among friends, associates, and relatives are appropriate for certain occasions.*

The practice of gifts provided by vendors exists at both the ICMA and WCMA conferences. E. Henschel was asked to contact ICMA for a clarification on this issue.

**WCMA Relationship with UW Oshkosh:** E. Henschel reported that he met with Craig Maher, professor at UW Oshkosh to discuss various matters of interest to WCMA. Mr. Maher will become the chairman of the UW Oshkosh MPA program this fall. As such, he is interested in creating a closer relationship between the university and WCMA. He would like to work closely with WCMA on such things as providing a resource for interns, developing a performance management program and providing educational opportunities for members.

Among the items discussed was holding future WCMA Conferences at UWOC as had been done in the past. The Board agreed that we should periodically have a Winter Conference at the university.

Mr. Maher also stated that he is having difficulty getting members to participate in the performance measurement program. He stated that while everyone he talks to believes it is a good idea, few seem willing to provide the data need to develop meaningful information. E. Henschel has agreed to personally contact 10-20 members to ask them to participate in the program to try to help create momentum for the program.

The Board suggested that C. Maher and K. Nollenberger be asked to attend the August Board meeting to discuss our university relationship further.

**Appointments:** A vacancy exists in the position of Wisconsin representative on the ICMA Conference Planning Committee. A motion was made by L. Kuss to appoint Lee Szymborski to this position. The motion was seconded by P. Cannon and passed unanimously.

**WCMA Conference Site Selections:** E. Henschel reported that he received a proposal from Stone Harbor Resort in Sturgeon Bay for the 2010 Summer Conference, with room rates of \$119 per night, which is the same rate charged by the Chula Vista this year. A motion was made by P. Cannon and seconded by M. Rohloff to approve the Stone Harbor resort as the site of the 2010 Summer Conference.

The Board asked that a site be secured in downtown Milwaukee for the 2011 Winter Conference in preparation of the 2011 ICMA Conference in Milwaukee. This would allow members to view some of the venues planned for the ICMA Conference.

The 2011 Summer Conference site has yet to be determined. C. Whiting will be submitting a proposal for a conference in the Northwest part of the State.

**Other Business:** E. Henschel reported:

1. A certificate of deposit has been purchased at 2.5% to invest idle funds of the Association.
2. A new checking account was opened for WCMA at Waukesha State Bank after difficulties were encountered with the previous bank (Guaranty Bank). The Board asked if the checking account had a second signatory in case the need arose for someone else to sign checks. There currently is not. A motion was made by P. Cannon and seconded by C. Whiting to appoint A. Pederson as a permanent secondary signer of WCMA checks. The motion passed unanimously.
3. The 2009 Roster has been completed and is available on line and will be mailed to anyone requesting a printed copy.

C. Whiting reported that the Wisconsin Association of County Executives and Administrators have schedule their summer meeting to coincide with the WCMA Summer Conference in Wisconsin Dells.

With no other business to come before the Board, the meeting adjourned at 2:15PM.

Respectfully Submitted,

Ed Henschel  
Executive Director

**Future Executive Board meetings:**

- **June 11 Chula Vista Resort, Wisconsin Dells**

## Wisconsin City/County Management Association (WCMA) MEMO

To: WCMA Executive Board  
 Subj: Winter Conference Evaluation  
 From: Executive Director

Following is a summary of the 2009 Winter Conference Evaluation forms turned in by the attendees. A total of 46 evaluation forms were returned at the end of the conference. The ranking scale was 1 to 5, with 1 being "lousy" and 5 being "superb" The numbers in each column is the number of people giving each score. The composite score is the average of the scores.

Topic	Ranking Score					Composite Score
	5	4	3	2	1	
Location	18	20	4	1		4.28
Accommodations	17	15	7	1		4.36
Meeting Rooms	15	19	7	1		4.52
Pres. Reception	17	9	1			4.59
Breakfast	7	20	10	3	1	3.71
Lunch	3	20	5	8	1	4.30
Dinner	5	13	5	8	1	4.30
TIF Presentation	10	15	6			4.13
Leaders Tool Box	3	15	13	10	4	3.02
Performance Measurement	3	8	5		1	2.87
Round Tables	2	18	9	2		3.65
Legislative Update	25	19	3			4.50
WI Way	11	11	13			4.10
WERC Update	7	10	7	4	1	4.30
Conference Overall Ranking	8	21	7		1	4.40

Sample of comments on the evaluation form include:

- We go to Middleton too often; Move around the State more
- Hotel must have free Wi-Fi
- Sound and lighting in the meeting room was poor
- Having concurrent sessions was good
- Food was sub-par
- Provide downtime to check emails and phone messages
- Have business meeting during lunch
- Keep the Thursday night dinner (8)
- Have cocktail hour & hor'dourves only (18)
- Do not have a dinner speaker (5)
- Have entertainment after dinner (4)

Future Conference topic suggestions:

- HR issues; Legal issues
- Invite legislators to speak
- Outcome based budgeting
- Performance Measurement
- Joint conference with police chiefs
- Use of technology to reach citizens
- Media relations
- Civic involvement of the administrator (outside of city hall)
- Negotiating skills
- Emergency management; Dealing with disasters
- More hands-on discussion on specific topics such as police