

**WCMA EXECUTIVE BOARD MEETING**  
**January 20, 2010**  
**Oshkosh City Hall**  
**Meeting Minutes**

Present:

<u>Attendees</u>	<u>Organization</u>
M. Rohloff, President	Oshkosh
Todd Schmidt, Vice President	Milton
Andy Pederson, Sec/Treas.	Bayside
Linda Kutchenriter	Omro
Lisa Kuss	Clintonville
Pat Cannon	Sun Prairie
Cameron Clapper	Waunakee (WAMCAM Rep.)
Ed Gieck	Baraboo
Chuck Whiting	St Croix Co.
Ed Henschel	Executive Director

Also Present: Russ Van Gompel, Co-Chair of the 2011 Committee

**Call to Order:** President Mark Rohloff called the meeting to order at 11:30 AM

**Minutes:** The minutes of the November Executive Board Meeting were reviewed. A motion was made by A. Pederson and seconded by P. Cannon to approve the minutes as presented. The motion passed unanimously.

**WAMCAM Report:** Cameron Clapper, Assistant administrator in Waunakee announced that he was recently elected as the WAMCAM President. WAMCAM is currently developing its 2010 professional development series. They are also planning on working with Ed Henschel to update the WAMCAM website. Todd Schmidt also suggested a need for WAMCAM was to improve its outreach efforts to students, clerks and other assistants.

**Ranger Rider Activities:** The creation of a second Range Rider was discussed to be available when Dick Farrenkopf is out of town or not available. Ed Henschel stated that he would talk to Ed Madere to see if he would be interested once he completes his interim assignment in Waupun.

**Report on ICMA Mid-West VP Conference Call:** M. Rohloff reported that he participated in the Midwest VP Conference call recently. The following items were discussed:

- The ICMA Image Campaign is attempting to raise \$65,000. To date, they have raised approximately \$60,000. He reported that this is separate from the Fund For Professional Development. It was suggested that WCMA contribute to either fund with any monies left over from the 2011 ICMA Conference.
- All of the States have agreed to abide by the ICMA-VP Rotation Agreement adopted a couple of years ago. Currently it appears to be working as planned.
- Mark stated that he encouraged members to attend the 2011 Conference in Milwaukee.
- In anticipation of ICMA celebrating its 100 Anniversary, it has requested each state create videos of comments and experiences of older members in the profession. Ed Henschel will contact Steve Nenonen or Bill Frueh to see if they would be willing to contact Life members to create WCMA videos and send it to ICMA.

**WCMA Strategic Plan Reviewed:** President Rohloff noted that the membership adopted its last strategic plan in 2007 and thought it would be a good idea to review the plan to determine what has been accomplished and what needs to be completed. The Strategic Plan is attached to these minutes showing the status of accomplishments through 2009.

In addition to the 2009 accomplishments, the Board suggested the WCMA website be updated, the PARC archive system be made easier to use, set up the website so that we can manage it ourselves, add links for our partner members, add a best practices section, consider selling advertising on the site as long as it does not diminish its professional appearance.

**Affiliation with Alliance for Innovation:** Andy Pederson reported that the Alliance of Innovation is an international network of governments sponsored by the University of Arizona and ICMA. Its goal is to promote innovation in government. Regan Gerlt, with the Alliance joined the meeting via telephone and reported that it was a member based organization, but that they were seeking alliances with State Associations. Six Wisconsin municipalities are members. Through an affiliation agreement, the Alliance would put on seminars at conferences and provide articles for our newsletter. A partnership would be at no cost to WCMA. A. Pederson will obtain a partnership agreement for consideration at the next Board meeting.

**County Assessing Legislation:** Pat Cannon reported that he has attended meetings on this issue put on by the Department of Revenue and wondered if WCMA should take an official position on the matter. He reported that the Towns Association is opposed to county assessing. It was suggested having Secretary Irving from the Department of Revenue make a presentation at the Summer Conference along with someone from Kenosha County that had County-wide assessing for several years.

**2011 ICMA Conference Report:** Russ Van Gompel (Brown Deer), Co-Chair of the 2011 ICMA Conference in Milwaukee gave a status report on conference planning. He stated that:

- The Committee has developed a budget of \$325,000 for the conference. From which \$50,000 will be generated by the motorcycle raffle, \$100,000 from the WCMA Surcharges, and \$175,000 from fund raising.
- The fund raiser who the committee employed has quit and the Committee is interviewing new firms to assist with the fund raising.
- The City of West Allis has agreed to print fund raising brochures at no cost to the Association.
- Most sub committees are formed and starting to work on their programs. Most will need more volunteers.
- ICMA representatives will be meeting with the Host Committee in Milwaukee February 9-11, 2010.

**Milwaukee County Form of Government Report:** Ed Henschel reported that the Public Policy Forum conducted a study of the form of government for Milwaukee County. The president of the Forum asked WCMA to review and comment on the draft report before it was made public. The report was reviewed by: E. Henschel, M. Harrigan, M. Rohloff, P. Ziehler, K. Nollenberger, D. Krings and T. McCarty. Substantive comments were submitted to the Forum, most of which were incorporated into the final report. The report can be viewed at [www.publicpolicyforum.org](http://www.publicpolicyforum.org).

**WCMA Financial Report:** The Executive Director presented a Yearend un-audited financial statement for 2009 which indicated that expenses exceeded revenues by approximately \$2,900. Some adjustments may reduce that number when the auditor makes final adjusting entries. A motion was made by E. Gieck and seconded by A. Pederson to accept the financial statement as presented. The motion passed unanimously.

**Other Business:**

In other business, the Board:

- Agreed that printed copies of the 2010 Membership Roster would be mailed to those who request one. Others would receive it electronically.
- Selected the Wilderness Resort in the Wisconsin Dells as the site for the 2011 Summer Conference.
- Agreed to pay ICMA dues for the Executive Director

With no other business to come before the Board, the meeting adjourned at 2:05 PM.

Respectfully Submitted,

Ed Henschel  
Executive Director

# WCMA Strategic Plan Outline 2007

Underlined Comments after each section indicate what has been accomplished through 2009

## 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.

### Accomplishments through 2009:

1. WCMA was recently asked to participate in a Public Policy Forum Study of the future of Milwaukee County Government (several WCMA members were contacted by the Ed Henschel to participate in the review)
2. Contacts have been made by WCMA to NIU and UW Green Bay to work with WCMA. The relationship with UWO seems to be improving, while the relationship with UWM seems to have declined.
3. WCMA has made form of government presentation to LaCrosse, Sheboygan (twice), Seymour, Monroe and Waupun (three times).

### **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.

Accomplishments through 2009:

1. WAMCAM has done an outstanding job of creating and putting on professional development seminars.
2. Regional Coordinators have become more active in scheduling regional meetings.
3. The WAMCAM Budget has been merged into the WCMA Budget to make it easier to administer.
4. WAMCAM has published several articles in the WCMA Newsletter and has set up most of the 1<sup>st</sup> day programming at conferences.

**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.

Accomplishments through 2009:

1. The internship program has grown from one per year to as many as four in a single year, with donations from individuals and companies.
2. Many administrators have created relationships their local schools to do presentations. Mike Davis has done an outstanding job reaching out to DPI.
3. Ed Henschel has made presentations at UWM and UWGB.
4. The Executive Board is now more diverse geographically and with WAMCAM and female representation.

**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.

Accomplishments through 2009:

1. Regional coordinators have almost all been having regular meetings. They have done a great job welcoming new members in their region.
2. The Range Rider has connected with most members who feel their job is at risk or are in transition.
3. WCMA has been well represented at regional meetings recently. ICMA has been represented at most WCMA conferences. Ed has a good working relationship with Ross Hoff and other ICMA Staff. Ed has been attending the State Association Secretariat meetings at the ICMA Conferences. An affiliation agreement with ICMA is near completion.
4. WCMA has initiated a "Years-of-Service" award. Annually recognizes a manager and assistant of the year.

**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.

Accomplishments through 2009:

1. WCMA is regularly contacted for information about the CM form of government. Most recent contacts have included LaCrosse, Sheboygan, Lake Geneva.

**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.

Accomplishments through 2009:

1. Newsletter advertising, sponsorships and website job ads have added significantly to the WCMA revenue stream. Annual conferences have also become a revenue source.
2. Several individual companies have stepped forward with donations for internships and special events at conferences.
3. Conference registration fees have not been increased for 3 years; dues have remained constant for 5 years.