



Executive Committee Meeting  
Stonewall Jackson Hotel, Staunton, Virginia

August 18, 2018 at 9:00 a.m.

Action Agenda

- I. Call to Order
- II. Moment of Silence
- III. President's Comments
- IV. Additions to Agenda
- V. Consideration of the May minutes [Tab 1]
- VI. Presentation and Discussion by Mayor Levar Stoney, City of Richmond
- VII. Nominations Committee Appointments
- VIII. US Communities Proposed Agreement [Tab 2]
- IX. V3 Proposal – Jasmine Gore's group [Tab 3]
- X. Proposal for restructuring of affiliate memberships [Tab 4]

Information/Discussion Agenda

- XI. Executive Director's Report (forthcoming)
- XII. Report from Building Subcommittee
- XIII. Report on Affiliate Organizations
- XIV. Report on Awards
- XV. Conference Update and other upcoming events
- XVI. Future Meetings:
  - a. September 30 - Hampton
  - b. January 8 is the Finance Forum (no scheduled meeting)
  - c. January 24 Legislative Day
- XVII. Adjournment

**MINUTES**  
**VML EXECUTIVE COMMITTEE**  
**Newport News Marriott**

**May 5, 2018**

**In attendance:** Patricia Woodbury, Bob Coiner, Willie Greene, Christina Luman-Bailey, A.D. “Chuckie” Reid, Tommy Smigiel, Gene Teague, Anita James Price, Shannon Kane.

**Call to Order:** President Woodbury called the meeting to order.

Moment of Silence was held.

**Presidents’ Comments:** The President asked that Past-President Ron Rordam be invited to this years annual conference and sat at the banquet table with the Executive Committee. A motion was made and seconded to invite Former President Rordam back and to pay his expenses for that evening. It passed without objection.

**Additions to Agenda:** The Executive Director asked that the Estimate for Building Repairs, the Policy and Legislative Committee Appointments and the VML Insurance Pool Agreement be added to the agenda. These items were agreed to.

The Estimate for Building Repairs was discussed at length and there was a desire of the Executive Committee to look into designating this building as an historic structure. They created a subcommittee to include Mr. Smigiel, Ms. Price, Ms. Luman-Bailey and Ms. Kane.

A motion was made to approve the policy and legislative committee appointments and it passed without objection.

There was discussion about the VML Insurance Pool Agreement.

**Consideration of Minutes from January, 2018.** Motion approved without objection.

**VML Proposed Staffing Plan.** The Executive Director discussed the meeting that occurred with staff, Jack Tuttle and Kim Payne and there was general discussion about the proposed staffing plan. There was a motion to adopt the plan with the discretion to consolidate jobs if possible.

**Review of Budget.** Three motions were made with regard to the budget. The first was to approve a 3% dues increase which passed without objection. The second was to provide a 3% raise for employees and to thank them for their service. This also passed unanimously. The last motion was to approve the budget as presented with serious concerns about the IT costs and vendor; it was unopposed.

**Travel Policy.** The Executive Committee made a motion to adopt the travel policy with the caveat that the President’s spouse reasonable travel expenses would be paid for. The policy was adopted without objection and will be effective July 1, 2018.

**Personnel Policies Manual.** The manual was updated to reflect current retirement contribution amounts as well as the current vesting period. A motion was made to approve and it passed without objection.

**Executive Director’s Report.** Gowdy reviewed the Executive Director’s report. There was discussion about upcoming events; VML Legislative Day and the If I Were Mayor Essay Contest as well as about the Conference Schedule.

**Future Meetings.** The dates and locations of future meetings were reviewed.

- a. August 10-11, Berry Hill – it was agreed that this date needs to change and a doodle poll will be sent to reschedule
- b. September 30, Hampton
- c. January 24, 2019 is tentatively Legislative Day

**Items Proposed for Discussion at the August meeting.** None.

**Adjournment.** The meeting was adjourned.

Respectfully submitted,

Michelle Gowdy  
Executive Director



*Government Purchasers Saving You Money*

**Founding Co-Sponsors**



September 4, 2009

R. Michael Amyx  
Executive Director  
Virginia Municipal League  
13 E. Franklin Street  
Richmond, VA 23241

**RE: U.S. Communities Government Purchasing Alliance — Level A Sponsorship**

Dear Mr. Amyx:

This letter ("Sponsorship Agreement") summarizes the intent of the U.S. Communities Government Purchasing Alliance ("U.S. Communities") to offer a Level A Sponsorship position to the Virginia Municipal League ("Municipal League"). U.S. Communities shall extend the cooperative contracts that it administers to cities, towns, townships, municipalities and villages in the State of Virginia (collectively, the "Cities"), through the direct endorsement, sponsorship and active marketing of the Municipal League. This opportunity is made available to the Municipal League through the U.S. Communities co-founding national sponsors and the endorsement of the National League of Cities.

**Supplier Contracts**

U.S. Communities currently offers a number of supplier contracts competitively solicited by lead public agencies on behalf of public agencies nationwide. U.S. Communities will continue to add additional supplier contracts in order to assist public agencies in reducing their costs of purchased goods and services. The current list of U.S. Communities administered contracts may be viewed at our website [www.uscommunities.org](http://www.uscommunities.org).

**Municipal League Role**

U.S. Communities shall extend to Municipal League a Level A Sponsorship position which requires the following commitments from the Municipal League:

1. The Municipal League shall actively promote and market the U.S. Communities program and supplier contracts to the Cities in order to encourage maximum usage of the supplier

contracts by the Cities. The Municipal League shall use some or all of the following marketing tools:

- a. Direct mail;
  - b. Newsletter articles;
  - c. Advertising;
  - d. Website information and links;
  - e. Annual and regional meetings; and
  - f. Other media designed to reach the Cities;
2. The Municipal League authorizes U.S. Communities to use the Municipal League's name and logo in the promotion of the U.S. Communities program;
  3. The Municipal League shall establish a web link between Municipal League's website and the U.S. Communities website;
  4. The Municipal League shall engage with other sponsors and affinity groups to promote the U.S. Communities program; and
  5. The Municipal League shall establish regular interaction and engage with the National League of Cities.
  6. The Municipal League shall provide to U.S. Communities a complete and current list of its affinity membership.

The Municipal League understands the importance of this sponsorship and contribution to the success of the U.S. Communities program and the cost savings and other public benefits that will accrue to the Cities as program usage increases. The Municipal League represents that it shall not enter into any arrangement that may conflict or compete with U.S. Communities or compromise the ability of the U.S. Communities program to increase savings and public benefit through increased program usage.

The objective of this Sponsorship Agreement is to improve participation and usage of the U.S. Communities program by Cities through the active marketing efforts of the Municipal League. The Municipal League shall attempt to maintain at all times during the term of the Sponsorship Agreement, a minimum of fifty percent (50%) of the Municipal League's active membership (excluding those Cities with a population of less than 1,000), as determined by the Municipal League and the National League of Cities ("Minimum Threshold"). A City is considered active when it has registered with U.S. Communities and purchases \$5,000 or more in goods and services during each year of the Sponsorship Agreement.

#### **Administrative Fee Sharing**

The Municipal League shall be reimbursed for its Level A Sponsorship through a percentage share of the administrative fee paid to U.S. Communities. The Municipal League shall receive a quarterly fee of ten percent (10%) of the quarterly administrative fee received by U.S. Communities from each contract supplier for sales made by Cities within the State of Virginia. Additionally, the Municipal League shall be eligible for the following annual performance bonuses:

- An additional one and one-half percent (1.5%) of the administrative fee paid by each supplier for sales by Cities within Virginia when it has achieved an active membership of at least seventy-five percent (75%);
- An additional three percent (3%) of the administrative fee paid by each supplier for sales by Cities within Virginia when it has when it has achieved an active membership of at least eighty-seven and one-half percent (87.5%); and
- An additional five percent (5%) of the administrative fee paid by each supplier for sales by Cities within Virginia when it has achieved an active membership of at least ninety-five percent (95%).

All performance bonuses shall be paid within forty-five (45) days of the end of the third calendar quarter and based upon active membership achieved over the previous four (4) calendar quarters.

**Term of Arrangement**

The term of this Sponsorship Agreement will commence on October 1, 2009 and remain in effect for a period of one (1) year. The Sponsorship Agreement will automatically renew for additional one-year terms unless either party gives the other party written notice of its intent not to renew, at least thirty (30) days prior to the anniversary date. Either party may terminate this arrangement at any time by giving the other party one hundred eighty (180) days prior written notice.

We believe that this Level A Sponsorship is a great opportunity to expand the use of U.S. Communities' cost saving contracts among the Cities in Virginia while at the same time providing a revenue source to offset the Municipal League's budget.

Sincerely,

U.S. COMMUNITIES GOVERNMENT PURCHASING ALLIANCE

By Michael LaPierre  
Name: MICHAEL LAPIERRE  
Title: AUTHORIZED SIGNATORY  
Date: 9/21/09

Acknowledged and Agreed to by Municipal League:

VIRGINIA MUNICIPAL LEAGUE

By R. Michael Amyx (R. Michael Amyx)  
Name: Virginia Municipal League  
Title: Executive Director  
Date: 07-14-09



# U.S. COMMUNITIES®

## GOVERNMENT PURCHASING ALLIANCE



August ---, 2017

Ms. Michelle Gowdy  
Executive Director  
Virginia Municipal League  
13 E Franklin St  
Richmond, VA 23219

**RE: U.S. Communities Government Purchasing Alliance — Level A Pilot Sponsorship**

Dear Ms. Gowdy:

This letter (“Sponsorship Agreement”) summarizes the intent of the U.S. Communities Government Purchasing Alliance (“U.S. Communities”) to offer a Level-A Sponsorship position to the Virginia Municipal League (“Municipal Association”). Under the terms and conditions set out in this Sponsorship Agreement, U.S. Communities will extend the cooperative contracts that it administers to cities, townships and boroughs in the Commonwealth of Virginia (collectively, the “Municipalities”), through the direct endorsement, sponsorship and active marketing of the Municipal Association. This opportunity is made available to the Municipal Association through the U.S. Communities co-founding national sponsors and the endorsement of the National League of Cities.

### **Supplier Contracts**

U.S. Communities currently offers a number of supplier contracts competitively solicited by lead public agencies on behalf of public agencies nationwide. U.S. Communities will continue to add additional supplier contracts in order to assist public agencies in reducing their costs of purchased goods and services. The current list of U.S. Communities administered contracts may be viewed at our website [www.uscommunities.org](http://www.uscommunities.org).

### **Municipal Association Role**

U.S. Communities will extend to Municipal Association a Level-A Sponsorship position, in return for the following commitments from the Municipal Association:

1. The Municipal Association shall establish a standalone link/button on the top or side of home page to the U.S. Communities website. The Municipal Association authorizes U.S. Communities to use their logo on the U.S. Communities website and marketing material.

2. The Municipal Association will announce new US Communities supplier contracts to their members through one of the following media platforms: its website, its newsletter, email notification, or other media communication designed to reach the members of the Municipal Association.
3. The Municipal Association and the U.S. Communities State Sponsor Relationship Manager shall collaborate on the following activities, which the Municipal Association will complete each year in addition to the above:
  - a. Work with the State Sponsor Relationship Manager to organize and promote at least one webinar or its equivalent (i.e. livestream, video conference) annually; and
  - b. Work with the State Sponsor Relationship Manager to organize at least two key end user group meetings annually. Examples of target groups\*\* are CIOs, Director of Facilities, Director Park and Rec, City / Municipal Mgrs / CAOs / Superintendents, Director of Fleet & Director of Food Service or as mutually agreed to by both parties. See attachment “A” Key End User meeting responsibilities; and
  - c. In good faith and through reasonable efforts, support U.S. Communities with related legislative needs that could prohibit the program’s ability to deliver savings to their membership if these efforts are congruent with the overall legislative priorities of the Association.

\*\*Purchasing and or Procurement are not part of the key end user groups.

The Municipal Association understands the importance of this sponsorship and contribution to the success of the U.S. Communities program and the cost savings and other public benefits that will accrue to the municipalities as program usage increases. The Municipal Association represents that it shall not enter into any arrangement that may conflict or compete with U.S. Communities or compromise the ability of the U.S. Communities program to increase savings and public benefit through increased program usage, including entering into a direct or indirect endorsement of another regional or national cooperative purchasing organization.

The Municipal Association shall automatically enable U.S. Communities to serve as a strategic partner of the organization and waive any associated fees.

The objective of this Sponsorship Agreement is to improve participation and usage of the U.S. Communities program by Municipalities through the active marketing efforts of the Municipal Association, which in return will provide increased exposure through the program to the Municipal Association.

Each year at a minimum the Municipal Association must complete the activities described under “Municipal Associate Role, Sections 1, 2 & 3.” If the Minimum Activities are not completed, the Sponsorship Agreement will be converted to a Level-B Sponsorship Agreement, after one year as a Level B Sponsor Agreement, a sponsor can request to be considered for a Level-A sponsorship agreement if they commit to the specified requirements at that time of the sponsorship renewal.

### **State Sponsor Relationship Manager Role**

The State Sponsor Relationship Manager is designed specifically to provide support to the state association and its membership. The State Sponsor Relationship Manager is the association’s primary point of contact for the U.S. Communities Program. The State Sponsor Relationship Manager acts in collaboration and coordination with the association to assist the association in



fulfilling its responsibilities under this agreement as well as enabling the association and its members to realize the full benefit of this agreement. This role will coordinate and collaborate closely with the US Communities Program Managers.

### **Administrative Fee Sharing**

The Municipal Association shall be reimbursed for its Level-A Sponsorship through a percentage share of the administrative fee paid to U.S. Communities. The Municipal Association shall receive a quarterly **base fee of ten percent (10%)** of the quarterly administrative fee received by U.S. Communities from each contract supplier for sales made by the association's members within the Commonwealth of Virginia. Additionally, the Municipal Association shall be eligible for the following annual **performance bonus fee**:

- An additional one and one-half percent (1.5%) of the administrative fee paid by each supplier for sales by the association's membership within Virginia when it has achieved growth of membership sales within Virginia of 10% over the previous agreement year and active membership participation of 35%.
- An additional three percent (3%) of the administrative fee paid by each supplier for sales by the association's membership within Virginia when it has achieved growth of membership sales within Virginia of 25% over the previous agreement year and active membership participation of 35%; and
- An additional five percent (5%) of the administrative fee paid by each supplier for sales by the association's membership within Virginia when it has achieved growth of membership sales within Virginia of 30% over the previous agreement year and active membership participation of 35%.

A Municipality is considered active when it has registered with U.S. Communities and purchases \$5,000 or more in goods and services during each year of the Sponsorship Agreement.

- Sponsors with less than 25 members will require a 75% active membership as a base
- Sponsors with 25 members and less than 75 members will require a 50% active membership as a base
- Sponsors with 75 members and above will require a 35% active membership as a base

For Virginia Municipal League the number of active participating members will need to be 72 of the 207 total members.

To be eligible for the bonus the Municipal Association must complete the activities described under "Municipal Associate Role, Sections 1, 2 & 3." In addition, the Municipal Association must meet or exceed a minimum membership active participation.

All performance bonuses shall be paid within forty-five (45) days of the end of the third calendar quarter and based upon sales growth achieved over the previous four (4) calendar quarters.

### **Term of Arrangement**

The term of this Sponsorship Agreement will commence on \_\_\_\_\_, 2017 and remain in effect for a period of one (1) years. The Sponsorship Agreement will automatically renew for additional one-year terms unless either party gives the other party written notice of its intent not to renew, at least thirty (30) days prior to the anniversary date. Either party may

terminate this arrangement at any time by giving the other party one hundred eighty (180) days prior written notice.

We believe that this Level-A Sponsorship is a great opportunity to expand the use of U.S. Communities' cost saving contracts among the Municipalities in Virginia while at the same time providing a revenue source to offset the Municipal Association's budget.

Sincerely,

U.S. COMMUNITIES GOVERNMENT PURCHASING ALLIANCE

By \_\_\_\_\_  
Name: Kevin Juhring  
Title: President  
Date: \_\_\_\_\_

Acknowledged and Agreed to by Municipal Association:

By \_\_\_\_\_  
Name: Michelle Gowdy  
Title: Executive Director  
Date: \_\_\_\_\_



### **Partnership:**

The Virginia Municipal League (VML)'s vision statement includes working to "build strong relationships among local, state, and federal officials". The partnership with the Virginia Values Veterans (V3) Program will provide a new tool for VML to engage its membership. VML President Dr. Patricia Woodbury stated, "Education and training whether for career or personal needs, benefits the individual and grater society." When announcing her "Lifelong Learning" platform for the organization. The V3 Program educates Virginia employers by teaching them national best practices to recruit, hire, train and retain Veterans. Organizations are also educated on cultural competency as well as alternative resources to provide wrap around services for Veterans. Additionally, the V3 Program provides unique access to various Virginia Department of Veteran Services (DVS) programs that assist Veterans to receive hands on training, attend apprenticeship, enroll cohorts and matriculate at institutions of higher learning.

### **Objective:**

The partnership between VML and V3 will focus efforts on education and V3 certification. VML serves as a valuable tool to reach and train local elected officials and municipal staff on issues pertaining to Veteran employment. A future goal would be to market the #WhyVirginia video contest/campaign to local governments in addition to companies and state agencies to showcase why Virginia is the number on state for Veterans to live and work.

### **V3 Locality Challenge:**

The V3 Program would host the V3 Locality Challenge for localities to become V3 Certified. Virginia cities and towns that are members of VML will be eligible to participate.

Participating includes in 1) Enrolling into the V3 Program 2) Attending one V3 Training 3) Submitting an Executive Cover Letter on official letterhead 4) Submitting an official logo/seal.

V3 and VML will recognize successful participants in various capacities.

## Launch & Timeline:

### **June:** Create marketing material for V3 Locality Challenge

- Collect statement from VML President/Newport News

Provide opportunity for VML and its Municipal Business Associates to become V3 Certified prior to the official V3 Locality Challenge launch

- June 13<sup>th</sup> Webinar

### **July:** VML & DVS Press Release to announce V3 Locality Challenge

- Announce Newport News and first city challenger
- Announce July/August Training Dates

V3 Announce new V3 Website and V3 Locality Challenge

- Add link to V3 Locality Challenge on VML website (Under Education Tab)

VML Announce V3 Locality Challenge in June 2<sup>nd</sup> Bi-weekly eNews

- Advertise August Webinar Training

### **August:** Advertise August Webinar Training in both Bi-weekly eNews

### **September:** V3 Participate in VML Annual Conference

- Day 1 & 2 Workshops
- Exhibit Booth
- Roundtable

Recognition of V3 Locality Challenge Winners during Annual V3 Awards

Advertise October Webinar Training in both Bi-weekly eNews

Advertise December Webinar Training in both Bi-weekly eNews

## Training:

The V3 Program would like to host Workshop Sessions during the Annual VML Conference September 30 – October 2 2018 in Hampton Virginia.

Day 1- V3 Core Curriculum Training

Day 2- Strengthen the Talent Pipeline N.O.W training

Day 1 training will be the identical training offered to V3 Member Companies. Day 2 training will provide attendees with the opportunity to learn more about the Virginia Department of Veterans Services and the Veteran Education, Training and Employment (VETE) Directorate.



### **Elevator speech:**

The V3 Program will market its program to localities will be similar to the VML's Healthy Eating Active Living (HEAL) Campaign. The HEAL Campaign mission is:

The HEAL Cities & Towns Campaign provides free technical assistance to local government leaders to help them create healthy, prosperous community environments that promote healthy eating and active living in Maryland and Virginia's cities and towns.

The V3 Program will market the partnership as:

The Virginia Values Veterans (V3) Program is a Veteran Employment program under the Virginia department of Veterans Services. The V3 Program provides free technical assistance, free training and certification to Virginia employers. The program teaches employers how to implement nationally recognized best practices in recruiting, hiring, training and retaining highly-skilled and dependable Veterans.

### **Partnership Upkeep:**

The V3 Program would like to revisit the VML and V3 Partnership in December to determine how effective outreach, trainings and certification have been over the past six months.

In addition, the V3 Program would like to explore other opportunities to grow the VML and V3 partnership to support Virginia Veterans.

## **VML Member Benefits**

VML Membership offers its member local governments the following benefits:

- Strong relationships with local, state, and federal elected and appointed officials;
- Communications to keep local governments informed of, and equipped to respond to important matters at the state and federal levels that affect both the specific locality and the Commonwealth;
- Opportunities to engage in an array of educational networking opportunities to better prepare local officials to serve their communicates; and
- A long-standing, respected organization that is staffed to serve the needs of the member localities and the citizens they serve.

### **Building Relationships**

VML works to maintain strong relationships with state administrations, the General Assembly, state agencies, and the Virginia delegation to the U.S. Congress to represent local governments on the many issues affecting them. VML assists with appointments of local officials to state boards, commissions, and legislative work groups. VML is your voice in Richmond, and continually seeks to ensure that the concerns of the smallest to the largest localities are considered in policy and regulatory matters.

### **Communications**

VML works year-round to provide members with timely and substantive communication. As such we offer print and electronic communications to achieve the research, training, and advocacy goals of the organization. Our website hosts a wealth of information as well.

### **Engagement & Education**

Developing and maintaining an engaged membership is vital to long term success of VML's member local governments. We actively seek ways to engage our communities and to support citizen engagement in our local governments. VML uses webinars and classroom training to provide opportunities to sharing experiences.

The **VML Leadership Academy**, is a continuing education program designed for both elected and appointed officials. The Academy's purpose is to offer an interactive curriculum of specialized instruction to develop the knowledge base and enhance the leadership abilities of those who serve Virginia's communities.

VML offers FOIA/COIA training and produces a compilation of both acts in a downloadable format on the website.

Our Annual Conference is a great opportunity to interact with your peers and discuss common issues.

The VML/VACo finance forum is a yearly event which discusses policy and budgeting issues in the upcoming session.

VML Day at the Capitol is an event designed to allow our members time to discuss issues with their legislative delegation and for VML to talk about the pressing issues in the General Assembly.

**Advocacy**

VML advocates at the State and Federal Level for their members. There are 6 policy committees, legislative committee and a Federal Advocacy committee that include VML members. These committees create the platforms that VML uses to advocate on their members behalf.

**Current Cost**

Entity	Population	Current Assoc. Dues
Fairfax	1,137,290	\$31,306
James City County	73,615	\$9,173
York County	68,585	\$8,620

**Proposed Cost**

Pop. Under 50,000	Pop. 50,000 - 150,000	Pop. Over 150,000
\$3,000	\$7,500	\$15-\$20,000



## VTC Advertising Rates and Specifications

**Rates Effective January 1, 2018**

Ad Sizes	Per Insertion Rates		
	1-5	6-9	10
¼ Page (vertical only)	\$400	\$350	\$320
½ page (vertical or horizontal)	\$630	\$560	\$500
Full Page Basic	\$1100	\$970	\$850
Full Page Inside Front Cover	\$1650	\$1370	\$1180
Full Page Back Cover	\$1650	\$1370	\$1180
Full Page Outside Back Cover	\$1700	\$1400	\$1300



<b>2017 Sponsorship Level Descriptions</b>	<b>Gold: \$6500</b>	<b>Silver: \$5000</b>	<b>Bronze: \$2500</b>
Company flyer (up to 8 ½ x 11) inserted into conference folder	X		
Ad in Conference mobile app	X		
Complimentary exhibit booth (\$800/\$1000 value), which includes 2 conference registrations (\$750/\$1000 value)	X	X	
10% discount on exhibit booth (\$720/\$900 value) OR 10% discount on full page conference program ad	X	X	X
Recognition on sign boards in prominent locations	X	X	X
Company listed on the conference program and mobile app	X	X	X
Company listed on the banquet menu Tuesday evening	X	X	X

<b>2018 Sponsorship Level Descriptions</b>	<b>\$15000</b>	<b>\$10000</b>	<b>\$6500</b>	<b>\$5000</b>	<b>\$2500</b>
Company flyer (up to 8 ½ x 11) inserted into conference folder	X	X	X		
Ad in Conference mobile app	X	X	X		
Complimentary exhibit booth (\$800/\$1000 value), which includes 2 conference registrations (\$750/\$1000 value)	X	X	X	X	
10% discount on exhibit booth (\$720/\$900 value) OR 10% discount on full page conference program ad	X	X	X	X	X
Recognition on sign boards in prominent locations	X	X	X	X	X
Company listed on the conference program and mobile app	X	X	X	X	X
Company listed on the banquet menu Tuesday evening	X	X	X	X	X
VML to place stewardship ad in sponsor's trade publication thanking the sponsor for their generosity	X	X			
VML to promote sponsor at all 2019 events/meetings/receptions throughout the year around the state	X	X			
Sponsor to be acknowledged as the major sponsor of a Wine Reception at Annual Conference	X	X			
Sponsor to be acknowledged during 2019 board meetings, interviews, email blasts, direct mail	X	X			
Sponsor is mentioned on Social Media	X	X			
VML will promote sponsorship at the yearly National League of Cities Summit	X	X			
Company will have Splash Ad on Mobile Ap (\$5000 value)	X	X			
Complimentary (6) conference registrations (\$2250/\$3000 value) that allow access to all conference activities (excluding ticketed events)	X				

Additional: Conference Mobile App Ad Sponsorships:					
Splash/Title Sponsor: \$5000					
Mobile App Sponsor: \$1000					
Social Sponsor: \$250					

### Cost of Exhibit Booth

	<b>MBA Member</b>	<b>Non-MBA Member</b>
1 Booth	\$800	\$1000
2 Booths	\$1500	\$1800
Each booth represents 2 exhibitors		
Additional Person over the 2 comped	\$200 each	\$200 each
Additional Amenities	Entrance into all conference activities, excluding ticketed events	Entrance into all conference activities excluding ticketed events

### Cost of Current MBA Membership

<b>Basic - \$500</b>	<b>Premium - \$750</b>	<b>Signature - \$2500</b>
Sustaining Membership in VML	All the Basic benefits plus:	All the basic and premium benefits plus:
Member rates for all activities	Monthly listing in VTC professional directory	Annual Conference Exhibit Booth
Subscription to VTC	10% discount on display advertising in VTC	Annual Conference Registration
Subscription to eNews	1 Complimentary ½ page ad in League Magazine	
Member profile on the VML website		
1 Complimentary ¼ page ad in League Magazine		

### Cost of Proposed MBA Membership Restructure

<b>One Level Membership - \$500</b>
Sustaining Membership in VML
Member rates for all VML conferences, seminars, training
Subscription to League magazine & eNews
Member profile on VML website
1 Complimentary ¼ page ad in League magazine
Listed in every League magazine as an MBA member
\$100 discount on 2019 MBA membership for every new member that the existing member brings to MBA
Company's name listed in Annual Conference Program as an MBA member
(Elimination of comped Annual Conference Booth & Registration)

Overall objectives to new structure:

- To obtain new and retain old membership rates
- To decrease current membership dues
- To eliminate “levels” of memberships to one level for all members
- Increase awareness of membership benefits
- To reach goal of 100 members by end of 2019

Marketing of new memberships/Retaining of old memberships:

- Reach out to other municipalities to learn the successes of their membership structures
- Provide membership information at all VML activities/events
- “Revisit” inactive members within the last 5 years with new membership opportunities
- Market the return on investment of the membership
- Membership Dues were lower/prorated in July to \$500 for remainder of 2018 calendar year to entice old & new membership

\*\* Average membership dues for associations/organizations in state of Virginia is \$350 - \$500. (VACo has membership dues of \$350.) We offer more benefits than most.

Date: July 13, 2018  
To: Michelle Gowdy, Executive Director  
From: Sandra Harrington, Government Relations Associate  
Re: April – June Activity Report

**Member Outreach, Official Representation/other**

Presented to the *If I Were a Mayor* contest winner, their awards:

- Buckingham County School Board – April 11
- Louisa County School Board – April 11
- Radford City Council – April 23

Attended

- VAMSA Meeting May 10, Richmond Virginia
- Legislative Committee meeting, May 31, Glen Allen, Virginia
- FOIA/COIA training on June 6, Glen Allen, Virginia
- Commission on Civic Education meeting, June 6, Richmond, Virginia
- Library Board of Virginia Annual Meeting/Lunch, June 11, Richmond, Virginia
- EC Policy Network Partners, June 13, Richmond, Virginia (conference call)
- State Water Commission, June 18, Richmond Virginia

Visited with Town of Hillsboro to provide information about the benefits of joining VML on June 5, in the Town of Hillsboro, Virginia

Participated, as a presenter, a webinar for VFGOA members with VACO and VLGMA, June 26, facilitated by Virginia Tech. (see attached)

Met with staff from Townsend Public Affairs, a lobbying group from Washington DC, regarding VML and activities on June 29, Richmond, Virginia.

VML Conference planning – coordinating with VML staff and conference committee the outline of the event, workshops, speaker invitations, site visit to the Hampton convention center, etc. During the next quarter, I anticipate this will take up a lot of time as we finalize the conference agenda and logistics.

**Affiliate relations**

**AEP Steering Committee**

- Participated in several conference calls with Robert Perrow regarding the need for AEP assessments, in addition to, clarifying the method in which VML would calculate the assessments and handle invoicing. During the last assessment period, more than \$90,000 was not collected from the AEP invoices, we discussed several possible reasons for this and hope to have a better collection rate during this assessment period.

- James Ervin, Town of Rocky Mount, was selected during the April meeting as the new AEP Steering Committee Chair.
- Assessments were mailed May 18, 2018 and a credit card payment option was added, as well as, a survey monkey link for entities to update their AEP contact information.
- Emily Varhil has been providing invaluable assistance during this process, working on ensuring the most accurate contact information and entering member records into the new Capital Impact system
- I have not received an accounting of dues payments received or 2<sup>nd</sup> notices yet, we have agreed that I will send out the 2<sup>nd</sup> notices, once received, to primary contacts via email versus them being mailed by accounting, currently waiting on these notices to be generated.

### **MEPAV**

- Member dues were sent out online in January, all member dues have been paid.
- Associate Members were invited via online to renew/become a 2018 Associate Member, as of July there were 65 Associate members.
- Attended the MEPAV Annual Meeting which was held May 23 – 25, Marriott Virginia Beach, and included the election of new officers; the event included 93 attendees and 48 participated in the Reggie Oliver Memorial Golf Tournament.
- Attended the Board meeting May 25 at which time the FY19 Budget was approved, which included the creation of Fallen Line Worker Scholarship and an increase service fee to VML.
- A new membership directory was created and distributed, in addition has been placed on the MEPAV website.
- Attended a site visit of the Hilton Garden Inn with President Briele, a contract has been signed for this venue for the 2019 MEPAV Annual Meeting.
- Alice Wolfe, BRPA is working on a conference speaker for VML Conference.
- VML has committed to taking over the management of the MEPAV website, which should happen in the Fall.
- Working with Durwin Joyce on a Fall E&O in the City of Martinsville, date still is TBA.
- Next Board meeting is August 16, 2018 in Charlottesville which will include a review of the current by-laws for any possible updates/changes, final planning for the fall E&O event and review of the dues process as we get ready for 2019 dues year
- Emily Varhil will be assisting me with ensuring the MEPAV Members are in Capital Impact

### **NOVEC**

- The only activity during this quarter for NOVEC was working with Brian Gorham to ensure accurate member roster and contact information for NOVEC Steering Committee
- Emily Varhil will assist me with ensuring the NOVEC members are in Capital Impact

### **VBCOA**

- Completed the 2018 Membership Directory – distributed to membership and also placed on the VBCOA Webpage
- Attended the April Region Chairs and Board Meeting Charlottesville – the FY19 Budget was passed which included an increased service fee to VML.



- Attended the Mid-year Conference at the Charlottesville Omni, April 28 – 30. The event included a recognition reception for retired DHCD Director Bill Shelton and had a record turnout with approximately 175 and 12 exhibitors.
- Joined VBCOA Officers responsible for time and place events for a site visit of the Williamsburg Lodge in May. Registration is currently open for this event which is the 89<sup>th</sup> Annual Conference and School and will be held at the Conference Williamsburg Lodge Sept 15 – 18. This event will include the Annual Board meeting and election of new officers. Jack Tuttle has accepted an invitation to be the guest speaker during the banquet on September 17.
- Final VBCOA membership new/renewal conducted completely online was 1,020 members
- 2019 Mid-Year meeting Roanoke Conference Center - March 30 – April 1, 2019 – contract signed
- 2019 Annual Conference- Hilton VA Beach Oceanfront – September 21 – 24, 2018 – contract signed

### **VEPGA**

- Attended the VEPGA Board meeting May 3 at the Hampton Roads Sanitation District North Shore Operations Building, this included the election of some board seats that were expiring, in addition to one vacancy on the Board due to a member moving to Texas. The Board also voted to increase their overall dues basis as part of the FY19 recommended budget in order to ensure adequate funding and reserves based on historical costs and projected legal expenses in FY19.
- Toured the Virginia Institute of Marine Science as part of the VEPGA Annual Meeting.
- VEPGA member dues were sent out May 19, 2018 which included the option to pay online by credit card and a survey monkey link for entities to update their primary contact information. I have not yet received any information on dues collection efforts and will send second notices, once received via email to primary contacts
- Emily Varhil has been invaluable in assisting with the process of ensuring current contact information and entering data into Capital Impact
- Next Board meeting is August 10, 2018 at the Henrico County Administration Building

### **VLGMA**

- Working with the VLGMA on their membership renewal as they had a strong desire to go paperless and provide their membership with a credit card payment option.
- Membership renewal was created using a similar format as the VBCOA and MEPAV membership online forms in wordpress and including link for credit card payments.
- Attended the VLGMA Board Meeting June 20 and Annual Conference in June 20 - 22, Virginia Beach, providing information on the new online renewal process and messaging strategies for VLGMA members.
- The online link was pushed out to the membership on Monday July 2, as of July 14 (2 weeks), approximately 45% have renewed online and 70% of those renewing paid by credit card. (165 renewed; of those 146 owe dues – 42 check, 104 credit card).
- A challenge with this process include the new Capital Impact database not including all of the data that has traditionally been captured in TAG and how to address what data is the most import to capture going forward, in addition to the integrity of historical data.

- Another challenge has to do with those who are life members as they do not pay dues, many do not have email addresses (on file with VML); and we may not have the most accurate contact information for this group; we will focus more on this population and outreach strategies later in the fall.
- Emily Varhil has been assisting with entering the online renewals into Capital Impact.

### **Challenges**

While achieving much success in many of the endeavors over the last quarter reported above, some operational challenges include:

- New Capital Impact system – particularly ensuring the integrity of historical data that had been kept in TAG that was not transferred, connection between certain modules contained within Capital Impact (for example “organizations”, “people”, “events” do not necessarily connect when using each of those parts of the system. The dashboard reporting and the look up features however are very user friendly. Some of these challenges hopefully will be eliminated in the future as we become more familiar with the new system and/or have a better understanding of how to communicate our preferences to our IT partners.
- Event registration/forms that need to be created – who does what? (specifically creating forms such as a membership renewal, conference registration, and then a consistent approach to handling registration/renewal issues when someone needs to confirm their payment was actually processed or receive a credit card refund, etc.)
- Utilizing multiple websites and database systems (some of this due to affiliate preferences and having their own websites such as VBCOA)
- Financial reporting (timeliness and lack of ledger back-up when receiving financial reports)