



VML EXECUTIVE COMMITTEE MEETING

Friday May 15th – 9:00am

Virtual Meeting

Agenda

- Only one person speak at a time and give the courtesy of listening to your colleague
- Start and end in a timely fashion
- Debate an item and move on, there is no need to rehash
- Stay on topic and be respectful
- Agree to disagree in a professional manner
- Seek to understand and be understood
- Know when to move on
- Don't monopolize the time
- Give everyone a chance to be heard

- I. Call to Order
- II. Consideration of Minutes Feb.
- III. Strategic Plan Update
- IV. Annual Conference Discussion
- V. Review of Financials and proposed FY21 Budget
- VI. Dues for FY2021
- VII. Building Update
- VIII. Request from Virginia Tech for Scholarship Funds
- IX. Subcommittee Reports
 - a. Executive Director Evaluation
 - b. Constitution Committee
 - c. Small Town Committee
- X. Future Meetings:
 - a. Executive Committee – August 14-15, 2020 – Richmond
 - b. Annual Conference – October 11-13, 2020 – Norfolk
 - c. 2021 Annual Conference – Leesburg – TBD
 - d. 2022 Annual Conference – Richmond - TBD
- XI. Other Matters
- XII. Adjournment

EXECUTIVE COMMITTEE MEETING
FEBRUARY 5th-6th 2020
THE OMNI RICHMOND, VA

Strategic Planning Subcommittee Meeting

In attendance: President Smigiel, Willie Greene, Jon Stehle, Anita James Price, Michelle Gowdy, Sue Mellen, Chris Bennett, Sarah Milston

Due to inclement travel weather, Anita arrived at 3:39pm and Willie around 4:00.

The meeting was called to order by the President at 3:15pm.

The President welcomed the subcommittee members and Chris and Sarah from the Spark Mill and turned the meeting over to the Spark Mill.

Chris and Sarah presented some general findings from their survey and interviews while waiting for all the members to arrive. The Spark Mill then handed out the Preliminary Findings report for the VML strategic plan.

There were 8 themes that were discussed:

- 1 – Members are an asset
- 2 – Evolve governance structure
- 3 – Advocacy and education are your core work
- 4 – Build relationships and expand presence
- 5 – Capacity necessary for program evolution
- 6 – “Go to” organization
- 7 – Flexibility serving towns and cities, large and small
- 8 – Supporting the work

There was discussion about these themes and the preliminary findings as well as a discussion on how to present the information to the whole Executive Committee.

This meeting ended at 6:10pm so that the full Executive Committee could meet at 6:30pm.

Executive Committee Dinner and Meeting

In attendance: President Smigiel, Willie Greene, Jon Stehle, Anita James Price, Laurie DiRocco, Jill Carson, Chuckie Reid, Charlie Frye, Jr., Bill Rush, Sean, Polster, Lisa Merkel, Sue Mellen, Michelle Gowdy, Chris Bennett, Sarah Milston

John Rowe arrived after 7:00pm.

The Spark Mill (Chris Bennett & Sarah Milston) began their presentation and went over the themes that were also discussed at the subcommittee level. There was general discussion about their findings and activities that will help further the strategic plan.

There were two motions made:

A motion was made to support Sean Polster in his bid for 2nd Vice President of the National League of Cities. The vote was unanimous.

A motion was made to appoint Derrick Wood, Mayor, Town of Dumfries to complete the term of Bridge Littleton on the Executive Committee and to ask Kelly Burk, Mayor, Town of Leesburg to fill the term of Laurie DiRocco on July 1st as Laurie has announced she is not running for reelection. This vote was unanimous.

The meeting ended at 8:34pm.

Executive Committee Meeting on February 6th

In attendance: President Smigiel, Willie Greene, Jon Stehle, Anita James Price, Laurie DiRocco, Jill Carson, Chuckie Reid, Charlie Frye, Jr., Bill Rush, Sean, Polster, Lisa Merkel, John Rowe, Derrick Wood, Sue Mellen, Michelle Gowdy, Roger Wiley

The meeting began at 9:15am after a visit to the Governor's Mansion.

The President welcomed the committee and made some general remarks. He then asked that the committee create some norms for their meetings moving forward. Here are the proposed norms:

- 1 – Only one person speak at a time and give the courtesy of listening to your colleague
- 2 – Start and end in a timely fashion
- 3 – Debate an item and move on, there is no need to rehash
- 4 – Stay on topic and be respectful
- 5 – Agree to disagree in a professional manner
- 6 – Seek to understand and be understood
- 7 – Know when to move on
- 8 – Don't monopolize the time
- 9 – Give everyone a chance to be heard

There was a motion to approve the October minutes. The vote was approved with Derrick abstaining.

Sue presented the financials and there were minor requests to tweak the reporting visual. The report was adopted unanimously.

An update was presented on the building relocation and the Executive Committee strongly suggested this process be accelerated.

The Personnel Policy Manual was presented as an update. A motion was made to approve the manual and the vote was unanimous.

There was general discussion about the Reception to be held at the National League of Cities Congressional City Conference. The reception will be held on March 9th at 5:30pm in conjunction with the Tennessee, Kentucky and West Virginia leagues.

There was a closed session to discuss the Executive Director's evaluation.

A subcommittee was created to conduct the Executive Director's evaluation; the members are Bill Rush, Derrick Wood, Anita James Price and John Rowe. Roger Wiley will work with the subcommittee.

Discussion about the VML constitution began and a subcommittee was created to review the constitution and suggest changes. Jon Stehle will chair that committee and report in May on their findings. John Rowe, Willie Greene and Lisa Merkel agreed to participate. There was general discussion about by-laws versus the constitution as well. Roger agreed to assist in this process.

The President proposed to create a Town Task Force and appointed Bill Rush, Lisa Merkel, Laurie DiRocco and Jill Carson to this task force. Bill Rush is the chairman.

There was general discussion about the education programs that VML hosts along with partnerships, potential partnerships and the handbook. Also, a discussion of a visit to Southwest Virginia was made with a request to move the August meeting date.

The meeting ended at 11:28am.

Considerations for VML's 2020 Annual Conference

It's worth noting that if stay-at-home or limitations on gatherings orders are in place in October, anything we plan that requires people to be somewhere in person would be cancelled. This would also mean we were not obligated to fulfill any financial commitments to conference centers, etc.

As VML staff have assisted our affiliates with canceling recent events, we have found that hotels have been flexible on contracts as long as there is a commitment to hold future events at the venue. This is also borne out by what we are hearing from other Leagues as they are forced to cancel/reschedule events.

Commitments:

- Unless there is a stay-in-place order in effect in October, we are obligated to cover a large percentage of the financial commitments to the conference center and hotel. It's entirely possible that we can avoid this by committing to a different year (2023?) and/or by scaling back our arrangements instead of canceling outright.
- We have been awarded a grant from VHDA in the amount of \$15k to offset the costs of the conference as originally planned. We would need to work with VHDA to ensure that we maintain the grant by adhering to the spirits of what was originally proposed (i.e. providing a high profile means to further VHDA's mission/brand with local officials in Virginia).
- Over 30 exhibitors have already paid a fee to reserve a spot at our conference.
- The City of Norfolk has agreed to participate financially in the conference; this will need to be revisited.

2020 Conference Options

1. Plan to hold the conference as originally intended
2. Cancel the conference outright
3. **Hold a pared-down conference (running fewer days and encompassing fewer events)**
4. Just hold committee meetings and annual business meeting (with option to attend virtually).
5. Hold an entirely virtual conference

Option #1 - Hold as originally intended

Communicate to our members that we intend to hold our conference as usual and work with the City to retain as many of their commitments (i.e. Host City Night) as possible. Open attendee registrations and continue to push to exhibitors. Book speakers and create a program, etc.

Advantages:

- We know how to hold this type of event.
- Fulfills commitments to conference center and hotels.

Disadvantages:

Regardless whether the virus abates this summer and restrictions on gatherings are lifted, the impact of the current crises will have a chilling effect on large events well into the fall and winter. The reasons for this are twofold:

1. Despite whatever assurances health officials provide, individuals (particularly those most at risk) are going to be less willing to commit to travel and attend large gatherings out of caution and fear that the virus could spike again.
2. The economic impact will be felt by localities for an extended period of time and many local governments will be unwilling or unable to afford the cost of sending participants to non-essential events.
3. Perception of holding a fun event when local revenues and businesses are failing.

Keeping the 2020 conference as originally planned seems unwise and untenable.

Options #2 - Cancel the conference outright

Communicate to members, etc. that due to the social, health and economic impacts of the virus, VML has made the painful but necessary decision to cancel our 2020 Annual Conference.

Advantages:

Aside from finding ways to fulfill commitments, VML would assume none of the risk, uncertainty or extra work associated with any of the other options.

Disadvantages:

- Missed opportunity to get members together
- Loss of prestige/visibility with members
- Lost opportunities to educate and share lessons learned
- Still would need to find a mechanism and date to hold committee meetings and annual business meeting

Given that other, low-risk options exist, cancelling the conference outright is most likely not the best option to pursue.

Option #3 - Pared-down conference with allowance for virtual participation

Identify which aspects of the conference are essential (i.e. business meeting, legislative committee, nominations committee) and which could be skipped (i.e. luncheons, breakout sessions). Hold a 2-day conference with attendees arriving/registering morning of first day with lunch and exhibit hall/workshops/committee meetings in the afternoon. Evening reception or host city night on a much smaller scale. Morning of 2nd day – activity (i.e. city tour, mobile workshops) for some, annual business meeting for others. Luncheon and adjourn.

Advantages:

- For those willing/able to travel, provides an opportunity to network.
- Fulfills obligation to hold committee and business meetings (these can be accessible virtually for those unable to attend in person).
- City of Norfolk still able to showcase

- Likely that conference center and hotels will be willing to reach compromise on previous commitment
- Respectful to localities by reducing overall cost of attending (we can lower registration fee, provide free registrations for some and the event only requires 1 night of lodging)
- Virtual On-Demand and Live events for participation
- Virtual Exhibit Hall

Disadvantages:

- Still puts VML at financial and logistical risk if only very few are willing/able to come.
- We would need to move forward with arrangements soon, which will be hampered given the current crises.
- Might be perceived as too little by some.
- Could open VML up to criticism for holding an event at all.

We recommend this option with some both live and on-demand virtual learning at no cost.

Option 4 - Just hold committee meetings and annual business meeting

Two days: afternoon of first day, committee meetings followed by small reception. Morning of second – annual business meeting (with virtual option) followed by lunch.

Advantages:

- Possible that hotel will view “bird in hand better than two in the bush” and allow us to scale back without penalty.
- Fulfills basic obligations to hold elections and meetings.
- Provides opportunity to network for those willing/able to attend day of business meeting.

Disadvantages:

- It’s not really a conference, may be perceived as loss of prestige.
- Don’t think we can charge a fee for members to attend meetings? However, we may be able to offset cost by working with VHDA to repurpose grant money.

Given the current situation, this is the bare bones in-person option.

Option #5 - Entirely Virtual Conference

Set up a series of workshops, meetings, roundtables, etc. to be held virtually via GoTo Webinar over the course of 2-3 days.

Advantages:

- Aligns with what a lot of other groups are doing; people will be familiar with the idea
- We can begin planning immediately without risk of needing to alter plans
- We can find ways to still involve sponsors and exhibitors

Disadvantages:

- Aligns with what a lot of other groups are doing; people may be fatigued by the idea of virtual conferences
- If situation improves, a virtual conference is unlikely to seem like an attractive option to attendees
- I don't care what anybody says – trying to network/socialize in a virtual environment is awful!
- Fulfills none of our commitments to Norfolk or hotels
- Learning curve for using the platform (though we have all summer to get ready)

Although appealing for a variety of reasons, an entirely virtual conference doesn't seem in keeping with VML's spirit. However, if we forgo an in-person conference entirely, or only offer something limited (as outlined in Options 3 and 4), it would be good to offer virtual learning/sharing opportunities throughout the fall instead of trying to do them all in the same few days.

[A note on the Mayors' Institute:](#)

Mayors' Institute: This is a relatively small gathering. We have the option of cancelling it outright for 2020 or detaching it from the annual conference and making it a separate event at a different location on a different date. Could be held in-person or virtually depending on circumstances.

I would propose that we survey some of the Mayors that regularly attend to obtain feedback.

FY21 VML PROPOSED BUDGET

OVERVIEW

- ▶ Budget decreases \$200,000 or 7.69%
- ▶ Reflects NO increase to membership dues
- ▶ Reflects a modified Annual Conference
- ▶ Incorporates planned move to a leased facility

REVENUE HIGHLIGHTS

- ▶ No membership due increases
- ▶ Moves most Conference sponsorships/exhibitors to annual memberships
- ▶ Decreases revenue from VML Insurance based on current agreement
- ▶ Decreases Investment and VML Bond/Finance Program revenues based on market conditions
- ▶ Anticipates fewer in person workshops/seminars

EXPENSE HIGHLIGHTS

- ▶ Does not include a salary increase for staff
- ▶ Includes a 4.5% increase in health insurance premiums
- ▶ Includes Rent expense for leased space
- ▶ Reflects of \$50,000 in staff identified cost savings in areas such as IT expenses, copier expenses and banking fees
- ▶ Incorporates all Outside Contracts for Advocacy and Legal services
- ▶ Includes \$50,000 in contingency in anticipation of move and selling of property
 - ▶ Ex. Moving expenses, building repairs, etc.

**VIRGINIA MUNICIPAL LEAGUE
FY2021 Proposed Budget**

	Total				
	FY2020 Budget	Estimated Actual	FY2021 Proposed Budget	Increase/Decrease	%
Revenue					
4120 Investment Income	60,000.00	40,000.00	40,000.00	(20,000.00)	-33.33%
4180 Miscellaneous Income	28,584.00	7,700.00	5,000.00	(23,584.00)	-82.51%
Total Advocacy	\$ 22,000.00	\$ 28,925.00	\$ 27,500.00	\$ 5,500.00	25.00%
Total Affiliated Groups	\$ 84,916.00	\$ 85,146.00	\$ 92,500.00	\$ 7,584.00	8.93%
Total Annual Conference	\$ 250,000.00	\$ 303,965.00	\$ 100,000.00	\$ (150,000.00)	-60.00%
Total Membership Dues	\$ 1,170,000.00	\$ 1,162,995.00	\$ 1,210,000.00	\$ 40,000.00	3.42%
Total Publications	\$ 42,500.00	\$ 40,350.00	\$ 42,500.00	\$ -	0.00%
Total Sponsorships	\$ 918,000.00	\$ 933,264.77	\$ 870,000.00	\$ (48,000.00)	-5.23%
Total Workshops/Seminars	\$ 24,000.00	\$ 15,400.00	\$ 12,500.00	\$ (11,500.00)	-47.92%
Total Revenue	\$ 2,600,000.00	\$ 2,617,745.77	\$ 2,400,000.00	\$ (200,000.00)	-7.69%
Expenditures					
Total Advocacy Expenses	\$ 233,500.00	\$ 278,580.73	\$ 265,700.00	\$ 32,200.00	13.79%
Total Annual Conference Expenses	\$ 250,000.00	\$ 240,278.23	\$ 105,000.00	\$ (145,000.00)	-58.00%
Total Compensation and Benefits	\$ 1,407,700.00	\$ 1,348,686.97	\$ 1,373,400.00	\$ (34,300.00)	-2.44%
Total Executive Committee	\$ 36,000.00	\$ 14,654.37	\$ 23,000.00	\$ (13,000.00)	-36.11%
Total General Operating Expenses	\$ 331,800.00	\$ 298,913.29	\$ 369,400.00	\$ 37,600.00	11.33%
Total Miscellaneous	\$ 234,000.00	\$ 163,631.79	\$ 170,000.00	\$ (64,000.00)	-27.35%
Total Publications Expenses	\$ 74,000.00	\$ 71,136.11	\$ 73,000.00	\$ (1,000.00)	-1.35%
Total Workshops/Seminars expenses	\$ 33,000.00	\$ 26,546.19	\$ 20,500.00	\$ (12,500.00)	-37.88%
Total Expenditures	\$ 2,600,000.00	\$ 2,442,427.68	\$ 2,400,000.00	\$ (200,000.00)	-7.69%
Net Operating Revenue	\$ -	\$ 175,318.09	\$ -	\$ -	-
Net Revenue	\$ -	\$ 175,318.09	\$ -	\$ -	-

VIRGINIA MUNICIPAL LEAGUE
Budget vs. Actuals: FY2020 Operating Budget
 July 2019 - June 2020

	Total		Remaining	% of Budget
	Budget	Actual		
Revenue				
4120 Investment Income	60,000.00	37,681.18	22,318.82	62.80%
4180 Miscellaneous Income	28,584.00	7,689.25	20,894.75	26.90%
Advocacy	22,000.00	28,875.00	(6,875.00)	131.25%
Affiliated Groups	84,916.00	75,726.50	9,189.50	89.18%
Annual Conference	250,000.00	303,965.00	(53,965.00)	121.59%
Membership Dues	1,170,000.00	1,162,995.00	7,005.00	99.40%
Publications	42,500.00	39,929.00	2,571.00	93.95%
Sponsorships	918,000.00	746,546.84	171,453.16	81.32%
Workshops/Seminars	24,000.00	15,400.00	8,600.00	64.17%
Total Revenue	\$ 2,600,000.00	\$ 2,418,807.77	\$ 181,192.23	93.03%
Gross Profit	\$ 2,600,000.00	\$ 2,418,807.77	\$ 181,192.23	93.03%
Expenditures				
Advocacy Expenses	233,500.00	184,640.41	48,859.59	79.08%
Annual Conference Expenses	250,000.00	240,278.23	9,721.77	96.11%
Compensation and Benefits	1,407,700.00	1,021,001.23	386,698.77	72.53%
Executive Committee	36,000.00	19,883.26	16,116.74	55.23%
General Operating Expenses	331,800.00	223,717.96	108,082.04	67.43%
Miscellaneous	234,000.00	53,263.01	180,736.99	22.76%
Publications Expenses	74,000.00	50,582.31	23,417.69	68.35%
Workshops/Seminars expenses	33,000.00	28,746.19	4,253.81	87.11%
Total Expenditures	\$ 2,600,000.00	\$ 1,822,112.60	\$ 777,887.40	70.08%
Net Operating Revenue	\$ -	\$ 596,695.17		
Net Revenue	\$ -	\$ 596,695.17		

VIRGINIA MUNICIPAL LEAGUE
Budget vs. Actuals: FY2020 Operating Budget
 July 2019 - June 2020

	Total		Remaining	% of Budget
	Budget	Actual		
Revenue				
4120 Investment Income	60,000.00	37,681.18	22,318.82	62.80%
4180 Miscellaneous Income	28,584.00	7,689.25	20,894.75	26.90%
Advocacy				
4070 Local Government Day	9,500.00	16,375.00	(6,875.00)	172.37%
4320 Rent Payments During GA	12,500.00	12,500.00	0.00	100.00%
Total Advocacy	\$ 22,000.00	\$ 28,875.00	\$ (6,875.00)	131.25%
Affiliated Groups				
4135 AEP Administrative Fee	5,000.00	5,000.00	0.00	100.00%
4136 VBCOA Administrative Fee	21,218.00	21,218.00	0.00	100.00%
4137 VLGMA Administrative Fee	11,750.00	11,750.00	0.00	100.00%
4138 MEPAV Administrative Fee	9,270.00	9,500.00	(230.00)	102.48%
4145 VEPGA Administration Fee	37,678.00	28,258.50	9,419.50	75.00%
Total Affiliated Groups	\$ 84,916.00	\$ 75,726.50	\$ 9,189.50	89.18%
Annual Conference				
4050 Conference Registration	150,000.00	178,075.00	(28,075.00)	118.72%
4055 Conference Sponsorship	45,000.00	57,260.00	(12,260.00)	127.24%
4060 Conference Exhibits	45,000.00	55,180.00	(10,180.00)	122.62%
4061 Mayor's Institute	10,000.00	13,450.00	(3,450.00)	134.50%
Total Annual Conference	\$ 250,000.00	\$ 303,965.00	\$ (53,965.00)	121.59%
Membership Dues			0.00	
4000 Regular Dues	1,081,000.00	1,080,697.00	303.00	99.97%
4010 Associate Dues	79,000.00	78,548.00	452.00	99.43%
4030 Sustaining Dues	10,000.00	3,750.00	6,250.00	37.50%
Total Membership Dues	\$ 1,170,000.00	\$ 1,162,995.00	\$ 7,005.00	99.40%
Publications			0.00	
4090 VTC Advertising	30,500.00	28,550.00	1,950.00	93.61%
4185 VTC Subscriptions	1,000.00	304.00	696.00	30.40%
4290 Online Classified Advertising	11,000.00	11,075.00	(75.00)	100.68%
Total Publications	\$ 42,500.00	\$ 39,929.00	\$ 2,571.00	93.95%
Sponsorships			0.00	
4095 VML Bond/Finance Program	140,000.00	138,782.07	1,217.93	99.13%
4150 Insurance Programs	750,000.00	562,500.00	187,500.00	75.00%
4200 US Communities Program	28,000.00	45,264.77	(17,264.77)	161.66%
Total Sponsorships	\$ 918,000.00	\$ 746,546.84	\$ 171,453.16	81.32%
Workshops/Seminars				
4130 Other Workshops/Seminars	3,500.00	8,330.00	(4,830.00)	238.00%
4190 Newly Elected Officials	8,000.00	1,290.00	6,710.00	16.13%
4195 Finance Forum	6,000.00	5,780.00	220.00	96.33%
4295 Regional Suppers	6,500.00	6,500.00	0.00	0.00%
Total Workshops/Seminars	\$ 24,000.00	\$ 15,400.00	\$ 8,600.00	64.17%
Total Revenue	\$ 2,600,000.00	\$ 2,418,807.77	\$ 181,192.23	93.03%