



BETTER COMMUNITIES THROUGH
SOUND GOVERNMENT

VML BOARD OF DIRECTORS MEETING
Thursday February 1st – 9:00am
Richmond Marriott Salons I & J
Richmond, Virginia

AGENDA

- I. **Call to Order**
- II. **Approval of Minutes - December**
- III. **Approval of Financials**
- IV. **Strategic Plan – New Updates**
 - a. Elected Officials Event
 - b. Legislative Update
- V. **Strategic Plan – Follow-Up**
- VI. **Operational Action-Items**
 - a. Conference location 2025
- VII. **Future Meetings**
 - a. June 7th Richmond
 - b. October 13th Virginia Beach

MEETING RHYTHM

Meeting 1 – June - Strategic Planning Retreat (Richmond)

Create annual workplan (incl. revenue, programming, etc.)

Approve Budget

Meeting 2 – October (Conference location)

Next year's dates

Meeting 3 – December (President's Locality)

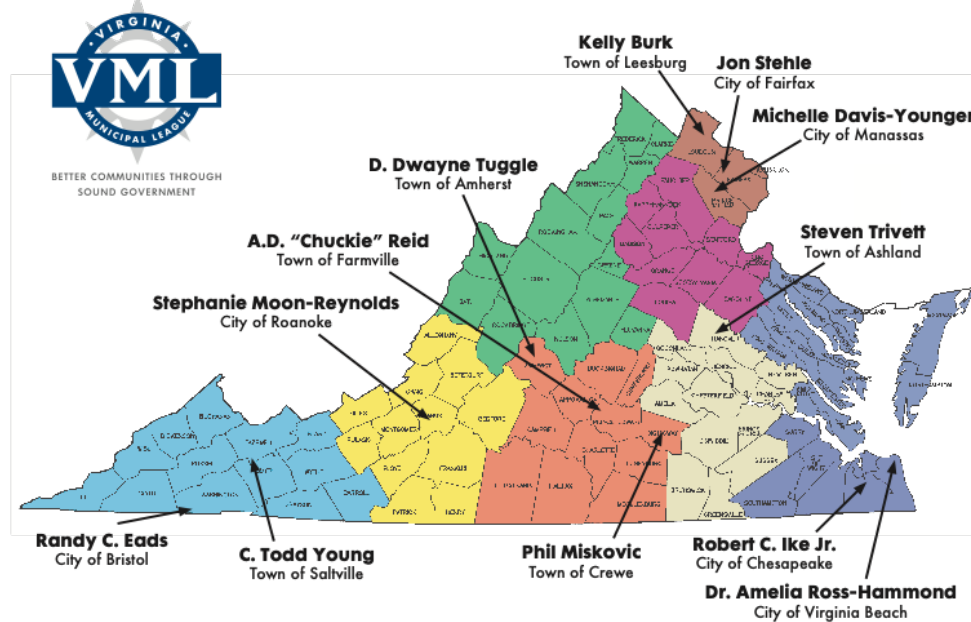
Celebrate President's Locality

Meeting 4 – January/February (Richmond)

Legislative Update

VML Board of Directors

as of November, 2023



STRATEGIC GOALS

- 1. Elevate the Impact of Local Government by Strengthening Relationships with and Between Municipalities**
 - 1.1. Increase connection with our locality members across the state
 - 1.2. Grow our outreach and support with municipal staffs
 - 1.3. Facilitate collaborative peer-to-peer connections
- 2. Accelerate Local Elected Official and Municipal Staff Impact Through Expanded Value-Added Programming**
 - 2.1. Expand support for newly elected officials
 - 2.2. Bolster education through strategic partnerships with higher education
 - 2.3. Maintain strong advocacy efforts and grow member voice with the General Assembly
 - 2.4. Emphasize member localities' leading practices and successes
 - 2.5. Establish member connections leveraging 21st century communication
- 3. Cultivate 21st Century Leadership By Streamlining Our Governance Structure**
 - 3.1. Update our governance structure to include a broader range of municipal voices
 - 3.2. Designate and articulate clear entry-points and pathways for leadership participation by members
 - 3.3. Fully deploy and empower VML staff
 - 3.4. Renew membership categories for broader participation and engagement
- 4. Support Strategic Initiatives Through Organizational Strength**
 - 4.1. Align current and new staff to support stronger relationships and member value
 - 4.2. Cultivate a strong brand through focused and strategic communication

4.3. Re-envision the annual conference to strengthen relationships, engage members, and equip members for excellent leadership

MINUTES
VML BOARD OF DIRECTORS
LONGWOOD UNIVERSITY, FARMVILLE
December 7th, 2023

In attendance: A.D. “Chuckie” Reid, Michelle Davis-Younger, Steve Trivett, Stephanie Moon-Reynolds, Phil Miskovic, Kelly Burk, Dwayne Tuggle, Jon Stehle, Dr. Amelia Ross-Hammond arrived late, Danielle Powell (General Counsel), Sue Mellen (Chief of Staff), Michelle Gowdy (Executive Director)

The meeting began at 12:15.

Consideration of Minutes: The Board considered minutes from their October meeting. A motion was made and passed unanimously to approve the minutes.

SMC Board Appointee: A motion was made and approved that the President would be the appointee and if he cannot attend it would be the President-Elect and then the Vice President.

Board Appointee: The Past President, President and President Elect will work with the Director to bring a proposed candidate forward to fill the unexpired term.

VML Financials: Sue presented VML financials, and they were accepted.

Discussion of the VML Annual Conference: There was a discussion about the 2025 annual conference and staff was directed to obtain more information on holding the conference in Roanoke in 2025.

Legislative Day: The Board discussed legislative day which has historically been in partnership with the Virginia Association of Counties and the Virginia Planning District Commission. A motion was made and passed without objection that VML hold legislative day alone in 2025.

Adjournment. The meeting was adjourned at 1:34pm, but the Board took a tour of Farmville after adjournment and attended a meeting in conjunction with the Virginia Risk Sharing Association.

Respectfully submitted,

Michelle Gowdy
Executive Director