

Maryland GFOA Board of Director's Quarterly Meeting
Ceresville Mansion, Frederick, Maryland
April 6, 2018

Members Present

Christine Parker	Janet Irvin	Tammy Kennedy-Nichols
Lenny Moore	Kim Williams	Keith Novak
Robert Sandlass	Eric Jackson	Jason Zimmerman
John Kroll	Ken Henschen	Joe Mason
Joe Beach	Robert Burk	Lisa Moody
Diane Fox	Ed Leiter	Tim Hayden
Angela Lane	Raifiu Ighile	

Not Present

Steve Kraus
Michael Heaney

Program Committee Co-Chairs: Michael Walther, Alex Strate

Staff: Jane Ramsey

Lenny Moore called the meeting to order at 9:00 AM

1. Approval of minutes: February 2, 2018 Board of Director's meetings
 - a. Corrections to the minutes were noted
 - b. Jason Zimmerman moved approval, Janet Irvin seconded; unanimous approval with modifications
2. Treasurer's Report – Robbie Sandlass
 - a. See attached reports
 - b. Robbie noted that the last two conferences were net positive but there was a loss on the winter conference. Discussion ensued on causes for net loss on the winter conference including attendance; travel expenses; and increased retirements among members.
 - c. Significant improvements in year over year unrestricted net assets were noted.
 - d. Keith Novak noted that sentiment on reserves have changed over time with support for reductions to reserves followed by subsequent efforts to increase reserves. The Board should have a more consistent approach to reserves.
 - e. Jason Zimmerman moved and Lisa Moody seconded, unanimous approval of Treasurer's report
3. Old Business
 - a. CRM Implementation Update- Jane Ramsey provided an update including:
 - i. Membership portal is established and will develop an administrator's portal to permit improvements in member registration and record keeping.
 - ii. Jane working on a "how to" for members so that all can access the portal in time for the summer conference.
 - iii. Discussion on basis for problem in registration for certain people.
 - iv. Neon has done additional work on the system without charge.
 - v. Event portal – correcting fees based on type of membership.
 - vi. Prospect Portal – 145 prospects identified.
 - vii. Email communication history shows what was opened and clicked through which allows Jane to send out better emails.
 - viii. Jane will put the constitution and the bylaws on portal when verified.

- ix. Each Partner will have their own page with logo, links, and corporate description.
- x. Will add CPE certificates to member accounts and send an email that the CPE have been loaded to their account.

4. New Business

b) Welcome new GASB Affinity group co-lead (Neemie Chery): Ken Henschen indicated that Neemie Chery will work with Keith Novak on the GASB Affinity Group.

Non Agenda topic: The Board recognized its newest member Raifui Ighile of Howard County Public Schools.

c) Website Disclaimer: The Board reviewed the disclaimer with an explanation of sourcing and purpose from Jane Ramsey. Tim Hayden raised the issue of the use of participant postings. Keith Novak indicated that we should ask an associate member who is an attorney to review to ensure it is appropriate for MD GFOA. Jane will reach out to Cheryl Guth with McGuire Woods but Jane will keep the current Disclaimer on the web.

d) Code of Ethics (COE): the board reviewed the draft Code which was from Georgia, one of the larger state affiliate GFOA organizations. Tammy Kennedy-Nichols suggested that we should ask Cheryl Guth to review as well. Rob Burk suggested that we review the national GFOA. Keith moved that we follow the GFOA COE. Raifui Ighile seconded. Approved unanimously.

e) New Contract with Radford: Janet Irvin explained that if we put the Radford courses on our website we need to determine what we want to charge members. The Radford contract included a charge per participant and suggested a course price, but Lenny Moore questioned why not charge our own rates.

Kim Williams discussed the courses offered including cash management, debt management, intermediate government accounting, and Introduction to Government Accounting. Not all courses offer CPE. However, MD GFOA can decide to offer CPE for those courses if deemed appropriate. MD GFOA can review courses prior to determining whether we want to offer the course or not. Joe Mason noted that the conferences cost \$175 for members and offer six CPE so that should be the starting point. Kim Williams noted that the Virginia GFOA charges \$150 and offered to non-members (to be verified). Keith suggested that we charge by CPE hour. Robbie Sandlass moved that we charge \$25 per CPE and charge \$100 for non-CPE. Joe Mason seconded. Unanimous approval.

f) CFPO Course, Online Offering, and Exam Sites: Kim Williams indicated that 15 people participated in the second class. Some want to fast track it. Dr. Chase was considering opening the VGFOA to non-members. Lenny indicated that we have not published a schedule of all of the course offerings. Maryland has only one exam date scheduled (April 19th). Lenny suggested and Janet Irvin agreed to discuss with Dr. Chase developing a one year schedule of courses and advertise it as soon as possible.

g) 2019, 2020 Clarion Contract: Jane Ramsey indicated the contract was the same as currently except the room rates for singles went up \$11 and the double went down by \$9.

h) New Partnerships Opportunities and Potential Subcommittee: Kim Williams noted that the Committees recommendations were approved on an eVote. New items to vote on included other sponsorship opportunities detailed in a handout. Discussion ensued on how dollar amounts were calculated, length of course, travel, and other expenses incurred. Mason moved to accept the subcommittee's recommendation with a clarification that the scholarship fund amount will be

based on a defined minimum subject to prior discussion with the MD GFOA Board. Zimmerman seconded. Unanimously approved.

i) Executive Discussion (J Ramsey excused)

j) Spring Conference: One speaker who committed is no longer with the company but Clifton Larsen Allen (CLA) will provide a speaker with a new speaking slot. No other changes were noted.

k) Summer Conference: The draft Conference Agenda with backups was reviewed and discussed. Noted and discussed the following - an Ethics session was required this year and that BLI will provide suggested speakers; Program Committee (PC) staff will try to schedule Judy Borsher for the computer training session; A session for the GFOA Executive Director to make remarks; the PC is looking for Larry Hogan or a cabinet member to speak; A “medical marijuana” roundtable is being developed along with a session on Fraud. There was discussion on how a medical marijuana session was related to local government finance and perhaps we needed a local official who can speak to the economic and fiscal impacts of medical marijuana.

5. Committee & Affinity Group Reports:

a) Membership - Christine Parker noted changes in the report including a reduction in membership compared to 2017. Discussion ensued on the causes for the decline including downsizing in government finance offices; conference location; whether an analysis of changes by jurisdiction was required; and development of strategies for attracting members from other jurisdictions such as western Maryland, Prince George’s or Baltimore County.

b) Sponsorship – Tammy Kennedy-Nichols reviewed the Report with Jane Ramsey. Summer conference exhibitors and sponsors are already signing up including new sponsors. Jane is cultivating relationships for sponsors for next year including Bond Counsels.

c) Communications – Holly Sun (absent) Kim Williams discussed developing a strategy about information on the website, updating it, and securing it including blogs, seminars, other. Beach, Ighile, and Michael Walther expressed an interest in participating in this effort.

d) GFOA Representative – Kim Williams discussed the GFOA Representative report including financial reporting model and federal legislative update.

e) Education – Joe Mason noted that the education issues were discussed previously in the meeting.

f) By-laws – Joe Beach will look at by-laws and policies before they go on the Board Portal website.

g) Long Range Planning – Jason Zimmerman discussed reaching out to your colleagues to participate as a way of identifying potential new board members and gaining new perspectives on program offerings. Joe Mason mentioned that MD GFOA should consider forming a young professional’s affiliate group. Keith Novak mentioned that if you ask for volunteers we need to be prepared to assign substantive work for them to do.

h) Nominating Committee – Janet Irvin discussed the replacement for Christine Parker for the Associate Member slot and noted that Christine Osborne was a potential candidate but there was also a candidate from Wilmington Trust. The Committee will also contact Dawn Parks about the open slot for the Eastern Region.

i) Lloyd Jones Scholarship – Janet Irvin asked if there were applications. Jane reported that there were none but Kim Williams noted that she submitted four applications. Jane will verify what has been submitted.

- j) Investment & Treasury Management Affinity Group –Tim Hayden and Rob Burk are still planning the September Affinity meeting. Tammy Kennedy-Nichols mentioned that she has authorization to sponsor the September meeting.
 - k) Tax Affinity Group – Eric Jackson mentioned that the Tax Affinity Group had a February meeting with Core Logic and Wells Fargo.
 - l) GASB Affinity Group - Keith Novak mentioned that they are waiting for the reporting model to be finalized before scheduling the Affinity Group. Keith is also planning for a meeting to discuss Lease Accounting. He also noted that GASB is looking at footnote disclosures and meeting with others to discuss. GASB is also considering further disclosure changes that could increase the time and cost of completing audits.
 - m) Debt Affinity Group – Steve Kraus (absent) but Joe Mason noted that the March session was cancelled due to inclement weather. Angela Lane asked that the Committee avoid Tuesday dates since those are often Council/Commission meeting days.
6. Other Business: Lenny mentioned that he attended a meeting on the use of Block Chain technology to simplify data transfers to the federal government and they were looking for input from government finance officers.
 7. Adjourn: Kim Williams moved and it was approved without objection.