

Maryland GFOA Board of Directors' Quarterly Meeting
Aida Bistro, Columbia, Maryland
November 2, 2018

Members Present

Christine Osbourne	Lenny Moore	Tammy Kennedy-Nichols
Robert Sandlass	Eric Jackson	Jason Zimmerman
John Kroll	Ken Henschen	Robert Burk
Joe Beach	Lisa Moody	Dawn Parks
Diane Fox	Holly Sun	Ed Leiter
Raifui Ighile	Mark Edwards	
Michael Heaney		

Not Present

Joe Mason
Tim Hayden
Kim Williams
Keith Novak
Steve Kraus

Program Committee Co-Chairs: Michael Walther, Alex Strate

Staff: Jane Ramsey

Jason Zimmerman called the meeting to order at 9:00 AM

Introduction of new member, Mark Edwards

Agenda motioned by Joe Beach, seconded by John Kroll

- a. Approval of minutes: August 3, Board of Directors' meeting
 - b. Motioned by Raifui, seconded by Robbie-unanimous approval with no objections
2. Treasurer's Report – Joe Beach
- a. See attached reports
 - b. Cash position is above reserve target through first quarter. Joe reported revenues and expenditures includes some amounts from the summer conference, not fall conference.
 - c. Dues are \$32,000 for period ending 9/30 and above previous years.
 - d. There was mention of some adjustments in miscellaneous will be necessary to move to management services and bank fees.
 - e. Conferences are projected to meet budget. Michael noted speaker fee (BLI). Robbie asked about paid registrations 280 taken down to 260. Motion by Robbie and second by John.
3. Old Business
- a. Fall conference-Michael relayed information as listed on the done through survey Monkey. Economist started slow but later got better.
 1. Jason asked Jane to input a survey comment and Michael also wanted a comment section. Jane reiterated this was her first-time using survey monkey and she is still exploring the option.
 2. Holly inquired about having Basu come to speak as an economist and Michael explained the difficulty in scheduling him plus we prefer to have him every other year. Michael will reach out to Basu for a future conference. Robbie said the last speaker was very good and it was agreed upon by all that he should be invited again.
 3. Alex thanked Jane for making sure the Marriott stayed on task.
 - b. Membership Report by County-Jane will do a supplemental report and put on board portal for a more detailed report of where the individuals are coming from per agency location/organization. Numbers appear to be surprising for some counties.

- c. Partnership Report Login-Tammy, Jane and Jason were on conference call and the result is a prospect report with a column listing the status of those she has reached out to.
 - 1. Reports will list prospects and a detail of communication
 - 2. Jane will be converting everything into a sixty (60) day running report. Activity will continuously be updated.
 - 3. Tammy summarized saying this will be a great tool to report the progress of vendor/sponsor communication.
 - 4. Jason mentioned for everyone to review and give feedback to Jane with those on the list we may know just in case the contact information has changed.
 - 5. "Open Communication" is the key to make this successful. Jason has offered his assistance if needed. Eric and Lisa will reach out to LGIT and see if Earle Beyer will come on board.
- d. Mark Edwards (TD Bank)-Communications Committee
- e. MDGFOA About Section Revamp-All affinity groups have been listed on the portal and Tax Affinity needs to be updated. Jason will reach out to the young professionals individually. In the "about" section add a paragraph about what the program and affinity groups do
- f. College Career Fairs-Jane is on mailing lists and will check weekly.
 - 1. Career fairs are generally in the fall and some in the spring and fall. Fee ranges from \$375-\$500 for registration. Some offer for free but we will not find out until the last minute. Another option is to place on job posting board to advertise free membership to colleges and universities. Logistics were very vague with information.
 - 2. Robbie mentioned that we could target organizations with the colleges instead of using a career fair.
 - 3. Jason would like Jane to do ads and she will research to find out how she can reach out to contacts for promoting.
 - 4. Discussions revolved around promoting more.
- g. College Professor MDGFOA Announcements-Jane sent out promo in flyers at Towson, and University of Maryland.
 - 1. Dawn mentioned she had contacted a professor and sent information out. Holly also mention that would contact someone she knows at George Washington University.
 - 2. Information will be put on board portal with flier so that it may be passed onto those on the board/committee who may have knowledge of someone they can communicate with.
- h. Outside Promotions Policy Language-Jane explained what it is and will send information to Dawn about the policy. Michael's expertise/information will be needed for content
- i. Young Professionals Affinity Group-Met at DuClaw October 2.
 - 1. 22 signed up and 8 attended. New attendees attended the fall conference which was the intent.
 - 2. Early January will be next one at Victoria's in Columbia or New Guinness in Baltimore. Discussion about time.
 - 3. Cost was under \$300 but most likely offset with fees. Capital One sponsored which offset the cost. Jason mentioned ways to promote the Young Professionals meetings and venues to have that will coincide with events available to possibly draw more attendees.
- j. Ocean City RFP Emails-Jane has reached out to other venues in Ocean City and other locations. See attached listing. Four out of five gave a thumbs down due to not having enough conference space available. Years targeted were 2021 and 2022.

1. Christina mentioned having a board together and that is part of the long-range planning.
2. Robbie believed having in Ocean City would be the best bet due to attendance possibly dropping off if at another location.
3. Main argument with the Clarion are the rooms being old. Chesapeake Bay Golf Resort is another option but due to the location this may not be the best option. Main draw for Ocean City is being at the beach and a partial family vacation. Another issue is the setup for vendors. Mike brought up the idea of staying at another hotel. It could end up hurting us with AV and also food and beverage costs.
4. An RFP has been put out by Jane.
5. Robbie mentioned the conference facility is fine at the Clarion and discussed how tough it would be to have a shuttle from Fager's to various hotels if we had agreements with them. The disadvantage with other places (Princess Royale) would be events would be open to the public and could not be for conference attendees only. Clarion has been very accommodating for conference space and their fees. Jason asked if we are holding steady for now exploring options or are we committing to the Clarion. Jane advised not to commit too early.

4. New Business

- a. Winter Conference-Mike gave an update-see winter conference agenda.
 1. Rob mentioned trying to get those that speak at affinity groups to also become sponsors.
 2. Robbie mentioned a good idea is to have a speaker from each one of our sponsors speak at one of the conferences.
 3. Training and Development, leadership training is a portion of the conference we should have.
 4. Rob mentioned Andrew Kline coming to a future conference. Joe moved, Holly second; unanimous approval.
- b. CPE Certifications and NASBA Registry-
 1. MDGFOA is not registered with NASBA so we do not include everything that should be included on certificates and most State GFOA organizations are not registered.
 2. Currently, the President of organization is signing off. Alex believes that we should not change our current procedure due to the cost and being too cumbersome.
 3. Optioned to create a new certificate and have a digital signature from President of organization. Christina said this was mentioned before and there was a committee formed to investigate and the decision was made not change.
 4. Rob mentioned that when the CPA certification board audits the credits there have been no issues. Robbie makes motion to look at format and bring back draft for review and approval. Christina seconds. Approved unanimously. Alex will create new format/draft.
- c. Future Special Newsletters-Jason will have written each quarter to promote Young Professionals Group. Open to table for anyone to include items to include in quarterly newsletter. Mid November Holly and Mark Edwards will get information from Jason for publication.

5. Break

6. Committee & Affinity Group Reports:

- a. Membership - Christine Osborne reported we have 515 members. Membership is on the decline but compared to other professional organizations that she belongs to we are doing well in retaining members.
- b. Sponsorship – Tammy Kennedy-Nichols-expecting a positive look in this area, new approach to increasing this group
- c. Communications – Holly Sun & Mark Edwards-Quarterly conference was mentioned and slides for fall conference will be posted soon
- d. GFOA Representative – Kim Williams (absent)-see notes provided
- e. Education – Joe Mason (absent) Jason mentioned expanding CPFO. Joe found another professor Ann Soyver will do furthering classes and the cost is approximately \$1,000 more. First professor could only do two classes. 12/5-12/7 Intermediate Accounting in Hanover and LGIT Insurance
- f. By-laws – Joe Beach-nothing new ensure roster is updated. Jane confirmed it is
- g. Long Range Planning – Robbie Sandlass-contract runs through Fall 2019 for quarterly conferences. BWI will be going through renovations but will be available for use at our next quarterly conference per Jane. Robbie will assist Jane in getting numbers for BWI and also spring amount for Beach Club. Jane will do a RFP.
- h. Nominating Committee – Lenny Moore/Dawn Parks-identified whose terms will expire, and draft will be presented at next meeting
- i. Lloyd Jones Scholarship – Lenny Moore
- j. Investment & Treasury Management Affinity Group –Tim Hayden(absent) and Rob Burk-looking at spring conference at MDOT headquarters.
- k. Tax Affinity Group – Eric Jackson mentioned that the Tax Affinity Group had an October meeting. Topics of discussion were Tax Sale and a presentation by AutoAgent. AutoAgent is a company that assists jurisdictions with the processing of tax payments from servicing companies to reduce the number of refunds. Next meeting will be November 15 and the tentative agenda is either Barbara Hansman to discuss the progress of e-recording or Michael Higgs (SDAT) to discuss upcoming legislative proposals that will affect jurisdictions in relation to SDAT and lastly the introduction of Kevin Kinnaly of MaCo who replaced Barbara Zectick.
- l. GASB Affinity Group - Keith Novak(absent)
- m. Debt Affinity Group – Steve Kraus(absent)-November 29 is meeting

7. Other Business:

- a. Robbie advised that we should get feedback on who is taking online classes.
- b. Joe will present at February board meeting. Ann Shawver teaches at DCGFOA and wanted to know if we could expand to DC members for CPFO. She will promote at her next conference. Jason will speak with Joe Mason about it.
- c. Everyone agreed to move forward with this option. Motion made by Joe and second by Rafiu.
- d. PFM wants to sponsor CPFO. The amount of \$340 will include membership into MDGFOA. Joe motion modification and Rafiu second.
- e. Eric will speak with Jenifer Ellin about filling Southern region and if she declines will speak with Tim Hayden to move from at large to Southern representative.

8. Adjourn: Tammy moved and seconded by Rafiu . Approved without objection.