



Quarterly Board of Director's Meeting

August 6, 2021  
Severn Inn  
9:00 A.M.

---

**Board Members Present:**

Eric Jackson, Kimberly Williams, Robert Burk, Stephen McGibbon, Joe Beach, Lisa Sesny, Bernadette Benik, Daniel Fox, Jennifer Dierksen, Dawn Parks, Tammy Kennedy-Nichols, Edward Leiter, Rafiu Ighile,

**Committee & Affinity Chairs Present:**

Marty Jacobs, Alex Strate, Robert Sandlass

**Staff:**

No staff present

President Eric Jackson called the meeting to order at 9:01 AM.

**Agenda:**

Approval of Minutes: April 9, 2021 Board of Director's Meeting and the June 17, 2021 Annual Business Meeting were raised for discussion in conformance to the agenda. This was the first **in-person** Board Meeting convened since the COVID pandemic (other meetings were conducted remotely), and this meeting did not have in-person staff support. As such there were no hard copies of the above minutes available for the Board's review.

Amendments and Corrections: None – Minutes were not available for review

Motion: No action taken due to reasons stated above. **Action held till next meeting.**

Second:N/A

Treasurer's Report: Provided by Kimberly Williams

- Financial Position
  - Discussed change in assets which increased by \$45.8K or 26%
  - Total Cash \$222K
- Statement of Activity
  - Total revenues declined from prior year, due primarily to YOY declines in Fall and Winter conference revenues.
  - However, these declines were offset by a 40% increase in Sponsorship revenues
  - Corresponding declines in Fall and Winter conference expenses vs prior year
  - Overall, Net Revenue came in at \$67K, compared to a \$9K loss in prior year
- Budget to Actual
  - Due to virtual format of Summer Conference, conference income was significantly less than budgeted. However, this was true also for corresponding Summer Conference expenses
  - Board members had a brief discussion on reported inventory shrinkage which was attributed to the disposal of old directories

Motion to accept Treasurer's Report: Joe Beach

Second: Ed Leiter

Motion Accepted

#### **Old Business:**

Alex Strate presented on recent conferences:

- No information on Spring Conference
- Discussion followed on the Summer Conference
  - Sessions were well received
  - CliftonLarsonAllen was great and kudos to their stellar Admin work in support of the conference
  - Attendance: was down from last year. But last year was free
  - For amount of CPE – can't beat the price
  - Last year's conference had the Ethic presentation and associated CPEs; there's usually an attendance bump resulting from that

#### **New Business:**

- Joe Beach presented on the Association Management RFP Selection Recommendation:
  - The AMC contract was up for renewal
  - Current provider not bidding
  - RFP issued June 8<sup>th</sup> due July 8<sup>th</sup>
- 4 proposals

- MSP
- Premiere
- McKenna Mgmt. - Massachusetts
- Management HQ
- Highest scored – MSP
- 2<sup>nd</sup> highest score was McKenna
- Management HQ – Good score
- McKenna – Was price advantage
- Discussed pricing for each of the bids (3)
- Premiere’s proposal was late so not considered
- Scholte is willing to terminate financial services early
- They will use neon database
- No commission fee from McKenna

McKenna Management Reps:

- Andrew Cronin Finn – VP
- Gabrielle (Gaby) Webster – Executive Director

Andrew & Gaby presented and responded to Board Members questions jointly:

- He was the ED for New England Assoc
- 17 years ago started
- Certified firm
- 28 Clients
- 25 staff members
- Growing memberships – Aligning value proposition of the organization with members and prospective members; tradeshow; reverse tradeshow; grants and sponsorships increased; craft packages; specialty seminars; will dig into who we are
- 1<sup>st</sup> year – Learning period; cycle; governing; get the rhythm; comprehensive onboard checklist; meet with officers; key members
- Level of staffing at our conference: 1 staff member for each 100 attendees; Gaby at each Board meeting; Aubrey – marketing and coordinating; 2 of them will likely attend all conferences
- Gaby – 100 hrs to gain certification so working on it.
- Aubrey – Prog Coordinator
- How can we be ambassadors to our current organizations
- Sell the value add of CPEs
- Tammy inquired of other locations that we can probably use for quarterly conferences
- Can do 4 to 5 year subscriptions with hotel to get better rates
- How often do you communicate to the Board depends on us
- Their response time is 24 hours. Phone line is a 2-ring rule.
- Michele Sperry – Monthly Financial Repts; Compliance; A/R; A/P; Very Responsive; Recommended Budget

- If a virtual conference is needed, would they provide the platform? Depends on the size. Would have to be an RFP if larger conference.
- Have a relationship with MAP Dynamics for a virtual platform that can facilitate CPE check-ins (MAP Dynamics is their low-budget virtual platform)
- If doing virtual + Live; then it's like two separate events (Hybrid); would also need to have an A/V team

McKenna team exited

Motion: Joe Beach moved to permit the Executive Board to move forward with negotiating the contract

Second: Ed Leiter

Board unanimously approved the motion

Two-year term, with three-year optional

**MDGFOA Policy Document:**

- FY23 Increase our Dues: From \$175 to \$185; Summer from \$300 to \$310; All other memberships will also increase by \$10
- Budget for upcoming year \$331,800
- Suggestion made that for Affinity Group meetings we may consider doing those via Zoom meetings

Motion to accept the \$10 increase in fees; accept the President's Budget; and to move forward with in-person Quarterly Conferences: Joe Beach

Second: Bernadette Benik

Motion approved unanimously

**Board Member Roles in Committee & Affinity Groups**

- President spoke to the minimum frequency of Committee and Affinity Group meetings and recommends that these meetings be convened at least once per year

**Fall Conference:**

- Sessions
  - Economic Update
    - Speaker – Anirban Basu - Chairman & CEO, Sage Policy Group, Inc
    - Note: the MD GFOA Board has agreed to a long-term speaking arrangement with Anirban – Locked in for 3-years
  - Improving Outcomes for your 457(b) Deferred Compensation Plan

- Cyber Security, Risk, and Cyber Insurance Update
- Maximizing Benefits of ARPA Funds
- Maryland Revenue Update

**Committee and Affinity Group Reports:**

Membership: Provided by Eric Jackson reviewed handout

Sponsorship: Provided by Tammy Kennedy-Nichols

- Approach speakers to be a part of membership
- Done well in the pandemic – stayed level
- See Board packet

Budget & Fiscal Policy -

Robbie Sandlass Presented:

- First Meeting
- Good participation
- Will seek vendor for next meeting to discuss the behind the scenes of revenue estimates
- Have a session in Nov and one in June

Communications: Mark Edwards (from TD) no longer able to do it.

GFOA Rep: Provided by Lisa Sesny

- New GFOA Committee
- New GFOA Webpage of their members
- Hero Award
- Registration open for Oct 20-22
- National Conference
- New ARPA Conference

Education: Provided by Jennifer Diercksen

- Back in May IGAS
- Do we want to do two seminars... hold another one in the Fall?
- Take a portion of the seminar to go over CAFR (now ACFR)
- Will look into one for November- check in with the 3 different firms
- CPFO – Still revamping that program. CPFO coordinator at GFOA willing to **do a lunch and learn** to go over the program and answer members question. **Poll attendees right after** to gauge interest in pursuing exam
- Jennifer will follow up on dates CPFO and IGAS

By-laws: Provided by Joe Beach

- Will hand this back to Dawn Parks

Long Range Planning: Provided by Joe Beach

- Nothing new

Nominating Committee: Provided by Joe Beach

Changes reviewed

- Latitia Caroline-Powell – WSSC Water – move to **at large seat**
- Bernadette Benik **State Rep seat**
- Rafiu Ighile to **County seat**

Motion: Kim Williams moved for approval of selections above to the stated seats

Second: Joe Beach

Action Taken: Motion approved (no opposing or abstaining votes noted)

Lloyd Jones Scholarship: Report provided by Joe Beach

- Looking for more nominations from other counties
- Will put out emails

Young Professionals Affinity Group: Alex Strate presented for Michael Walther

- Do better job connecting with young professionals
- Best pipeline is CPA firm

Investment & Treasury Management Affinity Group: Provided by Rob Burke

Tim Hayden moved on – Not actively working in government (Calvert transition) – Kevin from LaPlata is now in his slot

Jon Seeman moved on also – Queen Anne's transition

Can only be member if actively work in govt

Tax Affinity Group: Provided by Eric Jackson

- Tax Sale
- Legislative Agenda
- Next mtg – Tax software

GASB Affinity Group: Provided by Bill Early

- No report presented

Debt Affinity Group: Provided by Jennell Rogers

- No report presented

Retiree Group: Provided by Marty Jacobs

- Personal Finance Session was held
- Hope to have a another one to cover Wills; Trusts; and similar type paper-work

**Other Business:**

- Fall conference – Do a presentation for Ed Bianchi who passed away – His daughter will be present

**Adjournment:**

Meeting Adjourned by Eric Jackson at 12:14 PM

Motion: Rafiu Ighile

Second: Joe Beach

Action: Unanimous approval

**Next Meeting:**

Fall Conference – Friday, October 29, 2021 – In-Person

Board Meeting – Friday, November 5, 2021 – In-Person