

**Florida City and County Management Association
Board of Directors
Thursday, August 23, 2012 – 8:30 a.m. – 12:30 p.m.
Westin Diplomat Hotel, Hollywood**

President Shanahan called the meeting to order at 8:34 a.m. with the following members present:

President Joyce Shanahan, City Manager, Ormond Beach
President-Elect Russ Blackburn, City Manager, Gainesville
Secretary/Treasurer Jill Silverboard, Assistant City Manager, Clearwater
Past President Jonathan Lewis, City Manager, North Port
District I Director Jeffrey Brown, Assistant City Manager, Panama City
District II Director Michael Pleus, City Manager, DeLand
District III Director Desiree Matthews, Assistant City Manager, Kissimmee
District IV Director Richard Reade, Sustainability Officer/PIO, Delray Beach
District VI Director Judith Zimomra, City Manager, Sanibel
District VII Director Robert LaSala, County Administrator, Pinellas County
District VIII Director Andy Stewart, Town Manager, Dundee
At-Large Director Bobby Green, City Manager, Auburndale
At-Large Director Horace McHugh, Assistant City Manager, Oakland Park
At-Large Director Faye Outlaw, County Administrator, St. Lucie County

Note: District V seat is vacant. No seated members were absent.

Others in attendance:

Lee Feldman, City Manager, Fort Lauderdale; ICMA SE Regional VP
Jeff Hendry, Executive Director, IOG
Dr. Robert E. Lee, Executive Director, CFLGE
Beth Rawlins, Corporate Liaison; President Florida Business Watch
Ken Small, FLC
Lynn Tipton, FCCMA Executive Director
Carol Russell, FCCMA Administrative Assistant
Lynn Lovallo, FCCMA Executive Assistant

President Shanahan welcomed everyone, introductions were made, and President Shanahan administered the Oath of Office to Directors LaSala and Zimomra. The President reported that District 5 Director Flint resigned his position creating a vacancy. Michael Cernech, City Manager, Tamarac, has expressed an interest in filling the vacancy for the remainder of the term (May 2013).

A motion was made by Mr. Lewis and seconded by Mr. Pleus to appoint Mr. Cernech to serve as the District V director for the remainder of the term. The motion passed without opposition.

An objection to a membership application was received after the person's name was noticed in the newsletter. A process is being developed to address situations such as this one.

With Barbara Lipscomb's departure to North Carolina, a vacancy was created on the Ethics Committee. President Shanahan recommended Bill Horne, City Manager of Clearwater to fill the remainder of Ms. Lipscomb's term.

A motion was made by Mr. Green, seconded by Ms. Outlaw to confirm President Shanahan's appointment of Mr. Horne to the Ethics Committee. There was no opposition, and the motion passed.

The correspondence that was received since the last meeting was included in the packets. There were no questions.

Consent Agenda: Ms. Silverboard pulled the item regarding the agreement with Beth Rawlins Inc. and the one for Policy No. 30—membership objection.

A motion by Ms. Silverboard, seconded by Mr. Green to approve Items 2-4 on the Consent Agenda passed without opposition.

Ms. Silverboard reviewed the agreement with Ms. Rawlins and said the goal of \$200,000 was agreed to by both parties. Ms. Rawlins shared her concerns and gave some history of her involvement with FCCMA. There was some discussion about the various issues. It was felt there were two separate issues: the contract and the budget. Mr. Lewis suggested a policy may be needed regarding the expectations for conference to make a profit. Mr. LaSala suggested adding another element: what is the role of the board and members to support the fundraising effort. It was suggested to agenda these concerns for another meeting.

Mr. Lewis made a motion to approve the agreement between Beth Rawlins Inc. and FCCMA. The motion was seconded by Mr. McHugh. After a short discussion on travel expenses, the motion passed without opposition.

Ms. Rawlins would like to re-examine the structure of the contract for next year. President Shanahan praised Ms. Rawlins for the work she has done for FCCMA.

A motion was made by Mr. Lewis, seconded by Mr. LaSala to have the Executive Committee for PY2014 under the direction of Mr. Blackburn review the contract. Discussion: It was reiterated that the FCCMA Board is a policy board; it is staff's job to carry out the policies. The motion was amended instructing the Executive Director to work up recommendations and what the industry standards are, which would then go to the Executive Committee and the full board. The motion passed without opposition.

The other item pulled from consent—Policy No. 30, Member Objection Process—was explained. The proposed policy follows ICMA's process for member objections.

Moved by Mr. McHugh and seconded by Mr. Green to approve Policy No. 30. The motion passed without opposition.

Mr. Feldman gave the ICMA update. He said ICMA had a very productive year. \$1.1 million were added to the assets. The priorities this year were member recruitment. Mr. Feldman thanked FCCMA for renewing the affiliate agreement. The Life, Well Run campaign is making progress; he thanked FCCMA

again for the check and said FCCMA is leading the southeast. The Knowledge Network is growing every day. Beginning September 10 a new company will be doing this.

Mr. Feldman said Florida has an embarrassing number of reported ethics cases. FCCMA needs to do a better job with the members. Violations that appear in Ken's clips are not being reported, and maybe the Ethics Committee could come up with a reporting method. Ms. Tipton reported that the Ethics Committee is considering doing that. Because of the Sunshine Law, Florida dealings are much more public than other states and may be why there are more reported cases.

The Center for Florida Local Government Excellence (CFLGE) Steering Committee has two FCCMA representatives rolling off.

Mr. Jeff Brown moved to appoint Dan Kleman and Brad Johnson if they are willing to serve. The motion was seconded by Mr. Blackburn and passed without opposition.

A motion by Mr. Green and seconded by Mr. Blackburn to ask Doug Thomas or Jim Hanson if the others cannot serve. There was no opposition, and the motion passed.

The Center for Florida Local Government Excellence report from Dr. Lee was included in the agenda packet. Dr. Lee deferred to Mr. Blackburn, chairman of the Fundraising Committee, to report on the progress. Dr. Lee continued by saying they are ahead of schedule with planning the webinars and district trainings.

Mr. Blackburn reported that the committee is working on the sustainability of CFLGE, which will allow FCCMA to lower its financial commitment going forward. The plan includes corporate and individual donations plus grants. A fund-raising event at conference is being discussed to raise awareness among members and raise some money for the Center. Members will also have an opportunity to make donations with dues this year on line or included with their dues payments.

Moved by Ms. Silverboard, seconded by Mr. McHugh to accept and file the CFLGE report and approve the Fourth Quarter payment of \$15,000. The motion passed without opposition.

Ms. Tipton reviewed her report, which was included in the packet. The six-month Range Rider report will be forwarded to ICMA. The new Investment Policy was presented.

On a motion by Mr. Blackburn, seconded by Mr. Pleus, the Investment Policy was approved without opposition.

As part of the affiliate agreement with the Alliance, FCCMA receives one complimentary registration to the TLG Conference. TLG 2013 is in April in Atlanta.

Moved by Mr. McHugh, seconded by Ms. Outlaw to award the complimentary TLG registration to President-Elect Blackburn for 2013. The motion passed without opposition.

A motion by Mr. Lewis, seconded by Mr. McHugh was made to approve the Scribner changes to the By-laws to correct the definitions for the membership categories as approved by the Board in June. The motion passed without opposition.

The last item in the Executive Director's report was a review of the procedure followed when a vacancy occurs in a city or county, whereby FCCMA sends a letter offering assistance. No action was necessary.

Budget: Secretary/Treasurer Silverboard gave the Board some background as to how the budget was developed and said that Mr. LaSala's Committee (FARC) did a great job with its review and recommendations. There were several issues the Committee felt needed to be addressed. Ms. Silverboard also pointed out some items in the Notes of Explanation.

Mr. LaSala thanked his committee and Ms. Zimomra, the co-chair. The Committee feels that FCCMA needs to be more pro-active regarding revenue generation. They had (in particular) three areas of concern: membership dues, The Center for Florida Local Government Excellence and scholarships. Activities should be in support of the total membership. There was much discussion regarding the different areas.

Moved by Mr. Blackburn, seconded by Mr. Pleus to have the FCCMA representatives on the CFLGE Fundraising Committee report back to the FCCMA Board in February with ideas for sustainability of CFLGE. The motion passed without opposition.

More discussion followed on the area of dues and the responsibility of the Membership Committee. It was decided a bigger conversation was necessary before the November meeting on a) how to proceed and b) what will be the role of the board and membership in general. After more discussion:

A motion was made by Mr. Blackburn, seconded by Mr. McHugh to task the Fiscal and Administrative Responsibility Committee with: 1) Sustainability of the Center—referred to the CFLGE sub-committee on fundraising, then to FARC to bring back a recommendation to the FCCMA Board in February; 2) Develop a budget policy for use of fund balance, conference to be profitable—yes/no and conference expectations; and 3) overall revenue enhancement. FARC is to report back to the Board at the February meeting. The motion passed without opposition.

Moved by Mr. Pleus, seconded by Mr. Lewis to approve the Fiscal Year 2012-2013 budget as presented.

Discussion: It was asked to be noted FARC is pleased to make the Board aware of the issues raised and discuss them; and while some progress was made, it was not as much as FARC would like.

The motion passed with Mr. Reade, Mr. Green, Mr. LaSala and Ms. Zimomra in opposition.

Committee reports:

Awards: Mr. Brown's committee's work plan was included in the packet. He will bring back language to the next meeting regarding the Honorary Award. The Committee questioned the City/County Program Excellence awards and felt they may be in competition with the FLC awards. **It was suggested that the work plan be adopted and Mr. Brown bring his committee's recommendations to the November meeting.**

A motion was made by Mr. Stewart and seconded by Mr. Green to approve the Awards Committee work plan for PY12-13. There was no opposition, and the motion passed.

Conference Planning/Winter Institute: Ms. Silverboard reported on the planning for the Winter Institute. The topics and provocateurs have been determined; Felicia Logan from ICMA will facilitate. The provocateurs are Joe Coury, Deirdre Macnab and Joe Mazurkiewicz. Mr. Blackburn reported on the conference planning and said three featured speakers have been identified. The case study submittals will be evaluated and those selected will be turned into sessions as conference.

Fiscal and Administrative Responsibility Committee (FARC) – There were no additional comments.

Information and Technology: Mr. Pleus was congratulated on the new website.

Intergovernmental: Ms. Matthews is working with the Florida Local Government Coalition, which is celebrating its one year anniversary in September. Her committee will be addressing three areas: 1) some concerns raised regarding the website—FCCMA Committee will work with FLGC to fix these; 2) determining who will be responsible going forward (currently FLC is handling this; and 3) the sustainability of the FLGC—how to keep the momentum going.

A motion was made by Mr. LaSala and seconded by Mr. Jeff Brown to approve the work plan. There was no opposition, and the motion passed.

Legislative Affairs Committee: The work plan was submitted with the agenda materials. Main areas that will be addressed are how the committee can help with communicating changes to the Communications Service Tax and information about Amendment 4. The weekly written report that had been done by FCCMA member, Ken Morris of Leon County, will no longer be provided for FCCMA. FCCMA will have to rely on FLC and FAC reports.

A motion to approve the work plan was made by Ms. Silverboard and seconded by Mr. LaSala. It passed without opposition.

Local Government Awareness Committee: Ms. Tipton reported things are on hold with the Task Force that was created last year. Doug Dobson is working on getting a civics conversation out to the schools. The Committee would like to develop case studies with MITs.

Membership/MIT Committee: Mr. Reade reported the goal is to increase membership by 3% in all categories. He has requested a member from each district to serve on the committee. He also asked the Board's assistance with phone calls and/or emails to potential members. The Committee is looking to amend the membership process and application.

Moved by Mr. Blackburn to approve the work plan as submitted. The motion was seconded by Ms. Outlaw and passed without opposition.

The MIT Subcommittee plans were shared by Mr. Bressner. He will work with the Board to develop skills and services for MITs to do special projects. The MIT brochure is in final format on the web.

Professional Development/EPC Committee/Student Council: The report was submitted with the agenda packet.

District I: Two trainings are planned in this district.

District II: A district training has been planned. Things are going well and Mr. Pleus said he would do more with MIT outreach.

District III: Two trainings have been scheduled. Ms. Matthews is reaching out to Orange County and has reached out to MITs.

District IV: District training has been planned. Mr. Reade is working on how to get the counties to the north to participate.

District V: Trainings have been scheduled.

District VI: District training has been scheduled. Ms. Zimomra is reaching out to non-active managers and to the county folks.

District VII: Two trainings have been scheduled. The suggestion was made to change the name from "District" training to something else.

District VIII: Training has been scheduled on "Crisis Management." Mr. Stewart reached out to new members.

Mr. Green: Submitted his report with agenda packet.

Mr. McHugh: No additional comments.

Ms. Outlaw: No additional comments.

New Business: President Shanahan suggested as an ethics orientation issue that it might be beneficial to have the city/county attorney have a conversation with commissioners before attending conferences or functions where they may be given a dinner or invitations to functions to remind them of the requirement to report gifts.

Ms. Tipton said the Florida League of Cities asked her to appeal to the Board to solicit interest in serving on policy committees for FLC.

Ms. Tipton will be attending a meeting scheduled by Chris Holley of FAC with Ms. Tipton and Jack Brown, to discuss how to assist small counties.

Board Dinner at Conference: This was deferred from the budget discussion.

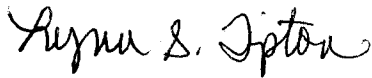
Mr. Green made a motion to have a memo sent to the Board of Directors for their recommendations as to who should attend the board dinner at conference. The motion was seconded by Mr. Stewart and passed with Mr. McHugh in opposition.

Some comments and directions given after the vote were that it should be a president's prerogative and there are other events besides the board dinners. It was felt perhaps that no free alcohol be included at events and maybe all past presidents should not be invited. Mr. Blackburn asked Ms. Tipton to prepare a matrix of the comments received for President Shanahan.

Mr. LaSala is working with FAC on the issue of developing future members in smaller counties. He is working with USF and Dr. Lee on topics of networking issues, training, internships, scholarships and medium-sized counties in need of professional management. He is trying to foster their interest in FCCMA.

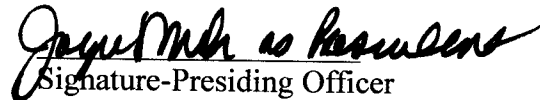
The meeting adjourned at 12:25 p.m.

Respectfully Submitted,



Lynn Tipton
Executive Director

I hereby certify that these Minutes
were approved at an official meeting held
on: 11/9/12



Signature-Presiding Officer