

**FCCMA Board of Directors  
November 21, 2014  
Jaycee Building, Lakeland**

President Silverboard called the meeting to order at 8:33 a.m. with the following members present:

**Members Present:**

President Jill Silverboard, Assistant City Manager, Clearwater  
President-Elect Michael Pleus, City Manager, DeLand  
District I Director Lee Garner, City Manager, Chattahoochee  
District II Director Sally Sherman, Deputy County Administrator, Flagler County  
District III Director Beth Anne Knight, Deputy County Manager, Osceola County  
District V Director Yocelyn Galiano, Village Manager, Pinecrest  
District VI Director Roger Reinke, Assistant City Manager, Naples  
District VII Director Micah Maxwell, Town Manager, Belleair  
District VIII Director Ryan Leavengood, City Manager, Lake Alfred  
At-Large Director Michael Cernech, City Manager, Tamarac  
At-Large Director Jonathan Evans, City Manager, Haines City  
At-Large Director Horace McHugh, Assistant City Manager, Oakland Park

**Members Absent:**

Secretary/Treasurer Bobby Green, City Manager, Auburndale  
Past President Russ Blackburn, City Manager, Gainesville  
District IV Director George Brown, Deputy City Manager, Boca Raton

**Others Present:**

Kurt Bressner, Coordinator, FCCMA Senior Advisors  
Sallie Ann Burnett, East Regional Director, Alliance for Innovation  
Dr. Bob Lee, Executive Director, The Center for Florida Local Government Excellence;  
Assistant Professor FGCU  
Ken Parker, ICMA Liaison  
Beth Rawlins, Corporate Liaison and President, Florida Business Watch  
Michele Miller, St. Petersburg College  
Elizabeth Van Scoyoc, St. Petersburg College  
Victor Gonzalez, St. Petersburg College  
Jaime Arriza, St. Petersburg College  
Lynn Tipton, FCCMA Executive Director  
Carol Russell, FCCMA Administrative Assistant  
Lynn Lovallo, FCCMA Executive Assistant

Mr. Brad Johnson, Lakeland Assistant City Manager welcomed the Board to Lakeland. He told the Board that Lakeland has 100,000 residents and the city employs 2,700 employees. He also told the Board that Lakeland is the home of the Detroit Tigers spring training whose contract expires in 2016.

Ms. Silverboard asked the Board when reading the correspondence to please note under Tab 2 the report that was included on the ICMA Task Force on Strengthening Inclusiveness within the Profession by Adriana Trujillo-Villa. The Board voted to assist with Ms. Trujillo-Villa's expenses to go to ICMA to attend the task force meeting. Ms. Rawlins pointed out that even though women are qualified to be managers both in the public and private sector, 71% still do not have female executives. She asked that the profession as a whole start the charge to make it a goal. This task force will present its report to the ICMA Executive Board next September.

Ms. Silverboard told the odd-numbered District Directors that they should be starting their district elections to have them completed by February 15.

Ms. Silverboard then asked the Board to approve the letters of endorsement for the nominations of Lee Feldman for ICMA President and Carl Harness for ICMA SE Vice President positions.

**Mr. McHugh made a motion to support the nominations and to send the letters of endorsement. Mr. Garner seconded the motion. The motion passed without opposition.**

Mr. Pleus then brought up concerns regarding Deltona and Sunrise. The Deltona Commission recently directed the City Manager to fire the Human Resources Director. His concern is that this will start a trend with other commissions. This also happened in Sunrise. He asked the Board to help out managers who are put in interim positions and then their Commissions direct them regarding their employees. Ms. Galiano asked the Board to take a stand against these jurisdictions. Ms. Sherman stated that she didn't believe that the Board should do this because it might alienate the Commissions against the Association. She believed that the Association should work with educating the elected officials in their roles and reach out to interim managers and advise them of their roles. Mr. Bressner said that he could ask the senior advisors to work with the interim managers.

**Mr. Pleus made a motion to ask the senior advisors to work with the District Directors to assist with reaching out to those in interim positions to equip them with the right tools to deal with these situations. Mr. McHugh seconded the motion.**

There was discussion that there should be a session at the Florida League of Cities' conference and to ask a spokesperson from the Life Well Run campaign to speak on this issue. The Professional Management Matters campaign can take this forward also.

**The motion passed without opposition after discussion.**

**Mr. Pleus made a motion to approve the consent agenda as presented. Mr. Garner seconded the motion. The motion passed without opposition. The items approved were: The minutes**

**from August 13, 2014, the 2015 Nominating Committee, the contract with RB Oppenheim for website hosting, the waiver of dues for MIT's for FY 2015 and the site selection for the 2018 FCCMA Conference.**

Ms. Tipton asked the Board to review the FY 2014 year-end financial statements and to note a few changes.

**Mr. Pleus made a motion to accept and file the FY 2014 year-end financial statements. Mr. Garner seconded the motion. The motion passed without opposition.**

**Executive Director's Report:** Ms. Tipton informed the Board that Mr. Blackburn had attended the ICMA Conference Planning Committee meeting in Seattle and sent back some recommendations for restaurants for the FCCMA Dutch Treat Dinner. He also made a strong recommendation that anyone attending the ICMA Conference to book his/her hotel room on the day that registration opens.

Ms. Tipton gave an update from the FLC Legislative Conference. Mr. Garner informed the Board of the FLC priorities and he was working to get the priorities from FAC.

Ms. Tipton also gave a report from the last Florida Local Government Coalition Steering Committee. Mr. Pleus and Ms. Rawlins will be working with the coalition on a grass roots initiative.

**Ms. Sherman made a motion to accept the investment report as presented. Ms. Galiano seconded the motion. The motion was passed without opposition.**

**The Center for Florida Local Government Excellence:** Dr. Lee was asked to provide the Center's financial information in this report so he provided the budget and the background on all the strategies for all the new Board members who are not familiar with the Center.

**Ms. Galiano made a motion to approve the first quarter payment of \$7,500 to the Center. Mr. Garner seconded the motion. The motion was approved without opposition.**

Dr. Lee then discussed his conversation with Frank Benest on the Cal-ICMA coaching program. CAL-ICMA offers free webinars to members which is funded by ICMA's contribution of \$20,000. At a cost of \$5,000 other states can become members to participate in this program. Mr. Benest would like FCCMA to contribute \$5,000 to join. Dr. Lee explained that the webinars are very general, not Florida specific. FCCMA already hosts eight webinars a year through the Center. Dr. Lee proposed instead of contributing \$5,000 that Cal-ICMA can partner with FCCMA on webinars. FCCMA could add four more webinars to host 12 webinars. The four additional webinars could be general in nature to appeal to the other states. Mr. Jeff Brown had reviewed this last

program year and recommended not to join as it was felt to be duplicative with what CFGLE was already providing. Mr. Benest is asking the Board to reconsider. The Board is not interested in changing its 2013 decision. The Board directed Ms. Tipton, Dr. Lee and Mr. Parker to prepare a letter seeking a partnership proposal with Cal-ICMA.

**Mr. McHugh made a motion to respond to Cal-ICMA to reiterate the position that the FCCMA Board made in February 13 to not join the Cal-ICMA coaching program. Mr. Pleus seconded the motion. The motion passed without opposition.**

**Mr. McHugh made a motion to develop an agreement to create a method for ICMA to recognize FCCMA as a partner for content and programming. Mr. Garner seconded the motion. The motion passed without opposition.**

**ICMA:** Mr. Parker reported that deadlines are approaching in early December for the Leadership Institute in Williamsburg and for students seeking fellow positions. He reported that ICMA is looking at training being offered to see if it fits what is needed by members based on where they are in their careers. ICMA also is making changes to the credentialing program. You can let Mr. Parker know about any questions you may have regarding credentialing. There will be additional e-courses in ethics. ICMA encourages members to use the Knowledge Network. The Southeast Regional Meeting will be held March 12-13 in Asheville. There will be a workshop for emerging professionals. The ICMA conference will be held September 25-30 in Seattle.

**Alliance for Innovation:** The Big Ideas Conference was held in October in Fort Lauderdale. The conference centered on economic and emotional resiliency. The Big Ideas Conference will be held in Milwaukee next year. Board members need to let Ms. Burnett know if they are interested in attending as the conference is by invitation only. A workshop will be held December 3 in Clearwater. There are still spots available. Rebecca Ryan is the speaker. The cost is \$75 for members and \$99 for non-members. A webinar will be held on December 11 at 1:00 on Getting Unstuck. The webinar is free to Alliance members and \$49 for non-members.

The Alliance's Annual Conference will be held in Phoenix. Pam Mews has resigned effective at the end of the year. She has joined Safe Build.

Ms. Burnett also shared the Alliance Board's initiative. She asks the FCCMA Board if she may visit your jurisdiction to please let her know.

**Beth Rawlins:** She told the Board that the Membership Directory made a lot of money in advertising this year. She has started working on the conference planning and that is going well. Florida Business Watch met the previous week. This year she is marketing FBW differently to government and corporate members. There are 850 government members. Membership in FBW is free to government employees. She has reached out to the local and regional leagues. She is encouraging FBW members to go to the FCCMA regional trainings in 2015. FBW has taken on the abuse of the system on open records.

FBW has created three steps to deal with this issue: 1. Creation of a custodian of records, 2. Predetermination of local open record responsibility as it relates to government contracts and 3. Establish with the First Amendment Foundation processes and procedures to remedy any open records violations before a lawsuit is filed to accommodate if the government wants legal fees to be paid. Ms. Rawlins asked the Board to send her any samples of local government projects that cannot be completed because time and money have been spent on open records requests.

**Senior Advisor Report:** Mr. Bressner asked the Board to revise the Senior Advisor policy. He reported that the senior advisors still feel it is necessary to have population limits on city/county manager placement searches. If a government wants the senior advisors to help with the search and the population exceeds the limit, the senior advisors will consider these on a case-by-case basis. There will be not population limits on searches for interims. He did not change the language on senior advisors engaging in interim service. If a senior advisor is interested in taking an interim position, he/she can take a leave of absence. He took out the sentence under VII. Outside Activities, section 8 that at no time will a senior advisor undertake any consulting services with a unit of local government that is utilizing senior advisor services.

**Mr. Pleus made a motion to approve the policy as revised. Mr. Garner seconded the motion. The motion passed without opposition.**

**Mr. Pleus made a motion to include population limits and add a sentence that indicates case-by-case considerations in the policy. Ms. Galiano seconded the motion. The motion passed without opposition.**

Mr. Bressner informed the Board that Peter Lombardi has resigned effective in April. He will continue to serve on an ad-hoc basis.

**Ms. Galiano made a motion that staff will send a letter on the Board's behalf to thank him for his service and that the Board will accept his resignation with regret. Mr. McHugh seconded the motion. The motion passed without opposition.**

Mr. Bressner then requested that the Board move Sam Halter to emeritus status.

**Mr. Garner made a motion to appoint Sam Halter to senior advisor emeritus effective December 1, 2014 and send him a letter of appreciation. Ms. Sherman seconded the motion. The motion passed without opposition.**

Mr. Bressner informed the Board that Craig Hunter is interested in becoming a senior advisor. Mr. Hunter has done a great job of reaching out to the MITs. The Board may want to consider Oel Wingo, John Stunson, Bob LaSala, Rex Taylor, Jim Curry and Mike Crotty as future senior advisors.

Ms. Miller, a student, asked Ms. Silverboard if she could attend a FCCMA Board meeting to present her capstone project that she wrote for her PA for St. Petersburg College. She is interested in starting a FCCMA student chapter, not an ICMA student chapter. Her objective was to establish the first student council at St. Pete College. This council would provide job placement resources and establish FCCMA membership. Michele was asked to email her report to staff to include in FCCMA's permanent records. Staff will include a copy of the project in the next Agenda book.

**Mr. Pleus made a motion to refer her report to the FCCMA Student Council for its review. Mr. McHugh seconded the motion.**

During the discussion Mr. Pleus stated that he would like to see the FCCMA student council revived.

**The motion passed without opposition.**

### **Committee Reports**

**Awards:** Mr. Leavengood reported that the Awards Committee will start its work in February. The award nominations are due February 2, and the scholarship applications are due February 16. This year the Awards Committee combined the B. Harold Farmer Scholarship and Raymond C. Sittig Scholarship into one application. The Committee added the conference registration and attendance to the Sittig scholarship to allow for networking.

**By-Laws Review:** Mr. Maxwell's report was included in the agenda. The Task Force has worked through half of the articles and made some small changes. The Task Force spent most of its time on Article 5. The Task Force would like to add that the member seeking an officer position on the Board must have served on the Board in the last five years. The Task Force would like to change the sentence regarding members serving in an interim or acting capacity. The Task Force discussed encouraging the President to add an affiliate member in an ex-officio position, redistricting and removing the listing of the districts in the by-laws. The Task Force will bring the revised by-laws to the Board in February for approval.

**Communications:** The written report was included in the agenda. Ms. Sherman informed the Board that the Committee had completed the ethics promotion, reviewed the website and expanded the newsletter articles by requiring committee members to each take a month to write an article. The Committee would also like clarification on what needs to be accomplished on the open data survey that was requested by the Florida Local Government Coalition. The Committee will send the survey in January.

**Conference Planning and Winter Institute:** Mr. Pleus stated that the Winter Institute has been completed and will be a great conference. He also told the Board that the planning for the Annual Conference is going very well.

**Fiscal and Administrative Responsibility:** Ms. Knight stated that the report is included in the agenda packet. The Committee is not recommending redistricting at this time. The Committee will look at the reserve and the budget policies for the next Board meeting.

**Legislative:** Mr. Garner attended the Florida League of Cities' Legislative Conference and has the FLC priorities. He will get the priorities from FAC and compare. The Committee will reach out to legislators.

Mr. Reinke stated that FCCMA needed to educate officials on pension reform legislation. He is concerned that there is a disconnect with what has been proposed and what may be in the best interest to the cities. He told the Board that the Committee will meet with staff directors in Tallahassee in January. The Board needs to inform Mr. Garner if anyone has any burning issues that he/she would like the Committee to work on.

**Membership:** The written report was included in the packet. Ms. Galiano reported that FCCMA is experiencing slight growth in membership. FCCMA lost some members due to the new ethics training requirement but the Committee feels strongly that the members should get the training and that the Committee does not recommend making any changes to the ethics training policy. She also reported that the Committee is not approving any applicants who have not taken the online ethics course. Florida International University is creating an ICMA student chapter.

The Board recessed at 11:40 am to take a tour of Tiger Town arranged by the City of Lakeland. The Board reconvened at 1:19 pm.

**MIT:** Mr. Leavengood reported that the Committee was focusing on the MIT conference session. The Committee is proposing a session on management contracts. The session will also look at contracts for assistants and department heads and what to include in the contracts. The Committee will work on getting speakers for the session.

**Professional Development:** The report was included in the packet. Mr. McHugh summarized the Committee work. He informed the Board that ICMA Executive Director Bob O'Neill will speak at the Career Development Luncheon at conference. The So You Want To Be session has been completed. The Committee will begin to market the SYWTB. The Committee has identified webinar topics through May. Most of the onsite training sessions have been planned. The Symposium in Lake City was canceled due to the lack of registrations. The training calendar has been posted on the website.

**Professional Management Matters:** The report was included in the packet and no action was required at this time. If the Board has any concerns, let Ms. Tipton or Mr. Blackburn know. The Task Force will report at the next meeting.

**Strategic Plan:** President Silverboard reviewed the report and related some conversations she had with the chair. The Board did not discuss the Strategic Plan as many Board members had already left and it was thought to wait until the next meeting when all the Board members would be there.

**Mr. Garner made a motion to have the Task Force proceed to prepare an Action Plan for approval with the Strategic Plan in February. Ms. Sherman seconded the motion, and it passed unopposed.**

Mr. Pleus recommended that Staff be directed to send the Strategic Plan and Action Plan to the Board separate from the agenda packet at least two weeks prior to the Board meeting. Staff was directed to contact Mr. Jon Lewis and ask him to work with the task force to develop the action plan.

The Board was directed after reviewing the strategic plan to send any comments to staff and copy all Board members.

### **Office and Director Reports**

**District I:** Mr. Garner reported that the District I training had been canceled due to lack of registrations. The District will reschedule the training for January 16 and the topic will be ethics. District I election process is in motion.

**District II:** Ms. Sherman reported that the District II training held on October 31 went very well. The brochure that was developed for the training gave an overview of the training. Ms. Sherman was able to secure a grant to bring in a professional trainer allowing both FCCMA members and non-members to attend. Ms. Sherman has posted to LinkedIn for FCCMA. She is now working on the District 2 host committee responsibilities.

**District V:** Ms. Galiano reported that the first district training in District V was held in Oakland Park. There will be another training in March that will be a follow up on the technology training. This training will teach people to twitter, using social media. She reported that a survey will be sent to the membership regarding starting a mentoring program. She would also like to have a job fair at the conference. Ms. Silverboard thanked Ms. Galiano for the reception that was held in August in North Miami. She told the Board that she and Mr. Blackburn had talked to the Miami manager and encouraged him to join.

**District VI:** Mr. Reinke stated that his report was in the agenda book. He reported that three Manatee County managers had resigned their FCCMA membership. He contacted them and they told him they thought FCCMA was more geared toward cities. He told the Board that FCCMA needed to be sensitive to this but we need to get the county people to recognize the value of FCCMA. Ms. Silverboard asked the Board to reach out to county members and ask them to join committees.

**District VII:** Mr. Maxwell reported the onsite training session scheduled in November in St. Petersburg has been moved to March 27. There will also be a training in Gainesville on February 20. He reported that the District VII canvassing committee has been selected. Ms. Silverboard has reached out to the Pinellas County manager to encourage him to join FCCMA.



**District VIII:** Mr. Leavengood reported that the District VIII onsite training session will be held February 26 in Groveland. This session will focus on retirement options for self and cities. It will look at defined benefit plans versus defined contributions plans.

**At-Large Director Evans:** Mr. Evans reported that he is working on engaging UCF in an ICMA student chapter. He is also working on increasing membership in his district. He also is an adjunct professor at Polk State.

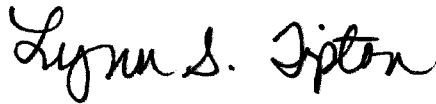
**At-Large Director McHugh:** No report.

**At-Large Director Cernech:** No report.

Ms. Rawlins informed the Board that the reception held in District V acquired two new FBW members. She asked the District Directors to let her know if there are any changes to the onsite training sessions.

The meeting adjourned at 2:06 pm.

Respectfully Submitted,



Lynn Tipton  
Executive Director

I hereby certify that these Minutes were approved at an official meeting held on: \_\_\_\_\_

  
Signature-Presiding Officer