



WCMA

Washington City/County Management Association

A State Affiliate of ICMA

WCMA Board Meeting Agenda

Friday, March 31, 10:00 am – 11:30 am (Pacific Time)

9:00 am – 10:30 am (Alaska Time)

Bear Lodge, Fairbanks, AK

Zoom Option: <https://us02web.zoom.us/j/83285278846>

1. Approval of February 15, 2023 Board Retreat Minutes
2. 2023 Priorities – Status Updates
 - a. **Membership and Networking** - Eric Holmes
 - a. Approval of Purpose and Values Statement
 - b. **Financial Sustainability** – Stephanie Lucash
 - c. **Membership Value** – Will Ibershof
3. Communications Committee Report – Mike Rizzitiello
 - a. Review of Website Proposal
4. Summer Conference Update – Will Ibershof
5. Senior Advisors
 - Members in Transition
 - Form of Government
6. International Report – Upcoming Polish Delegation Visit
7. Membership Report
8. Financial Report
9. Other Business



WCMA
Washington City/County
Management Association
A State Affiliate of **ICMA**

WCMA Board Meeting Minutes

February 15, 2023 11:00 am – 12:30 pm
2300 Evergreen Park Drive, Olympia, WA

Attendees

Adam Lincoln
Eric Holmes
Mike Rizzitiello
Kristi Rowland
Stephanie Lucash
Brett Kirk
Tom Glover
Rich Huebner
Rob Wyman
Deanna Dawson

Leslie Harris
Albert Tripp
Pat Martel
David Cline
Ray Corpuz
Marilynne Beard
Lloyd Halverson
Derek Matheson
John Caulfield
Doug Quinn

1. Approval of the November 3, 2022 Minutes – The minutes from the November Board retreat were approved.

2. 2023 Priorities – Status Updates

WCMA Membership and Networking

Eric Holmes reported that three themes emerged from the discussion at the Board retreat:

- a. *Define the WCMA membership value proposition* – In response, the group working on Membership and Networking created a new statement of value that is proposed to go on the “About WCMA” portion of the website.
- b. *Cultivate a culture of inclusion* – Ideas from the group centered on creating opportunities to build connections across state, such as:
 - Welcome Wagon approach;
 - establish and support regional groups based on Sr. Advisor geographic areas and have a single point of contact in each region;
 - help people connect at the conference (assign buddies);

- Create a template of value – especially for potential members in small communities that need a business case for member fees;
 - Promote and support connection and fun – regional leadership with clear assignments, quarterly social activities, connection toolkit for regional leads
- c. *Build the leadership pipeline* – encourage staff who may be interested in a city/county management career path, student scholarships to conference, non-manager participation in regional meetings.

Financial Sustainability – Stephanie Lucash reported for this group.

Main goal is revenue growth. Proposals include:

- a. *Change the Membership Dues Structure*: raise dues full member to \$350, Associate member to \$100. It's been over 10 years since last increase.
- b. *Create a jurisdiction level membership* - \$800 for up to a certain number of members.
- c. *Summer Conference Raffle* – raffle tickets for Pie in the Face fundraiser
- d. *Year Long Sponsorship with associated benefits*: \$5,000-\$6,000 level (maybe higher)
Ask sponsors what they are looking for in a sponsor package. You may be able to customize the sponsor package and level to meet their needs.
- e. *Increase conference fees* to cover costs of more expensive venues

Membership value – Stephanie reported for Will Ibershof

Proposals to increase member value include:

- a. *Provide virtual trainings*
- b. *Create a new member welcome packet*
- c. *Update the member dues structure* – emphasizing member value
- d. *For jurisdiction memberships* – include benefits that include a day or two of consulting with the jurisdiction staff

3. Communications Committee Report – Michael Rizzitiello noted that the Committee looked into the issue of Constant Contact communications not reaching members. The most common problem is local IT spam filters that block certain email communications. Members need to work with their IT staff to allow communications through.

The Committee also reviewed proposals and met with vendors for a refresh of the WCMA website. The Committee recommends selecting REVIZE as the contractor for a new website design. The refresh of the website will improve overall design and provide better back end editing capability. Mike will come back to the Board with a cost proposal.

4. Introduction of the Past Presidents Council – David Cline reported on the formation of this group. The first meeting is scheduled for March 17. Ideas for the role of the Council include: Promoting profession, mentorship, coaching. How do you stay connected and promote the profession as you move along in your career. The first meeting will define the group's purpose statement and determine the cadence of meetings.

5. Assistants/Management Analyst Group Rich Huebner reported on the Management Analyst group that has been organized by Dale Markey Crimp. The conference planning team is looking at ways to engage the management analysts at the conference by having content specifically for them. Also, the team is seeking sponsorships to write down the cost of conference attendance. There was a motion to create an Emerging Leaders committee of WCMA. Board approved the motion. Rich is the lead for the committee.

6. WCMA representatives to the ICMA Coaching Advisory Committee: Eric Holmes and Rich Huebner have agreed to be on the ICMA Coaching Advisory Committee.

7. LGAC Representative - The Board approved a motion to reappoint Leana Kinley to the State Auditor's Local Government Advisory Committee.

8. WCMA proposed financial policies - The Board approved a motion to adopt the proposed financial policies.

9. Conference Site Selection – The Board approved the site selection for the Spring and Summer conferences: Spring - Vancouver Hilton, Summer – Marcus Whitman Hotel, Walla Walla.

10. NWWLA Update – Stephanie reported that Holman Capital has agreed to be a sponsor of NWWLA at the \$5,000 level. On April 23rd the NWWLA portal will open to accept applications. Applications will close May 23rd.

11. Senior Advisor Report:

Members in Transition:

- Courtney Brunell is the new Buckley city administrator. She is a first-time city administrator and would appreciate support from more senior managers.
- Ruth Clemons is the first ever city administrator in Aberdeen.
- Kris Swanson is the new City Manager of Longview.
- Doug Quinn is the new city administrator in Camas.
- Franklin County is hiring a new administrator.

I-NAPA is the International Network of Asian Public Administrators group recognized by ICMA. Ray Corpuz is helping to organize a meeting of managers interested in forming a Washington State chapter and will be recommending next steps to WCMA.

12. International report: Lloyd Halverson reported on partnership with Polish agencies. There will be a Polish delegation visit in late April. WCMA has designated funding for some of costs. There will be 10-13 members of the delegation. Seattle and Camas area. Board approved motion to defray expenses not to exceed \$3,000.

13.. Membership Report – Tracy Burrows presented the membership report. Renewals are slightly ahead of where we were at this time last year.

14. Financial Report – Tracy reviewed the year-end financial report for 2022. The year ended \$4,900 in the black.

DRAFT WCCMA Purpose and Value Statement

- WCCMA is the premiere professional development, networking and thought leader exchange in Washington municipal management.
- Our members are passionate about service, committed to continuous learning, and are building an inclusive community of mutual support for current and aspiring public sector executives.
- A state affiliate of the ICMA and a partner association with AWC, WCCMA is committed to:
 - Continuous growth, learning and improvement
 - Creating safe, collaborative environments to test and exchange ideas, solve problems and provide peer support
 - Championship of diversity, equity and inclusion in our association and the communities we serve.



Revize Web Services Sales Agreement

This Sales Agreement is between Washington City County Management Association, Washington ("CLIENT") and Revize LLC, aka Revize Software Systems, ("Revize"). Federal Tax ID# 20-5000179
 Date: 6-20-2022

CLIENT INFORMATION:		REVIZE LLC:
Client Name:	<u>Washington City County Management Association</u>	Revize Software Systems
Client Address:	<u>2601 4th Ave</u>	150 Kirts Blvd., Suite B
Client Address 2:	_____	Troy, MI 48084
Client City/State/Zip:	<u>Seattle, WA 98121</u>	248-269-9263
Contact Name:	<u>Mike Rizzitiello mrizzitiello@cpwa.us 509-394-8506</u>	
Billing Dept. Contact:	<u>Mike Rizzitiello mrizzitiello@cpwa.us 509-394-8506</u>	
Client Website Address:	<u>https://wccma.org/</u>	

The CLIENT agrees to purchase the following products and services provided by REVIZE:

<u>Quantity</u>	<u>Description</u>	<u>Price</u>
1	Phase 1 – Project Planning and Analysis, onetime fee:	\$200
1	Phase 2 – Discovery & Design from scratch - One concept, three rounds of changes, home page and inner page designs and layout, includes Responsive Web Design.	\$1,990
1	Phase 3 & 4 – Revize Template Development - Set-up all CMS modules listed on the following page with I-framing or linking to any additional 3rd party web applications and CMS module updates, onetime fee:	\$4,000
1	Phase 5 – Quality Assurance Testing, onetime fee:	\$300
1	Phase 6 – Site map development/content reorganization and content migration from old website into new website including spell checking and style corrections – up to 228 web pages and 12 documents (approximate amount on your website today). To help eliminate stale content, Revize will not be moving over any calendar event items.	\$270
1	Phase 7 – Content Editing/Administrator Training, one-day session, remote, onetime fee:	\$600
1	Phase 8 – Go Live, onetime fee:	\$200
1	Revize First-time Client Discount	(\$1,560)
1	Revize Annual Fee, pre-paid: Includes unlimited tech support, CMS software updates (up to 2 users), security software updates, and 24-hour website health monitoring. Website hosting on 4 redundant server farms included free of charge with SSL security certificate (10 GB storage space, 100 GB monthly bandwidth limit) with pre-paid annual fee:	\$2,300
Grand Total		\$8,300

Five-year agreement with free website design refresh during year five. The annual fee will be a locked-in rate of \$2,300 for the first 5 years. If client cancels this sales agreement before the sales agreement expiration date, the full amount of the 5-year agreement is still due. This agreement will automatically renew each year after five years of service, unless either party gives notice of cancelation by email and letter 30 days before the end of the annual one-year anniversary date. Revize requires a check for \$5,800 to start this Initiative. Remaining balance due upon website delivered for content editor training or the first-year anniversary of the kick off meeting, whichever comes first. Annual services and website hosting start the day of the Kick Off project meeting. For project timeline and details please refer to our proposal dated 6-20-2022. CLIENT understands that the project completion date is highly dependent on their timely communication with REVIZE.

CLIENT also agrees and understands that:

- a. The primary communication tool for this project and future tech support is the REVIZE customer portal found at <https://support.revize.com>.
- b. During the project, CLIENT will respond to REVIZE inquiries within 48 hours of the request to avoid any delay in the project timeline.
- c. CLIENT understands that project timelines will be delayed if they do not respond to Revize inquiries in a timely manner.

Terms:

1. **Payments: All invoices are due upon receipt. Work begins upon receiving initial payment.**
2. **Additional content migration, if requested, is available for \$3 per web page or document.**
3. **This Sales Agreement is the only legal document governing this sale. If the contract is terminated before the expiration date, the full amount of the contract is still owed.**
4. **Revize will allow any WCCMA member a 10% discount on Website Design & Development Services.**
5. **WCCMA will allow Revize to have a free table top booth at the annual conference.**
6. **Both parties must agree in writing to any changes or additions to this Sales Agreement.**
7. **Proper jurisdiction and venue for any legal action or dispute relating to this Agreement shall be the State of Washington.**
8. **Pricing expires in 30 days.**

AGREED TO BY:	CLIENT	REVIZE
Signature of Authorized Person:	_____	_____
Name of Authorized Person:	_____	<u>Joseph J. Nagrant</u>
Title of Authorized Person	_____	<u>Business Development Director</u>
Date:	_____	_____

Please sign and return to: Joseph J. Nagrant Fax 1-866-346-8880

The Following Applications & Features will be integrated into Your Website Project

Revize provides applications and features specifically designed for government websites. The applications and features are grouped into five categories:

- Constituent’s Communication Center Apps
- Constituent’s Engagement Center Apps
- Staff Productivity Apps
- Site Administration and Security Features
- Mobile Device and Accessibility Features

Constituent’s Communication Center Apps

- Changeable Home Page Rotating Photo Gallery or Video Player
- Home Page Alert
- E-Notification Center with Email Alerts
- Document Center with Keyword Search
- FAQs with Keyword Search
- Staff Directory with Keyword Search
- News Center with Facebook/Twitter Integration
- “Share This” Social Media App
- Bid Posting
- Job Posting
- Online Web Forms
- Photo/Video Galleries
- **Multi-use Listings Directory (Member/Board Member/Communities Listing) with phone, email, Google directions, etc.**
Example: https://www.largo.com/facilities_directory/index.php
- Quick Link Buttons
- Revize Web Calendars



The Government Website Experts

- Sliding Feature Bar
- Language Translator over 95 languages
- Mega Menu - Horizontal navigation menu showing ever web page under a tab.

Constituent's Engagement Center Apps

- Web Visitor/Member Request Center with Captcha
- RSS Feed

Staff Productivity Apps

- Agenda Posting Center
- SEO optimized web pages
- SEO Toolkit
- Image Manager
- iCal Integration
- Drag and Drop Menu Management
- Drag and Drop Photo Management
- Drag and Drop Document Management
- Link Checker
- Menu Manager
- Online Web Form Builder
- Website Content Archiving
- Website Content Scheduling

Site Administration and Security Features

- Audit Trail
- History Log
- URL Redirect Setup
- Roles and Permission-based Security Mode
- Secure Site Gateway
- Unique Login/Password for each Content Editor
- Web Statistics and Analytics

Mobile Device and Accessibility Features

- WCAG 2.1 AA ADA Compliant
- ADA Accessibility Widget
- Responsive Website Design (RWD) for great mobile phone viewing

Service Level Agreement

Revize Maximum Response Times via Severity Level

- 1 hour for crisis issues
- 4-6 hours for critical issues
- 24 hours for normal issues

Crisis issues, determined by Revize, are defined as when a website error renders the CMS program or website completely unusable or nearly unusable or introduces a high degree of operational risk and no workaround is available. Until this error is resolved, the website is essentially halted. A large number of users and or core program functionality are severely impacted.

Critical issues are defined as website errors that are an inconvenience, or causes a inconsistent behavior of the website, which does not impede the normal functioning of the website. It could be an error that occurs consistently and affects non-essential functions and is an inconvenience which impacts a small number of users. May also contain visual errors for the graphical display of the website that is not ideal but still functioning correctly.

Normal issues are defined as an error that has a small degree of significance or is a minor cosmetic issue, or is a one-off case. A one-off case occurs when the error occurs and cannot be reproduced easily. These are errors that do not impact the daily use of the website. A low error is something that does not affect normal use, and can be accepted for a period of time, but the ser would eventually want changed.

Technical Support Escalation:

If an issue cannot be remedied by the Tech Support technician within 3 days, it will be escalated to the CTO, Ray Akshaya. If the problem is not resolved within 3 business days, then the Business Development Director, Joseph Nagrant, will assemble a team to work on the issue and have a conference call with the client explaining the resolution path the company will take to resolve the issue. If additional time is needed, the Business Development Director will contact the client and notify the client with an explanation and a follow up date as agreed by both the client and Revize.

Revize Support

- 5 a.m. - 5 p.m. PST Phone Support (Monday thru Friday)
- 24X7X365 Portal & Email Support
- Dedicated support staff to provide assistance and answer all questions
- Training refreshers
- Video tutorials and online training manual

WCMA Membership Report, March 2023

Number of Members

Year	February	March	June	August
2019	127		150	
2020	118		144	
2021	94		136	
2022 (through August 5)	129		149	195
2023	135	180		

Full Member	98
Cooperating Member	15
Associate Member	11
Retired Member	4
Student Members	1
Honorary Members	5
Life Members	11
NWWLA 2023 Cohort	35

WASHINGTON CITY/COUNTY MANAGEMENT ASSOCIATION

Statement of Revenues, Expenses and Change in Fund Balance

YTD Actual as a Percentage of Yearly Budget

For the Year End December, 31 2022

REVENUES	Actual 12/31/22	Yearly Budget	YTD Budget %	Notes
Membership Dues	35,470	37,000	95.9%	
NW Regional Spring Conference	37,639	35,000	107.5%	
Summer Annual Conf-meals/reg	33,800	30,000	112.7%	
Conference Sponsorships	79,500	60,000	132.5%	**Includes \$8000 from ICMA
ICMA Senior Advisor Reimbursement	3,006	3,750	80.2%	
NW Women's Leadership Academy	31,450	22,500	139.8%	
Total Revenues	\$220,865	\$188,250	117%	
EXPENSES				
NW Regional Spring Conference	74,970	53,000	141.5%	
Summer Annual Conference	40,104	45,000	89.1%	
Board of Directors Meetings	257	1,000	25.7%	
Senior Advisors	7,447	7,500	99.3%	
ICMA Student Chapter (Evans School)	2,000	2,000	100.0%	**Includes \$500 for travel reimbursement to recipient
Scholarships	5,500	5,000	110.0%	
Awards Programs	1,465	1,800	81.4%	
International Contingency	800	1,500	53.3%	
Travel Support-ICMA Conference	250	2,000	12.5%	**Paid balance 1/30/23 for remaining Cedarbrook balance
Women's Leadership Academy	38,042	22,500	169.1%	
ICMA Endowment	1,000	1,000	100.0%	
ICMA Coaching Program	1,000	1,000	100.0%	
Professional Services	38,316	36,500	105.0%	
Office Supplies/Printing	715	1,000	71.5%	
Insurance	1,425	1,500	95.0%	
Bank Service Charge	5,413	4,450	121.6%	
State and City Taxes	1,351	1,500	90.1%	
Total Expenses	220,055	188,250	116.9%	
EXCESS REVENUES (EXPENSES)	809			
Add Beg. Balance on 01/01/22	\$79,177			
Ending Balance on 9/30/22	79,986			

WASHINGTON CITY/COUNTY MANAGEMENT ASSOCIATION

Statement of Revenues, Expenses and Change in Fund Balance

YTD Actual as a Percentage of Yearly Budget

For the Year End December, 31 2023.

REVENUES	Actual 03/24/23	Yearly Budget	YTD Budget %	Notes
Membership Dues	29,150	37,000	78.8%	
NW Regional Spring Conference (n/a)				
Summer Annual Conf-meals/reg		30,000	0.0%	
Conference Sponsorships	2,500	60,000	4.2%	
ICMA Senior Advisor Reimbursement	97	3,750	2.6%	
NW Women's Leadership Academy		22,500	0.0%	
Miscellaneous Revenue	877			**Unspecified Cvent deposit
Total Revenues	\$32,624	\$153,250	21%	
EXPENSES				
NW Regional Spring Conference				
Summer Annual Conference		45,000	0.0%	
Board of Directors Meetings		1,000	0.0%	
Senior Advisors		7,500	0.0%	
ICMA Student Chapter (Evans School)		2,000	0.0%	
Scholarships		5,500	0.0%	
Awards Programs		1,800	0.0%	
International Contingency		1,500	0.0%	
Travel Support-ICMA Conference		2,000	0.0%	
Women's Leadership Academy	2,341	26,000	9.0%	
ICMA Endowment		1,000	0.0%	
ICMA Coaching Program	1,000	1,000	100.0%	
Professional Services	6,496	43,700	14.9%	
Office Supplies/Printing		1,000	0.0%	
Insurance		1,500	0.0%	
Bank Service Charge	1,070	2,500	42.8%	
State and City Taxes	441	750	58.8%	
Total Expenses	11,347	143,750	7.9%	
EXCESS REVENUES (EXPENSES)	21,277	9,500		
Add Beg. Balance on 01/01/23	\$79,986	79,986		
Ending Balance on 12/31/23	101,263	89,486		