



WCMA

Washington City/County Management Association

A State Affiliate of **ICMA**

WCMA Board Meeting Agenda

Friday, August 18, 10:15 am – noon

Davenport Grand Hotel

Zoom Link: <https://us02web.zoom.us/j/86138784445>

1. Approval of June 21, 2023 Board Meeting Minutes
2. Installation of Officers and Introduction of Newly Elected Board Members

Stephanie Lucash (President)	Eric Holmes (Board Member)
Will Ibershof (Incoming President)	Katrina Knutson (Board Member)
Rich Huebner (Vice-President)	Mike Rizzitiello (Board Member)
Kristi Rowland (Past President)	Albert Tripp (Board Member)
3. 2023 Strategic Priorities – Status Reports
 - Membership and Networking - Eric Holmes
 - Financial Sustainability – Stephanie Lucash
 - Membership Value – Will Ibershof
4. Financial Report
5. Authorization of NWWLA Capstone Project
6. Evans School Partnership Idea
7. ICMA Report – Pat Martell
8. Senior Advisors
 - Members in Transition
 - International Report
9. Other Business



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WCMA Board Meeting Minutes June 21, 2023, Spokane, WA

Attendees

Kristi Rowland, President
Stephanie Lucash, Incoming President
Will Ibershof, Vice President
Adam Lincoln, Past President
Tracy Burrows
Eric Holmes
Mike Rizzitiello
Rich Huebner
Laura Philpot
Albert Tripp
Brent Kirk
Leslie Harris
Tom Glover

Marilynne Beard
Ray Corpuz
Pat Martel

1. Approval of Minutes - The minutes from the February 15, 2023 Board Meeting were approved.
2. Motion to appoint Rich Huebner to fill the Board position vacated by Rob Wyman – The Board approved this motion.
3. Motion to appoint Tyler Christian to fill the Associate Member Board position vacated by Rich Huebner – The Board approved this motion.
4. Nominating Committee Report – Stephanie Lucash introduced the slate of Board nominees. The nominating committee considered factors such as expression of interest, geographic balance,

and demonstrated commitment to WCMA. Rich Huebner is the nominee for the VP position. There are 6 nominees for 3 regular board seats:

Bob Harrison
Eric Holmes
Mike Rizzitiello
Albert Tripp
Katrina Knutson
Jon Mauro

Ballots will go out June 22nd and voting ends July 14th. The Board approved the slate of candidates.

5. 2023 Strategic Priorities – Status Reports

- a) **Membership and Networking** - Eric Holmes reported that this committee has focused on building membership and connection, building a cohesive network, and building a pipeline of WCMA leaders. In terms of the leadership pipeline, the group recommends that the roles and expectations of Board members be clearly established in a way that aligns with geographic regions. The proposal is for monthly business connection meetings and quarterly or periodic social events in each region. This could be done in coordination with Sr. Advisors, some of whom are very active in organizing regional gatherings. Another role is encouraging people to go to the conference, perhaps with a limited number of free conference registrations to offer. These free registrations could focus on associate members.

The Board discussed the importance of building on structures that already exist. It may be more successful to create options and opportunities for Board members to engage, rather than have set responsibilities. Everyone agreed to the goal of regular consistent connection within a general framework that should be set within the context of each geographic area.

Kristi recommended moving forward with a buddy system for first time conference attendees to make the conference more welcoming and comfortable. We could reach out to first time attendees in advance of the conference to see if they want a buddy. Eric will refine the proposal based on feedback. Marilynne likes the idea of having the Board assist with getting regular regional meetings across the state. It may be a virtual meeting format for some regions.

In summary –recognize that different areas of state have different capacities and needs. Align 15 board positions with 6 senior advisor positions for clarity. Offer a buddy approach. Offer free conference registrations at the discretion of the Exec Board. Eric will revise the Board policy in time for August Board meeting.

b) Financial Sustainability – Stephanie Lucash stated that WCMA hasn't raised member dues in 14 years. In light of this, this committee proposed dues changes:

- 1) **Full member (salary > 100K) - \$315 to \$365**
- 2) **Full member (salary less than 100K) > \$185 to \$200**
- 3) **Associate - \$50 to \$75**
- 4) **Cooperating - \$185 to \$250**
- 5) **Student / Members in Transition - \$25 to \$50**

Stephanie will have information on the impact of these increases on membership revenues at the next meeting. These are modest increases and we can include the proposal in the newsletter so that people have a chance to prepare. Stephanie also set forth a proposal for a pooled membership where an agency could get a set number of full and associate members for a discounted price. (1 free membership when you buy a certain number of full memberships) Eric Holmes suggested that, at some point in the future, it would be worth considering more administrative member support if we had the financial capacity. This could support connection with members, NWWLA, etc.

c) **Membership Value** – Will Ibershof put forth ideas for connection and networking, including: reaching out to new members with a welcome packet and swag; providing online resources; and reach outs to new managers from a nearby peer. The personal touch makes a big difference. Tracy will now send the Board the notifications that the Sr. Advisors receive when a new manager is appointed in a local jurisdiction.

6. **Communications Committee Report** – Tracy described the proposal to transition to MemberLeap software for membership and event registration. MemberLeap provides a better platform for membership registration and renewal. The Washington Finance Officers and the Washington State Association of Municipal Attorneys (WSAMA) are transitioning to MemberLeap. The Board approved the transition to MemberLeap that will take place in December 2023. WCMA will consider MemberLeap as the new website platform once we get an understanding of WSAMA's experience with the website design.
7. **Summer Conference Planning Update** – Conference registration is open and the planning committee has raised over 40K in sponsorships. Will asked each Board member to reach out to 2 people and encourage them to come to the conference. Also, to be sure to thank sponsors and talk to them about the services they offer.
8. **NWWLA Updates** – Stephanie reported that there is a preliminary 5th cohort for NWWLA. There were 58 applicants and it was a deeply qualified field. The portal for those who received acceptances is being developed. The official notifications will go out once the portal is live.

9. Past President's Council – David Cline is chairing the new Past President's Council and Kristi will take over in August as chair. The group's priorities include: AWC Council training on Council – Manager and staff relations; having a presence at the AWC Elected Officials Essentials Training; and re-activating a mentorship program with flexibility in how the mentorship is structured.

10. Senior Advisors Report:

Members in Transition – Ann Rivers is the new Longview Asst City Manager. Mike Sauerwein has left Snoqualmie. Allison Williams resigned from Moses Lake. Rick Walk is the new city manager in Lacey, he has been with the city for 25 years and served as interim. Lisa Parks is the new manager in Tumwater for John Doan who is retiring. Lisa has experience as a Port Executive Director.

Ray is working with Bucoda Warren on international network of Asian Administrators.

International Report – The Polish delegation tour went wonderfully in a team effort.

11. ICMA Report – Pat Martel urged everyone to register for the ICMA conference. Tanya Ange from Oregon has been voted as the ICMA 2023-24 President-Elect. She will be outstanding and has served in the Midwest and the Mountain Plains. Roslyn Oglesby, Assistant City Manager from Yakima has been chosen to serve on ICMA's Governance task force. Martha Perego of membership and ethics, is leaving ICMA after 24 years of service at the end of June.

12. Financial Report – Tracy reported - membership dues and sponsorships are coming in well. We will have an update on revenue as conference registration progresses.

13. Other Business – Rich Huebner reported that the management analyst group has convened and will meet again in July.

Washington City/County Managers Association (WCCMA)

Board of Directors Operating Policy

Objective: The Washington City/County Managers Association (WCMA), a state affiliate of the ICMA, is committed to:

- Fostering connection and cohesion among the municipal management professionals within the state through deliberate establishment of a regionally based, statewide network among municipal managers
- Activating this cohesive network to:
 - Provide opportunities for collegial professional exchanges on shared issues in each region and within the state
 - Memorialize and share emerging, next, and best professional practices statewide
 - Establish statewide practices to host psychologically safe spaces for members to engage colleagues on issues and challenges they are facing in their careers or organizations
 - Actively support development of diversity within the profession, and practice equity and inclusion in association membership, leadership and business.
 - Develop a pipeline of leaders both within the profession generally for succession planning as well as within the association for association leadership roles (board participation/senior advisors).

1. Each year, at the meeting following board elections, the Board will finalize a roster of regional assignments, assigning at least one State Region to each Board member for the purposes noted in this policy.

1.2. In the context of these assignments, each member of the Board ~~will~~should engage the following or comparable methods in support of the objectives noted above. In pursuit of this, WCMA recognizes each region is unique in its composition and capacity, and delivery of these activities is expected to reflect those factors; Board Members should endeavor to reflect the spirit of this policy in the engagement with others in the profession.

1.1.2.1. Monthly business connection: the Board member assigned to each Region ~~will~~should host a ~~monthly~~regular professional connection, such as a lunch or coffee, virtually or in person, to facilitate idea exchange, share Association business, welcome professionals new to the region, and solicit participation in seasonal and annual association activities and conferences. Suggested frequency is bi-monthly.

1.2.2.2. ~~Quarterly~~Periodic socials: the Board member ~~will~~should host (or cause to be hosted) a social event for professionals within their assigned region for the purposes of building regional cohesion, advancing equity and inclusion by introducing next generation leadership candidates to the WCMA, creating psychologically safe spaces for professional decompression and developing social capital within the association. Suggested frequency is quarterly.

1.3.2.3. Annual conferences: each Board member should attend the annual conference and ~~will~~should actively solicit attendance by professionals within their assigned region. At the conference, each Board member will make themselves available serve as a “buddy” or informal host for first-time conference attendees, supporting inclusion and serving as a resource to optimize their conference experience. “Buddy” assignments for those first-time attendees who wish to be paired with a buddy will be made by the conference planning committee.

1.4.2.4. Connection with Senior Advisors: Each board member should connect individually with their assigned senior advisor no less than quarterly.

Board members should report out to the full Board at each board meeting on the activities and outcomes resulting from the above.

The Board should consider themes emerging from these reports in developing Board and WCMA strategic plan priorities and work programs.

In planning and engaging these activities, each Board member should deliberately seek approaches that reduce barriers to participation, which may include the location and format of the event, the cost of participation, the time commitment (including travel time), day of week and hybrid options. Social events should take particular care to assure inclusive alcohol-free options.

Board members ~~in~~ assigned to each region should explore and identify opportunities for sponsorships of WCMA events on a regional and statewide basis.

2.3. In support of the above, the WCMA will:

2.1.3.1. On request from a Board member and at the discretion of the Executive Committee,

Provide each ~~current and past~~ board member, ~~and each senior advisor~~ with:

2.1.3.1.1. The authority to offer free annual conference registration and annual WCMA membership dues to ~~up to three~~ prospective members.

2.2.3.2. Develop portable content or curricula to support quarterly meetings and encourage member participation.

Board Position	District	Senior Advisor
Incoming President	<u>State-wide</u>	
Incoming President	<u>Region 1: Clallam, Jefferson and Kitsap counties</u>	
Vice President	<u>Region 2: Grays Harbor, Lewis, Mason, and Thurston Counties</u>	
Position 1 Vice President	<u>Region 3: Clark, Cowlitz, Pacific, Skamania, and Wahkiakum Counties</u>	
Past President	<u>Region 4: Kittitas, Klickitat, and Yakima Counties</u>	
<u>Position 1</u>	<u>Region 5: Benton, Franklin, and Walla Walla Counties</u>	
	<u>Region 6: Columbia, Whitman, Garfield and Asotin Counties</u>	
<u>Position 2</u>	<u>Region 7: Adams, Grant, and Lincoln Counties</u>	

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<u>Position 3</u>	<u>Region 8: Ferry, Pend Oreille, Spokane, and Stevens Counties</u>	
<u>Position 4</u>	<u>Region 9: Chelan, Douglas, and Okanogan Counties</u>	
<u>Position 5</u>	<u>Region 10: Island, San Juan, Skagit, and Whatcom Counties</u>	
<u>Position 6</u>	<u>Region 11: Snohomish County</u>	
<u>Position 7</u>	<u>Region 12: North King County</u>	
<u>Position 8</u>	<u>Region 13: South King County</u>	
<u>Position 9</u>	<u>Region 14: Pierce County</u>	

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WCMA Membership Dues - Analysis and Proposal

Problem Statement: The WCMA Board created a Financial Sustainability Committee in 2022 with the goals to grow WCMA revenues and help the WCMA become financially sustainable. The committee (Stephanie Lucash, Will Ibershof, Brent Kirk, and Albert Tripp) learned that it has been 13 years since the WCMA last raised its membership dues and explored a variety of membership dues ideas. The committee is recommending three membership-related board actions: 1) increasing membership dues for 2024, 2) taking an annual look at increasing membership dues to keep pace with inflation, and 3) creating pooled membership levels. The committee believes these actions will all increase revenue for, and membership in, our organization.

INDIVIDUAL MEMBER DUES PROPOSAL: These are the traditional individual memberships we are all familiar with						
Membership Level	2023 Dues	Dues Adjusted for Inflation (since last dues increase in 2012)	Proposed 2024 Dues	Incremental Increase	# of Members	Expected Revenue Increase
Full Member - Salary > 100K	\$315	\$414	\$365	\$50	75	\$3,750
Full Member - Salary < 100K	\$185	\$243	\$200	\$15	25	\$375
Associate Member	\$50	\$66	\$75	\$25	15	\$375
Cooperating Member	\$185	\$243	\$250	\$65	15	\$975
Student Member	\$25	\$33	\$50	\$25	2	\$50
Retired Member	\$25	\$33	\$50	\$25	5	\$125
Total Expected Revenue Increase						\$ 5,650

Proposed Board Motion #1: Approve the proposed 2024 individual membership dues increases.

Proposed Board Motion #2: Approve increasing membership dues each year to account for inflation, via board action at the annual August board meeting.

POOLED MEMBERSHIP DUES PROPOSAL: Instead of purchasing individual memberships, under this proposal a member city or county with a Full Member at the highest membership level (\$365) could purchase a pooled membership. The pooled membership packages below provide a financial incentive for full members to add additional associate members to the WCMA ranks. The pitch is that these efforts help with succession planning by providing more department heads access to the WCMA network, conferences and other programming. Another talking point is that the pooled memberships stay with the jurisdiction, so they can be considered a retention tool (if an associate member leaves the organization they do not take the membership with them and would need to rejoin as an individual member with their new jurisdiction).

Proposed Pooled Membership Package	Proposed 2024 Dues	Notes
6 Member Package: Includes Two Full Members and Four Associate Members	\$950	(savings of \$80 or basically one free associate member; would cost \$1,030 if paid for all members individually)
5 Member Package: Includes Two Full Members and Three Associate Members	\$900	(savings of \$55 or almost one free associate member; would cost \$955 if paid for all members individually)
4 Member Package: Includes Two Full Members and Two Associate Members	\$800	(savings of \$80 or basically one free associate member; would cost \$880 if paid for all members individually)
3 Member Package: Includes One Full Member and Two Associate Members)	\$450	(savings of \$65 or almost one free associate member; would cost \$515 if paid for all members individually)
2 Member Package: Includes One Full Member and One Associate Member	\$400	(savings of \$40 or part of one free associate member; would cost \$440 if paid for both members individually)

Proposed Board Motion #3: Approve the pooled membership proposal for implementation in January 2024, with reevaluation at the November 2024 board meeting to analyze the impact of this new membership concept.

WASHINGTON CITY/COUNTY MANAGEMENT ASSOC

**Statements of Activities
YTD Actual as a Percentage of Yearly Budget
For the Seven Months Ended July 31, 2023**

	Actual 7/31/2023	Yearly Budget	YTD Budget %
REVENUES			
Membership Dues	37,290	35,000	106.5%
Summer Annual Conf-meals/reg	28,995	35,000	82.8%
Conference Sponsorships	44,000	40,000	110.0%
ICMA Senior Advisor Reimbursement	334	3,750	8.9%
NW Women's Leadership Academy	36,000	30,000	120.0%
Total Revenues	<u>146,619</u>	<u>143,750</u>	<u>102.0%</u>
EXPENSES			
Summer Annual Conference	27,400	45,000	60.9%
Board of Directors Meetings	-	1,000	0.0%
Senior Advisors	477	7,500	6.4%
ICMA Student Chapter (Evans School)	-	2,000	0.0%
Scholarships	-	5,500	0.0%
Awards Programs	1,678	1,800	93.2%
International Contingency	2,544	1,500	169.6%
Travel Support-ICMA Conference	-	2,000	0.0%
Women's Leadership Academy	6,130	26,000	23.6%
ICMA Endowment	-	1,000	0.0%
ICMA Coaching Program	1,000	1,000	100.0%
Professional Services	22,736	43,700	52.0%
Office Supplies	80	1,000	8.0%
Insurance	1,425	1,500	95.0%
Bank Service Charge	3,905	2,500	156.2%
State and City Taxes	41	750	5.5%
Total Expenses	<u>67,414</u>	<u>143,750</u>	<u>46.9%</u>
EXCESS REVENUES (EXPENSES)	79,205	79,205	
Add Beg. Balance on 01/01/23	\$82,956	\$82,956	
Ending Balance on 7/31/23	<u>\$162,161</u>	<u>\$162,161</u>	