

**INTERNATIONAL INSTITUTE OF MUNICIPAL CLERKS  
BOARD OF DIRECTORS  
MID-YEAR MEETING MINUTES  
NOVEMBER 7, 2008  
RIVERSIDE, CALIFORNIA**

**PRESENT WERE:** Dyanne Reese, CMC, President; Mary Lynne Stratta, MMC, President-Elect; Sharon Cassler, MMC, Vice President; and Chuck Tokar, MMC, Immediate Past President; Linda C. Cohen, MMC, I; Bernice Dixon, I; Carol L. Jacobs, MMC, II; Jane Williams-Warren, MMC II; Glenda A. Morgan, MMC, III; Barbara Blackard, MMC, IV; Eddie R. Myers, CMC, IV; Kathryn A. Dornan, CMC, V; Brenda Kay Young, MMC, V; Carolyn Brownfield, MMC, VI; Shari A. Moore, CMC, VI; Rick Goeckner, MMC, VII; Jerry Lovett-Sperling, MMC VII; Stephanie Kalasz, VIII, Monica M. Simmons, MMC, VIII; Pamela R. Kolacy, MMC, IX; Colleen J. Nicol, MMC, IX; Marc Lemoine, X; Bernie White, CMC, X; Nick Randle, XI; and Tom Van Der Hoven, XI.

President Reese called the meeting to order at 3:43 p.m. Noting the lateness of the hour, President Reese announced plans to cover items 1 – 6 on the agenda today and resume the meeting the next morning.

**ABSENT WAS:** Stephanie C. Kelly, CMC, III. Stephanie Kelly notified President Reese that she could not be present and her absence was excused.

**PARTICIPATING WERE:** Chris Shalby, Executive Director; Dr. Mohammad Eftekhari, Director of Education/Research; Denice Cox, Office Manager; Pilar Archer, Accounting Manager; Janet Pantaleon, Finance Specialist; Tim Seeden, Association Solutions, Ltd.; and Dale Barstow, MCEF President.

**ALSO IN ATTENDANCE WERE:** Maureen Kane, Institute Director of California; Barbara Daniels, Wisconsin; Peggy Hawker, Oregon; Vicki Miel, former IIMC President, and Olivia Parks Woods, Retired Municipal Clerk - City of Atlanta.

**AGENDA APPROVAL: Motion by Barbara Blackard, second by Jane Williams-Warren to approve the agenda. Motion carried.**

**CONSENT AGENDA APPROVAL: Motion by Bernie White, second by Tom Van der Hoven to approve and ratify the minutes listed on the consent agenda. With noted corrections, The motion carried.**

a. Minutes of May 16, 2008 - Board Meeting

Corrections: Page 11, Annual Conference Updates (a): Change Atlanta, CA to Atlanta, GA

b. Minutes of May 22, 2008 - Board Meeting

c. Minutes of May 23, 2008 - Board Meeting

d. Minutes of July 8, 2008 Board Teleconference

Page 18, President's Report: Change Wilmington, DC to Wilmington, NC

Page 20, Region II Report: Change October to April and Virginia to W. Virginia

Page 16, Members Present: Add Marc Lemoine

Page 20, Region IV Report: Change November 4 -5 to December 4 -5

e. Minutes of July 22, 2008 Board Teleconference

f. Minutes of October 7, 2008 Board Teleconference

**EXECUTIVE SESSION – Motion by Sharon Cassler, second by Eddie Myers to convene in Executive Session. Motion carried.**

After resuming the regular order of business, President Reese recessed the meeting at 5:30 p.m. until November 8, 2008, at 8:30 a.m.

**INTERNATIONAL INSTITUTE OF MUNICIPAL CLERKS  
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President Reese called the meeting to order at 8:30 a.m.

**EDUCATION DEPARTMENT UPDATE -- MOHAMMAD EFTEKHARI, PH.D.**

**A. EDUCATION REPORT SUMMARY**

The Director of Education reported that the possibility of conducting a job analysis for the purpose of redesigning the curricula for the CMC, CMC Recertification, and MMC programs was explored to be based on unbiased, objective, and comprehensive information gathered by an expert. Dr. Reed Castle was identified as a suitable consultant to conduct the job analysis. Dr. Castle submitted a proposal that was shared with the Program Review and Certification Committee. Dr. Castle made a presentation to the entire Program Review and Certification Committee. The proposal (contract) has been submitted to the Executive Director.

The Department continued efforts to establish a partnership between the IIMC Online Learning Institute and e-Cornell. E-Cornell submitted a proposal for such a partnership. Greg Napierala from e-Cornell traveled to Rancho Cucamonga and made a presentation to the Education Department. The proposal (contract) has been submitted to the Executive Director.

The Director of Education trained the first group of IIMC Education Ambassadors.

The Department is working with the IIMC Conference Education Committee and Illinois Host Committee in identifying subject matters and presenters for the IIMC 2009 Annual Conference in Chicago. Contracts are being negotiated with the presenters including the content and format of their presentations. It is anticipated that four General Sessions, 42 Concurrent Sessions, and 12 Advanced Academy Sessions will be delivered in Chicago.

**B. EDUCATION GUIDELINES**

**C. EDUCATION REVISED FAQ**

- 1. Professional Certifications Granted June - Nov 2008**
- 2. Courses Reviewed and Approved;**
- 3. Job analysis for redesigning Curricula for Education Programs**
- 4. Ambassadors Trained**
- 5. 2009 Annual Conference Education Sessions**

Vice President Cassler posed questions regarding the Ambassador Program. Dr. Eftekhari clarified that the first group was trained but was not certified because the criteria had not been established yet. He stated that once that group has been certified, IIMC will publicize who they are. Colleen Nicol explained that ambassadors will be experts regarding the Education Certification requirements in their own States. She noted that wherever she visits, there are education gurus and chairs who want to become ambassadors.

Tom Van Der Hoven commented that he did not see any update on IMASA and other Region 11 issues in the Education Report. Dr. Eftekhari responded that IIMC is negotiating with e-Cornell regarding a partnership with IIMC in Region 11. If this proposal is successful, it will address the needs in Region 11. Additional information regarding certification was forwarded to South Africa and Bulgaria.

Kathryn Dornan questioned the provision referenced on page 37 of the Education Report requiring pre-approval for individuals to take a course. She recalled that this provision was changed to require notice after taking the course. Dr. Eftekhari responded that it is covered in the "Frequently Asked Questions" document. Ms. Dornan preferred that it be included in the Guidelines. Dr. Eftekhari agreed to revise the guidelines to incorporate the language.

Dr. Eftekhari introduced new staff members Emily Maggard and Marilyn Sanzo who joined the organization in August and September 2008. Colleen Nicol asked if IIMC is up to date in processing certification applications. Ms. Maggard replied that they were pretty close to being on schedule, only about a week or so off. When asked how many were pending, Ms. Sanzo replied, "3 MMC's and 83 CMC's". Colleen Nicol related a situation where a clerk received notice via e-mail that she had been certified but was on vacation at the time. Ms. Nicol stated that it was weeks later before she learned that she had become certified and later received her official certificate and pin. Kathryn Dornan asked what was involved in the application process. Dr. Eftekhari stated that he reviews the application and when the applicant is certified, he sends them an e-mail notifying them that they have been certified and will receive a certificate and pin at a later date. The certificate and pin are sent approximately four to six weeks after the e-mail notification because they are all processed at the end of the each month. Ms. Dornan expressed concern with that process. She thought that e-mail notification was inadequate for such a prestigious accomplishment and suggested that a form letter signed by the Education Director would be more appropriate. Ms. Dornan stated that she was invited to present a certificate to a clerk in her Region and they still had not received her certificate by the date of the event. Dr. Eftekhari noted that the Education Department was short of staff prior to August 2008. However, he agreed that IIMC should be more responsive to customer service requests and urged the Board to be willing to provide the financial support for adequate staffing. Vice President Cassler concurred with Ms. Dornan's position and would also like to see a form letter be sent out to the recipients. Dr. Eftekhari agreed to initiate the practice. President Reese stated that certification is usually a six-week process but suggested that if a special presentation is needed prior to that time members can notify the staff to allow them to expedite the process.

Monica Simmons asked if there was any way Region Directors could be notified of certification revocations. She stated that if Region Directors are notified, they could assist IIMC in these situations. Dr. Eftekhari thought that this was an excellent idea and that he could begin listing potential revocations in the Friday letter.

Dr. Eftekhari reported that the Education Department explored the possibility of conducting a job analysis for the purpose of redesigning the curricula for the CMC, CMC Recertification and MMC programs based on unbiased, objective, and comprehensive information gathered by an expert. To that end, he has taken the following actions:

- Identified Dr. Reed Castle as a suitable consultant to conduct the job analysis.
- Received a proposal from Dr. Castle that was shared with the Program Review and Certification Committee. Dr. Castle made a presentation to the entire Program Review and Certification Committee. The proposal (contract) has been submitted to the Executive Director.

In addition, the Education Department continued the efforts to establish the IIMC On-line Learning Institute.

**Motion by Glenda Morgan to accept the report; second by Eddie Meyers. Motion approved.**

President Reese recognized several guests that were in attendance at the meeting and thanked them for attending.

- Maureen Kane, Institute Director of California
- Barbara Daniels, member
- Peggy Hawker, member
- Dale Barstow - MCEF President
- Vicki Miel, former IIMC President and MCEF Board Member

Vicki Miel informed the Board that she had come out of retirement and was serving as clerk in a small town in Arizona.

#### **MUNICIPAL CLERKS EDUCATION FOUNDATION – DALE BARSTOW, MCEF PRESIDENT**

President Reese allowed the MCEF Report to be moved up on the agenda so that Dale Barstow could leave the meeting to prepare for the MCEF meeting scheduled on this date. There was no objection. Mr. Barstow made the following oral report.

Volunteer contributions are on track and are anticipated to be more than what was contributed in 2007. \$29,232 is expected to be granted to IIMC for its 2009 Education Programs from MCEF. Although no proceeds are anticipated from investments this year, financial advisors want MCEF to stay the course with disbursements and programs. MCEF will launch a Planned Giving Program developed by MCEF Board member Wayne Hussey soon. Mr. Barstow urged board members to remember MCEF in their wills and encouraged them to participate in the MCEF Walk-Run and Silent Auction during the 2009 Annual Conference. Members will soon receive a marketing letter encouraging contributions. About 200–300 letters will be mailed to potential

contributors. Because investments have not generated any proceeds this year, Mr. Barstow will speak directly to individuals who contribute endowments and ask for contributions for scholarships. In past years, response has been very positive.

Colleen Nicol asked if MCEF was considering any new program initiatives. Mr. Barstow replied that the Florida State Association is planning to give an MCEF Endowment and encouraged board members to ask state associations about creating such an endowment. President-Elect Stratta thanked MCEF for the 17 Conference Grants that were awarded in Atlanta noting that recipients received credits for their certification. Chuck Tokar asked if Conference Grants would be available for the Chicago conference and Mr. Barstow replied that they would not since no funds were generated from investments this year. He recommended that IIMC use a portion of the \$29,232 in Policy 8 funds for Conference Grants. President Reese stated that the Executive Committee serves on the MCEF Board. Mr. Barstow also encouraged Region Directors to promote MCEF in their state association meetings. MCEF talking points are available for the Directors' use.

#### **COMMITTEE REPORTS REQUIRING NO ACTION**

##### **A. ETHICAL STANDARDS COMMITTEE - CHAIR, JAMES VILLIESSE**

- i. Ethical Standards Report**
- ii. Rules of Procedure**
- iii. Request for Investigation**

##### **COMMITTEE REPORT SUMMARY**

The report, summary, sanctions and forms are on IIMC's web site and have been sent as part of the October E-Briefing. The report was also published in the October News Digest. The Board approved the Committee's report in July. The Committee now waits for further instruction from the Board.

##### **MANAGEMENT'S RECOMMENDATION**

Management appreciates the work this Committee has done to this point and has no recommendations other than to receive the report as filed.

##### **B. MEMBERSHIP COMMITTEE – CHAIR, DAWN G. ABRAHAMSON**

##### **COMMITTEE REPORT SUMMARY**

Committee Goals and Objectives for the 2008/2009 included: IIMC Board Membership Challenge, The Recruit a New IIMC Member Campaign, Good Will Calling and the IIMC Membership Survey. IIMC will host a booth at the National League of Cities Conference this fall in an effort to reach potential members and increase membership. The Committee will continue their quest of contacting the membership for the remainder of the year and will also continue to investigate new ways to increase membership.

##### **MANAGEMENT'S COMMENTS**

The Committee has no recommendations at this time, but we encourage the Committee to continue working with staff to increase membership. Especially important are the telephone calls with members reminding them of renewing and exploring membership needs.

##### **C. PROGRAM REVIEW & CERTIFICATION COMMITTEE – CHAIR, JOANN TILTON**

##### **COMMITTEE REPORT SUMMARY**

The Committee's Goals and Objectives were to:

Execute, as directed, the Board-adopted action plan engaging the membership, Institute Directors, Committees, staff, and the Board to:

- a. Define the future of IIMC certification programs – beginning that dialogue with the membership;
- b. Fold the Task Force recommendations and Director of Education reports into the membership dialogue; and
- c. Coordinate the membership dialog structure with the Research & Resource Committee.

The Committee hopes to move forward with distribution, via State Associations and Institute Directors, of the best practices for dissemination of education and certification requirement information to members. The Committee plans to develop a series of short video clips to be posted on the IIMC Website to bring the information to life. The Committee will develop alternate methods to distribute the video clip series to use

the information at the State and International levels. The Committee will work with Dr. Eftekhari to identify, train and grow the Education Ambassador Program creating experts in the areas of education guidelines and certification requirements. The Committee will begin submitting FAQ highlight articles for the News Digest. This work will be done in an attempt to provide consistent and uniform information to the members regarding the education guidelines and certification requirements as they currently exist.

#### **MANAGEMENT'S COMMENTS**

The Best Practices and Education Ambassadors Program are both worthwhile endeavors that will help the membership and the Education Department in providing answers to member's concerns and questions about Certification programs. The Frequently Asked Questions brochure will be turned into a colloquial article for the News Digest and the web site. These items along with the committee's production of short video clips all go hand in hand with clarifying and conveying IIMC's education message to the membership.

#### **D. PUBLIC RELATIONS & MARKETING COMMITTEE – CHAIR, VANESSA TURNER**

##### **COMMITTEE REPORT SUMMARY**

The role of the Public Relations Committee is closely aligned with the duties of the Public Relations Department. Chris Shalby has been very helpful in making certain that we are not duplicating efforts or making recommendations for activities that are currently underway. A request was submitted earlier to reinforce the need for the additional funds for website development.

The Committee had four primary goals:

- a. assist with increasing membership;
- b. continue the implementation of the five-year plan;
- c. provide a continuous flow of articles to the News Digest and other governmental publications on the role of the clerk; and
- d. develop criteria for promoting Municipal Clerks Week.

#### **MANAGEMENT'S COMMENTS**

Staff has implemented the Committee's five-year plan into an on-going schedule and looks to the committee for further instructions regarding Municipal Clerks Week and articles for the Digest and other governmental publications.

#### **E. RESEARCH AND RESOURCE COMMITTEE – LINDA SPENCE**

##### **COMMITTEE REPORT SUMMARY**

The purpose of this Committee is to assist in surveying the membership on various issues as necessary and to ensure that members are provided with quick and accurate answers to their inquiries. The committee responded promptly to all requests for information. A Listserv will be launched very soon. The Committee will coordinate with the Program Review & Certification Committee to develop a survey/questionnaire for members on various issues.

#### **MANAGEMENT'S COMMENTS**

With the help of staff member Tammy Schultz, member requests regarding specific items are being addressed by the Committee in a timely and accurate manner. The upcoming launch of the ListServ will also be a huge help to the Committee.

### **COMMITTEE REPORTS REQUIRING ACTION**

#### **BUDGET AND PLANNING COMMITTEE – CHAIR, TERRY TRIPP**

##### **COMMITTEE REPORT SUMMARY**

The 2008 year-end budget is projected to end with a profit of \$17,335. The 2009 Budget is expected to have a year-end profit of \$1,600. Staff has been requested to look at various options regarding a contingency plan for litigation. As for the 2009 Conference, staff has been requested to continue to negotiate with the hotel to reduce costs, if possible; a letter has been sent to the 2009 Conference Committee Chair stating our concerns about revenue, fundraising and attendance.

#### **MANAGEMENT RECOMMENDATION**

Management appreciates and thanks the committee for their support and decisions regarding the 2008 and 2009 budgets. As for litigation and the 2009 Conference, staff is already looking at viable options to deal with both of these issues.

Region Directors were asked to involve their Regions to support the silent auction and the trip that will be raffled at the 2009 Annual Conference.

**Motion by Chuck Tokar; second by Tom Van Der Hoven to approve the report. Motion carried.**

#### **CONFERENCE EDUCATION COMMITTEE – CHAIR, ALLAN SUSEN**

##### **COMMITTEE REPORT SUMMARY**

The purpose of the Conference Education Committee is “To ensure that the IIMC Annual Conference is the premier local government educational experience for all potential conference delegates”. This must be accomplished despite the ever increasing competition for education dollars. Clerks need to gain the most education they can at a conference, and they should be able to utilize that education toward their certification. The next important step for IIMC is to develop a system that permits Clerks to maximize their ability to earn education points at IIMC conferences. The Committee’s Goals were as follows:

1. In concert with the Director of Education, evaluate and review the content and suitability of the educational components of the current conference in order to:
  - a. Ensure that the varying levels of education and experience, as well as varying job responsibilities of all IIMC member are being accommodated
  - b. Make immediate recommendations for improvements to the Director of Education and the Host Committees for future conferences.
2. In consultation with the Director of Education, investigate and report on classifying various conference sessions as follows:
  - a. Develop “tracks”, such as finance, management, leadership, records, etc., as well as designating each as a basic, intermediate or advanced level of education. For those Clerks earning credentials, we will need to know the level of education for CMC or MMC credit.
  - b. Coordinate with Staff and the Program Review & Certification (PRC) committee the process to be used in assigning a numeric value for educational points given for attending conference sessions and in conjunction with PRC and Conference Education develop a mechanism to register attendance at conference sessions.
  - c. Coordinate with staff and the International Relations Committee programs that would be beneficial to Regions X and XI.

##### **MANAGEMENT RECOMMENDATION**

Regarding this Committee’s recommendation for scanners at the IIMC Annual Conference, from a marketing standpoint, management believes that providing additional points for Delegates is a strong promotional tool to entice members to attend Conferences. Staff is researching the cost of providing scanners at the Conference in Chicago. We have contacted several vendors and are looking to make this work without encumbering huge expenses. *NOTE:* There are several other committees that have also made this suggestion as part of their recommendations.

Management agrees with the recommendation that future host committees submit their suggestions and comments regarding Conference education topics and presenters prior to next year’s IIMC Annual Conference (with June 1<sup>st</sup> as the deadline). This is an excellent suggestion and one that will provide plenty of time to meet IIMC’s deadlines.

The 2009 Conference education program features the following:

- Four general sessions, two provided wholly by the Illinois Committee;
- 24 concurrent education sessions provided by the Illinois Education Committee;
- 11 concurrent education sessions provided by other Committees;
- 7 records management sessions; and
- 12 MMC Academies – 3 topics included from the Illinois Committee.

Management also agrees with the Committee's recommendation to classify the sessions into tracks and IIMC's Education Department will be implementing that suggestion as it prepares the conference program.

Following discussion regarding the use of scanners at conferences, **A motion was made by Pam Kolacy to support an investigation into the feasibility of developing a scanning system for IIMC Conference attendees which will enable Municipal Clerks to maximize their ability to earn education points at the rate of 1 education point per 2 credit hours, second by Stephanie Kalasz. Motion carried.**

**Motion by Chuck Tokar, second by Jane Williams-Warren to approve the report. Motion carried.**

#### **CONFERENCE POLICY COMMITTEE – CHAIR, BARBARA HOGELIN**

##### **COMMITTEE SUMMARY REPORT**

Conference Policy Committee Goals:

1. Observe, evaluate and review the schedule and format of the current conference and make recommendations regarding same to Executive Director and future Host Committees.
2. Review the Conference Planning Manual and Sponsor Program, especially the financial and other obligations/responsibilities of IIMC Sponsors and Host Committee.
3. In conjunction with the Program Review and Conference Education Committees:
  - a. Develop a mechanism to register attendance at conference
  - b. Investigate and provide for more cost-effective ways to accommodate and attract conference delegates from Regions X, XI and retired members
  - c. Coordinate with the Mentoring Committee in expanding the conference mentoring registry and program
4. Develop or update the policy to host and bid on a future Region XI conference and provide input to the Budget and Planning Committee on developing a financing strategy and building a reserve fund.

##### **MANAGEMENT RECOMMENDATION**

Management realizes that the bulk of the Committee's work will be finalized for the May 2009 Board meeting, specifically and with staff's assistance, the conference planning manual. Staff will be presenting a proposed sponsorship package to the Committee by year-end 2008 to be implemented for the 2009 Conference.

Registering session attendance at the Conference has been suggested and staff is researching the possibility.

Staff has made considerable efforts to provide a day or half-day off-site trip for our Region X and XI delegates in Chicago. This will be the third conference an off site education program has been offered with the Host Committee's help. In 2008, IIMC reduced its Region XI registration fee for attendees from \$545 to \$395US and will keep it at that cost for the 2009 Conference.

The mentoring committee was provided a table by IIMC registration and was also invited to address the first time attendee orientation in Atlanta. Staff and the Committee will continue along the same lines in Chicago.

As far as policy on the logistics and Requests for Proposal to hold conferences outside North America, the Policy Committee has already submitted changes to revise the current policy.

Director Shalby complimented the committee on doing a good job on the Conference Manual. The committee will be working with the City of Chicago to provide Region X and XI with a half-day, off-site session.

**Motion by Colleen Nicol, second by Tom Van Der Hoven to accept the report. Motion carried.**

#### **ELECTION COMMITTEE – CHAIR, BRENDA CIRTIN**

##### **COMMITTEE SUMMARY REPORT**

The Committee is:

1. Asking that candidates be allowed unlimited e-mails to discuss their candidacy
2. Asking that the Board appoint someone other than the Executive Director to review election material for appropriateness
3. Proposing a policy change regarding the Executive Committee's endorsement of candidates.

## **PROPOSED NEW POLICY:**

### **EXECUTIVE COMMITTEE ENDORSEMENTS**

“A member of the Executive Committee shall not use the prestige of his/her position on behalf of any candidate for elected office and to this end shall refrain from using their official title in support of or in opposition to candidates for elected office.”

### **MANAGEMENT RECOMMENDATION:**

**Recommendation #1**—Management believes it will help alleviate any repercussions between candidates as well as provide a level playing field for those involved.

**Recommendation #2** -- Management feels that staff should continue to review all election materials including candidate brochures, biographies, etc., prior to distribution to the membership and, if there's any impropriety with the information provided, staff will submit the materials to the Election Committee for their final recommendation.

**Recommendation #3** --Management believes the Executive Committee should neither endorse nor provide assistance to any candidate.

Director Shalby stated that there has been nothing that has come across staff's desk that is controversial. He reviews material to see if it meets IIMC's criteria. Colleen Nicol noted that Recommendations #2 and #3 have not been considered by the Policy Review Committee.

**Motion by Colleen Nicol to approve recommendations #1 and #2 and refer recommendation #3 back to the Policy Review Committee, second by Bernie White. Motion carried.**

Linda Cohen respectfully asked that until the policy is adopted, the Executive Committee refrain from making any recommendation pertaining to a candidate. The Executive Committee agreed.

## **INTERNATIONAL RELATIONS COMMITTEE REPORT – CHAIR, TAMI KELLY**

**GOAL #1** - Work closely with the Director of Education and affiliated national association leadership to bring current Region XI educational endeavors into compliance as certification eligible programs, utilizing the Online Learning Institute and to establish a minimum of two Institutes in Region XI, with a concentration on the United Kingdom, South Africa, The Netherlands and maintaining the Bulgaria Institute.

**COMMITTEE SUMMARY:** Francois Allers, Nick Randle and Tom Van der Hoven are working with Dr. Eftekhari. Tom Van Der Hoven has been appointed to a new Steering Committee in the UK. He is working to bring the Chairman to the Chicago Conference for a meeting with staff. The Director of Education will report back to the Committee with updates on any progress being made.

### **MANAGEMENT'S RECOMMENDATIONS**

As of this writing, IIMC has approved IMASA's initial concept for an Institute and continues to work with them to bring this to fruition. IIMC has yet to make the necessary contact with the new Netherlands Association. Sixteen Bulgarian members are CMC's. There are two Clerks' Associations in Bulgaria, yet IIMC only has one affiliation agreement.

**Motion by Tom Van der Hoven to approve the report, second by Stephanie Kalasz. Motion approved.**

**Goal #2** - Work closely with the appropriate members of both the Membership and Public Relations & Marketing Committees to develop and distribute targeted marketing materials to potential members.

**COMMITTEE SUMMARY:** The committee continues to work on ideas for the website. Primarily, the Committee would like to see communication enhancements to allow for better and easier contact with the membership, especially in Region XI. The IRC will continue to work with the PR&M Committee to market the Exchange and Study Abroad programs. Items from last year's survey to be addressed: 1. Revamp News Digest; 2. Update and embellish the website and add a way to e-mail each other individually and by groups; 3. Add more on-line

education sessions; 4. Return to more break-out sessions at Conference rather than General Sessions; and 5. reduce cost of the Annual Conference. A request was submitted to fund enhancement of the website to improve this communication tool for our members.

#### **MANAGEMENT'S RECOMMENDATION**

Develop and distribute targeted marketing materials to potential members with the following additions:

- a. member-to-member connection,
- b. exchange program, and
- c. study abroad program

The member-to-member email program will be available when IIMC launches its ListServ. Management does not recommend that members have access to individual e-mail addresses. Staff sees problems in control of what will be distributed. The ListServ is sufficient for communications.

The Exchange Program received several E-blasts, a News Digest cover (September) and several articles promoting the Program. To date, three people are interested in participating.

The Study Abroad Program is set for Fall 2009 in the United Kingdom and for Fall 2011 in South Africa. Once the committee has developed the logistics for the 2009 program, promotion will begin. In 2008, 19 members participated in the program.

As for past items, Management still needs concrete definitions of revamping the News Digest and web site. The Education Department has developed six on-line distance education programs and continues to pursue new ones, but costs are a factor, so process is slow. For the 2009 Conference in Chicago, there are 40 breakout sessions and four general sessions making Chicago the third consecutive Conference to feature this format. As for reducing the cost of the Conference registration fee, Management does not believe it is in IIMC's best interest. The current cost of \$560 for five days is incredibly reasonable when compared to other organizations.

**Motion by Tom Van Der Hoven to approve the report, second by Colleen Nicol. The motion carried with one no vote.**

**Goal #3** - Identify and recommend to the Conference Education Committee topics and speakers of global relevance.

**COMMITTEE SUMMARY:** 1. Committee members will be asked to submit their recommendations on an on-going basis. Topics can be used for upcoming conferences. 2. Lucille Zucherro will lead on the inclusion of mini tours in the Chicago conference program. The Committee will liaise with the International Associations to find out what suggestions/preferences they have. 3. Stephanie Kalasz will investigate an 'International Day' as part of the conference program with presenters from Region X and XI.

#### **MANAGEMENT'S RECOMMENDATION**

One-half day is reserved in 2009 for an off-site visit for Regions X and XI delegates to visit City Hall. This will be the third consecutive year that an off-site program for these Regions has been offered. There will not be mini tours or an International Day. The cost of mini tours is prohibitive and we believe there are enough networking opportunities in which all delegates can partake.

**Motion by Tom Van Der Hoven to approve the report, seconded by Nick Randle. The motion carried with one no vote.**

**Goal #4** - Develop the 2009 Study Tour program for a Region XI destination. Recommend to the Board of Directors a plan for future Study Abroad programs; provide ideas and recommendations to the Budget and/or Conference Policy Committees on developing and marketing a future Region XI Annual Conference.

**COMMITTEE SUMMARY:** A plan for future programs was submitted and adopted by the Board last year. Mr. Randle recently notified the Chair that the SLCC Conference will be Oct. 23 – 25, 2009. The Committee will continue to put together the next Program and supply recommendations for future programs. It is the recommendation of this Committee to continue to offer the Study Program every other year (next offering to be in 2009). It was determined that offering a 2009 Tour to Wales or Scotland, with the assistance of the SLCC

would be the best opportunity given the short time to plan. It was also agreed that 2011 would be in South Africa with the assistance of Francois Allers. It is also important for an IIMC Representative to accompany the participants for coordination purposes.

#### **MANAGEMENT'S RECOMMENDATION**

There is \$6,200 in the International Relations Committee's budget toward the Exchange Program. As for the \$700 request to assist either staff or a member to coordinate the Study Abroad trip, IIMC will pay for this individual's flight though its American Express points, saving hard dollar costs for IIMC. Management agrees with the Committee's recommendation to continue with the Study Abroad program every other year. The Program can be reevaluated after the proposed 2011 Program in South Africa.

Marc Lemoine stated his appreciation for the Committee bringing this approach forward in building international relations. IIMC is now focusing its attention in certain areas -- South Africa and the United Kingdom. Past President Tokar initiated this change. Mr. Lemoine expressed the need for IIMC to build a foundation for International Relations then expand on it. Mr. Lance Decker (Strategic Planner) thought this was a very wise path to pursue. Past President Tokar enlightened the new board with some background on IIMC International Relations. He stated that the Board voted two years ago to recommit to International Relations. IIMC planned to partner with the Society of Local Council Clerks (SLCC) to hold a conference in London, England. The objective was for SLCC or IIMC not to lose money to hold the conference. He stated that IIMC had worked very hard to pull off the conference but was unable to do so in the time provided. It is still an IIMC goal but must be financially feasible to do so. President Reese stated that IIMC is trying to systematically work on International Relations. There must be some mutual benefits derived from International Relations to justify the financial investment by IIMC. It was also noted that international members must become more involved in the process by identifying what they want from the program.

Nick Randle stated in relation to the Wales Study Tour that he exchanged e-mails with Wales because they have a national parliament and a tour of the west coast could be pursued. The intent is to include some education elements at the University of Gloucestershire and Oxford. The tour will conclude at the SLCC conference in mid-England near Daventry. A program will be framed upon the IIMC goals for the Study Tour.

**Motion by Tom Van Der Hoven to approve the report, second by Marc LeMoine. The motion carried.**

**Goal #5** - Submit a minimum of three News Digest articles of importance and value as it relates to global/international relations and the promotion of the Study Abroad programs.

**COMMITTEE SUMMARY:** Articles have already been submitted for the Study Abroad Program and the Exchange Program. The Committee will continue to work on Spotlight Articles and promotional articles for the Study Abroad Program. Participants in the Exchange Program will be asked to submit an article to share their experience. If the Board has a suggestion or the desire to assist with this goal, the Committee welcomes the involvement. A 'Spotlight' article on a clerk from Bulgaria has been submitted to IIMC HQ. Articles from the international associations have been requested. Nick Randle shares the SLCC newsletter with HQ. It was suggested that the 'Spotlight' article appear together with an article about local government and the role of the clerk in the country of that clerk under 'spotlight'. The Committee recommends that articles on the study tour and exchange programs be submitted for the News Digest.

#### **MANAGEMENT'S RECOMMENDATION**

Staff welcomes submissions regarding the News Digest and web site. The suggested Spotlight is a good idea. To date, no submissions have been received. Staff will promote the Study Abroad and Exchange Programs through the magazine, web site and monthly E-briefings.

**Motion by Glenda Morgan to approve the report, second by Marc Lemoine. The motion carried.**

**Goal #6** – Support an IIMC Exchange Program.

**COMMITTEE SUMMARY:** Tom Van Der Hoven took up this task and developed an outline for such a Program. This year, IIMC offered the first opportunity for a Region X or XI member to exchange with a member from the U.S. The SLCC and IMASA will also offer this exchange and offer a scholarship to one of their members. One pair will participate in an exchange this season. The Committee recommends this new program continue and

that IIMC partner with SLCC, IMASA and other international associations to create the exchanges. The amount of \$6,000.00 is requested of the Budget and Planning Committee for scholarships.

#### **MANAGEMENT'S RECOMMENDATION**

##### **Covered in Goal #2.**

Director Shalby clarified that the Exchange Program was approved at the Annual Conference in Atlanta and funding for it has been proposed in the 2009 budget. Three people have asked to participate: Karen Barrow (West Point, Virginia), Pamela Smith, (Sanibel, Florida), and Janina Patrus, (Redington Beach, Florida). Staff will ask clerks to publicize the Exchange Program in their areas and announce that candidates can apply for the second program that will be announced in May. SLCC will also be sponsoring a partnership exchange program. Nick Randle informed the Board that South Africa decided to wait until we finalize the Exchange Program in the United Kingdom. Further details are targeted for publication in December.

**Motion by Tom Van Der Hoven, second by Stephanie Kalasz, to approve the report. The motion carried.**

#### **Region XI Report on International Relations**

Tom Van der Hoven noted that he has been a member of IIMC for many years. He joined because he wanted to make a difference. However, he recognizes that there is no clear strategy documented on how to proceed. To him, it appears that we have not determined a vision for the direction of International Relations. Conducting a conference outside of North America does not have to mean hosting a conference. IIMC must decide a direction and vision for the organization's International Relations.

**Summary:** IIMC has valid aspirations to be an international professional body but while it has an international dimension to its membership, it is currently a primarily North American organization. This paper, written by Region XI Director and SLCC CEO, Nick Randle, discusses some of the issues which IIMC needs to address to achieve its aspirations to be the pre-eminent organization for Clerks worldwide and makes proposals which may form a basis for moving forward.

**Major Obstacles:** **1. Identification** of the characteristics of the international member; **2.** Defining membership benefits which will attract international members; **3.** Finance; and, **4.** The tyranny of distance.

Mr. Randle offered the following suggestions to the Board:

1. We need to decide the characteristics of members that we are trying to attract to the organization. Who are we trying to attract? It should not be too broad or too narrow.
2. We must try to generate revenue for IIMC and attract members in the thousands. Describe the benefits. Education, for example, skills and capabilities appropriate to all members. Build relations and networks. Generate means in which to communicate. Develop common interests and share experiences.
3. We recognize that finance is a problem but so are a lot of the issues that we discuss. If we are not going to slide back, we must focus on doing specific things. For example, focus on a long-term strategy. Divide it into 3 phases: 1-3 years, 4-6 years and 7-10 years.
4. We would like to recommend a program to later develop a business plan. Develop templates like SLCC and IMASA. Is this feasible?
5. We recommend that a working group be established with links to the International Relations Committee but with participation from the Executive Director, the Region XI Directors and at least one other member of the Executive Committee. Their objective would be to define a work program for international development which meshes with the IIMC's core strategy and budget but which takes into account the issues referenced above. We recommend that the work program commence in 2009.

Director Shalby stated that this is the first time that anyone has ever introduced anything in writing in this manner. He believes that it is long overdue and presents an excellent opportunity. The Board must be involved with each step-by-step approach. Colleen Nicol stated that she fully supports this plan of action and President-Elect Stratta concurred and stated she would like to see a Business Plan adopted as a part of IIMC's Strategic Plan and would set this as a committee goal during the year she is President. President Reese agreed stating this was geared toward membership and networking.

**Motion by Nick Randle to approve the recommendations in the written report, second by Brenda Kay Young. The motion carried.**

**Mentoring Committee- Chair, Delores McKenzie**

**COMMITTEE SUMMARY REPORT**

The Committee members continue to be enthusiastic about this program. There are a number of mentor/mentee matches occurring monthly. A number of retirees have contacted IIMC to become involved and volunteered to help with this committee. The Committee sees productivity coming to fruition with the continued work and support of all committee members. The Retiree and Mentoring Committee should continue to work to strengthen this Committee and with the Board's support can become a very positive, supportive dynamic committee.

**MANAGEMENT RECOMMENDATION:**

At the 2008 Conference in Atlanta, IIMC provided this Committee with a table by IIMC's registration area and an opportunity to meet and greet each first timer. IIMC will continue to provide the necessary staff and material support that this committee is requesting for the Conference in Chicago.

In consideration to this Committee's request regarding handouts and publications, IIMC's Membership department has already accounted for these costs in its 2009 budget.

Under the leadership of new chairs, Delores McKenzie and Mary Haynes, 22 mentors/mentees are participating in the program and 33 mentees are on the waiting list. A brochure will be printed in 2009.

**Motion by Colleen Nicol to approve the report, second by Bernice Dixon. The motion carried.**

**POLICY REVIEW COMMITTEE – CHAIR, PAMYL A MEANS**

**COMMITTEE SUMMARY REPORT**

The Committee has formulated recommendations regarding various IIMC policies and in some cases amendments to the IIMC Constitution. It is recommended that the appropriate standing committee be asked for input prior to the Board's deliberation and action on any changes made. In addition, the Committee recommends that the Executive Director be requested to contact a local codification vendor to codify IIMC policies at a reduced rate once action is taken.

Past President Tokar requested that each item be voted on separately and the Board agreed.

1. Amend Article III (Membership) Section B (Definition of Membership Classes) Subsection (6) (Retired Member) of the IIMC Constitution to clarify that "retired members" shall have the same privileges as "associate members".

Article III (Membership), Section B (Definitions of Membership Classes), Subsection 6 (Retired Member) – be rescinded and a new Subsection 6 added that reads as follows:

"6. Individuals who were designated as Full or Additional Full Members prior to retirement."

**MANAGEMENT'S RECOMMENDATION**

Supports the clarification of retired members and that they have no voting privileges.

**Motion by Colleen Nicol to approve the Constitutional amendment as presented, second by Chuck Tokar. The motion carried.** This is a Constitutional Amendment and must be voted on by IIMC members in May, 2009.

2. Include the IIMC Code of Ethics in the New Member Orientation packet and in the annual conference program book, and prominently display at the annual conference. Policy M-2 (Code of Ethics).

**MANAGEMENT'S RECOMMENDATION**

IIMC's Code of Ethics is currently included as part of the new member package. Staff supports printing it in the Conference daily program and will create a poster for it to be prominently displayed by the registration desk at the conference. There will be a one-time cost (\$300) to create the poster. This cost will not affect the 2009 conference printing budget.

**Motion by Chuck Tokar and second by Colleen Nicol to accept the committee and management recommendations. The motion carried.**

3. No amendment is recommended for Policy B-1 (4) with respect to committee terms as it is clear in the current policy that re-appointments are allowed up to six years.

**MANAGEMENT'S RECOMMENDATION**

Support the current policy regarding committee terms.

The Board concurred with the Committee's recommendations. No formal action was required or taken.

4. Recommend a Constitutional amendment (Article IV Officers and Region Directors, (B) Region Directors) to provide for continued Board membership as follows:

"In the event that an IIMC Board member relocates their **employment** outside the region they represent, they may retain their position based upon the following conditions:

- a. Written documentation of support from their state/province/country association which they moved from; and
- b. Written documentation of support from **all** states/provinces/or countries from the region which they moved from;
- c. Copies of documentation shall be filed with IIMC Headquarters."

**MANAGEMENT'S RECOMMENDATION**

Supports the recommendation that if a regional director was to relocate to an area outside of their represented region, that the individual may retain their position providing the individual acquires the necessary approvals.

The Board recommended that a time certain be included in the recommended policy and that the committee consider the impact of this recommendation on Region XI members. Discussion was held regarding whether or not a Director should be required to serve at least half of the term without an election being held. Others thought that no more than six months should remain in the term.

**Motion by Colleen Nicol to refer the matter back to the Policy Review Committee with inclusion of the feedback by the Board for further discussion, second by Brenda Kay Young. The motion carried.**

5. Request that the Executive Director draft amendments to Policies.  
(See #13)

**MANAGEMENT'S RECOMMENDATION**

These amendments have been drafted and will be considered by the Policy Review Committee on October 15, 2008. Please refer to additional recommendations as part of this report - #14 - 4, 6, 8, 9, and 10, #15 M-1 Awards and #16 M-4 Honorary Members - Standards.

Management fully supports these recommendations. Number 15 has been enforced for years now as the Institute Directors Award and not an Education Honors Award. Number 16 has been made clear by the statement regarding membership dues.

**REFERRED TO POLICY REVIEW COMMITTEE**

6. Referred a recommendation that with respect to the budget, any project requiring more than a \$10,000 commitment and not in the current budget must be reviewed by the Budget and Planning Committee for a budget impact statement, which then must be approved by the Board of Directors (would additionally amend Policy A-4).

**MANAGEMENT'S RECOMMENDATION**

Supports the recommendation regarding all changes to the Budget and Planning Committee. Please refer to the Addendum - Additional recommendations as part of this report - #14 – 4, 6, 8, 9, and 10

**Motion by Colleen Nicol, seconded by Marc LeMoine, to refer back to the Policy Review Committee for recommendation to the Board of Directors**

7. Recommend that the President and President Elect have voting privileges on the Budget and Planning Committee; that the Vice-President and Immediate Past President be removed from membership; that the at-large member be eliminated as of January 1, 2009; and that at a future date, the Board review the governance and composition of the Budget and Planning Committee with the intent of eliminating all Executive Committee members from the committee.

**MANAGEMENT’S RECOMMENDATION**

Supports the revised voting privileges on this Committee; agrees that the at-large member be eliminated and will await future discussions regarding this committee’s composition with the intent of eliminating the Executive Committee from the Budget and Planning Committee.

Bernie White explained that this policy was being recommended to reduce the influence of the Executive Committee on the budget. However, during the lengthy discussion that followed, Board members expressed concerns with the Vice President and Immediate Past President being taken off of the Budget and Planning Committee and were opposed to the Executive Committee being eliminated at a future date. The Board thought that the Vice President, particularly, should have a say in a budget that could ultimately impact his/her term in office. Support was given to the elimination of the at-large committee member.

**Moved by Colleen Nicol, second by Marc LeMoine, to refer this matter back to the Policy Review Committee for further discussion. The motion carried with two no votes.**

8. Recommend that Article V, Board of Directors and Executive Committee, Section A, Structure, Subsection 2, of the Constitution be rewritten to provide that the Executive Committee is not a decision making body, all action items shall be submitted to the Board of Directors, and add language to Article VIII, Executive Director, to state that the Executive Director reports to the Board of Directors.

**MANAGEMENT’S RECOMMENDATION**

Supports the revisions to Article V of the Constitution regarding the Executive Committee not being a decision making body and also supports Article VII, stating that the Executive Director reports to the Board of Directors.

**Motion by Bernie White, second by Sharon Cassler, to approve the Constitutional amendment as recommended by the Committee. Upon a show of hands, the motion carried with 21 voting in favor and 1 opposed.**

This is a Constitutional Amendment and must be voted on by the membership in May 2009

9. Requested the Executive Director to draft amendments to:
  - a. Policy M-1 Education Honor Award to incorporate current practice of giving an award to an Institute Director each year at the annual conference;
  - b. Policy A-4 Revenues and Expenditures – the Budget Process to reflect current practice for scheduled budget reviews; and
  - c. Policy M-4 Honorary Members – Standards to incorporate language exempting honorary members from paying dues.

See Policy Review Committee Addendum further in these minutes.

**MANAGEMENT’S RECOMMENDATION**

These amendments have been drafted. **Please refer to the Addendum** - Additional Recommendations as part of this report - #14 – 4, 6, 8, 9, and 10. #15 M-1 Awards and #16 M-4

Honorary Members – Standards.

Management fully supports these recommendations. Number 15 has been practiced for years now as the Institute Directors Award and not an Education Honors Award. Number 16 has been made clear by the statement regarding membership dues.

**See Items #14, 15, and 16**

10. Requested the Executive Director to propose a job description for the News Digest Editor as well as a standard disclaimer as to what materials will be published along with a dispute mechanism. The Committee plans to send this proposal to the Public Relations & Marketing committee for comment.

**MANAGEMENT’S RECOMMENDATION**

This has not been accomplished. Since the Executive Director is also the News Digest editor, there is no reason for not carrying out this directive. The Executive Director will create a job description and disclaimer and pass it along to the Policy Review Committee for inclusion at the Annual Board Meeting in May 2009.

Motion by Colleen Nicol, second by Jane Williams-Warren, to accept Management’s recommendation.

11. The question of members canceling their IIMC Membership prior to an annual conference in order to enjoy the discounted conference fee.

**MANAGEMENT’S RECOMMENDATION**

The Conference Planning Committee has created wording regarding this topic and we will employ that language in the Conference Preliminary Program.

**REFERRED TO THE CONFERENCE PLANNING COMMITTEE**

12. That the Board of Directors approve in concept and refer the following recommendations for amendment to existing policies to the appropriate standing committee.
  1. Policy A-1 Investment Policy, Purpose, Goals and Guidelines
  2. B-4 Expenses/Board Travel (Note: international travel expenses only be provided to the President or designee and the amount for companion travel be limited to no more than \$3,500)
  3. Policy C-1 Conferences Outside USA and Canada
  4. Policy C-6 Conference – Request for Proposal
  5. Adopt new Policy C-8 – Conference Cancellations and Refunds
  6. Policy E-1 be rescinded and re-adopted as one comprehensive policy titled Certification. That this policy be an appendix to the Education Guidelines.
  7. Policy E-2 Certification – MMC – to be rescinded
  8. Policy E-3 De-certification – to be retitled Policy E-2 and amended
  9. Policy E-4 Non University Institute – to be rescinded
  10. Policy E-5 Program Review and Approval – to be rescinded
  11. Policy E-6 Recertification – CMC – to be rescinded
  12. Policy M-3 Dues
  13. Policy M-7 Retirement Recognition

The additional policy amendments are forthcoming pending review by the Policy Review Committee. Any additional recommendations will be included in the committee’s final report.

**MANAGEMENT’S RECOMMENDATION**

Management supports the changes and recommendations to these policies.

No formal action was required or taken.

13. That Policy A-2 (Memorials) be amended to stipulate that the sum of \$50.00 will be allocated towards all donations and that this amount be reviewed every three years to determine its adequacy.

**MANAGEMENT'S RECOMMENDATION**

Management supports this recommendation.

**By consensus and without formal motion, the Board unanimously approved the policy as recommended by the Committee and staff.**

14. That Policy A-4 (Revenues and Expenditures – The Budget Process) be amended as follows:

4. The Executive Committee may ~~amend~~ **recommend amendments to** the Budget estimates prior to submitting it to the Board.
6. The Executive Director shall provide to each staff member a delegation of authority for expenditure commensurate with the allocation of expenditure within that staff member's portfolio of activity. The hierarchy for approval of expenditures is as follows:
- |                                      |                                                               |
|--------------------------------------|---------------------------------------------------------------|
| Funds from \$ 0 to \$ 1,000.00       | Staff member                                                  |
| Funds for \$1,001.00 to \$5,000.00   | Executive Director                                            |
| Funds from \$5,001.00 to \$10,000.00 | Executive Committee                                           |
| Funds over \$10,000.00               | Board of Directors <b>and Budget &amp; Planning Committee</b> |
8. In the event of an emergency or unanticipated requirement, the Executive Director may at his/her discretion, in consultation with the ~~Executive Committee~~ **Budget and Planning Committee**, authorize the reallocation of budgeted expenditures from one account to another to meet the needs of the Corporation provided the total budget estimates are not exceeded and revenue targets are met.
9. The budget will be reviewed half yearly (~~June and December~~ **at the mid-year and annual board meetings**) and the outcome of these reviews will be reported to the ~~Executive Committee~~ **Board of Directors** within three weeks of the period end. The ~~President~~ **Executive Director** will advise the Budget and Planning Committee of the projected outcome immediately following the budget review.
10. In the event that expenditures are projected to exceed budget estimates and result in a deficit, the Executive Director shall ~~report~~ **update the findings** to the Budget and Planning Committee. The Budget and Planning Committee may recommend additional expenditures or propose cost cutting measures in order to reduce or eliminate the projected deficit."

**MANAGEMENT'S RECOMMENDATION**

Management has been following these policies to a certain extent and believes they keep staff in compliance. Once litigation is complete, the monthly budget will be shared with the Board and Budget & Planning Committee.

**PROPERLY MOVED AND SECONDED TO APPROVE THE COMMITTEE AND MANAGEMENT RECOMMENDATIONS. MOTION CARRIED.**

15. Policy M-1 (Education Honors Award) is amended as follows:

**M-1 Awards** - The Education Honors Award has been replaced with the Institute Directors Award of Excellence

~~**Education Honors Award**~~

~~The purpose of this award is to recognize contributions, celebrate and promote excellence in educational programs for Municipal Clerks.~~

- ~~1. Nominee must be a voting or associate member in good standing with HMC. Institute Directors are not eligible for this award.~~

- ~~2. Nominee must have made an outstanding contribution or have provided outstanding performance related to the promotion and/or delivery of educational opportunities for Municipal Clerks. Documentation and verification must be attached.~~
- ~~3. Individuals may be nominated for education program development; leadership through education; teaching and promotion of CMC/MMC programs or in other categories not listed that go beyond the usual professional obligations one assumes.~~

#### **Institute Directors Award**

**The Institute Director Award of Excellence shall be presented to one Institute Director who has contributed in a particularly significant way to the educational needs of Municipal Clerks and the advancement of the profession.**

**Preference shall be given to nominees who have consistently served with excellence in that role, and whose performances have supported IIMC's educational goals and programming standards over time.**

**Individuals may be nominated if they are in the process of terminating or have terminated their Institute Director position, if their nomination is otherwise consistent with stated Award Policy and Criteria.**

**Information shall include, but not be limited to, detailing the unique or extraordinary individual efforts undertaken by the nominee on behalf of Municipal Clerks and professional, or personal voluntary contributions made to other organizations or groups, which advanced the profession in a positive direction.**

**The IIMC Board of Directors may recognize excellence in performance of other Institute Directors or Institute programs as it chooses in ways or forms other than the Award.**

**The President appoints a Review and Selection Committee to review, select and recommend Award recipients to the President. The Committee will be comprised of the IIMC Board Liaison(s) to the Program Review/Certification Committee who will serve as the Committee Chair, the immediate past year's Award recipient, and others who may be appointed by the President. IIMC's Director of Education will serve on the Committee in a non-voting advisory and staff role.**

**IIMC's President shall present the Award during the Opening Ceremony at IIMC's Annual Conference.**

**It is not required that the Award be given each year.**

#### **AWARD CRITERIA**

**Award criteria and procedures for submitting nominations will appear in the November News Digest.**

#### **Management's Recommendation**

**Management supports the change from an Education Honors Award to the Institute Directors Award. This revision properly reflects what we are currently presenting at the Annual Conferences.**

**Properly moved and seconded to approve the Committee and Management's recommendation. Motion carried.**

16. That the IIMC Constitution and Policy M-4 (Honorary Members – Standards) be amended as follows:

#### **M-4 Honorary Members - Standards**

**This class of membership is reserved for persons who have made a significant or exemplary contribution to the municipal clerk profession or who have been instrumental in providing a major legacy to the mission of**

IIMC.

This class of membership shall include all IIMC Past Presidents, who shall become honorary members upon retirement or upon assumption of positions other than Municipal Clerk.

Members of IIMC are encouraged to nominate persons for this honor. Nominations should include a resume and other documentation to support a nomination. All nominations should be submitted by an annual deadline established by the President. The President shall appoint a committee to review nominations, and the committee shall submit nominees to the Board for consideration at the Mid-year meeting.

The IIMC Board of Directors by a majority vote of board members confers honorary memberships.

Recognition of new Honorary members shall occur at the first Annual meeting after the Board of Directors confers such honorary membership status.

**Honorary members are exempt from paying membership dues.**

**MANAGEMENT’S RECOMMENDATION**

Management supports the additional wording to this policy.

**PROPERLY MOVED AND SECONDED TO REFER THIS MATTER BACK TO THE POLICY REVIEW COMMITTEE FOR FURTHER STUDY. MOTION CARRIED.**

17. See Recommendation #12 (12) regarding Policy M-3 (Dues). The committee continues to recommend that memberships be cancelled when three months past due rather than the current six months. The committee understands that IIMC Staff may have concerns as to how this change would affect current operations. It is suggested that this be discussed by the Board for a final determination. As an alternative, the committee recommends that the time period be reduced from six months to four months, but that it not remain at six months.

**MANAGEMENT’S RECOMMENDATION**

Staff does not support this recommendation of canceling members after three months past due. Research shows that it takes the Membership Department several months to contact these late members before renewal is achieved. Staff needs at least six months of effort before canceling a member. Staff recommends to the Board that three months be extended to six months.

18. That the IIMC Constitution, Article IV (Officers and Region Directors, subsection D (Vacancies) be amended to add the following:

“6. In the event of a temporary or permanent vacancy in the office of the Executive Director, subject to approval by the IIMC Board of Directors, the IIMC’s Director of Education shall be appointed Interim Executive Director, reporting to the IIMC Board, until the Executive Director returns or a replacement is found. In the event that it is a permanent vacancy, the Executive Committee shall appoint an Executive Director Search Committee to oversee the hiring of a new Director. The recruitment process for the new Executive Director shall begin within six months of the date of the vacancy.”

**MANAGEMENT’S RECOMMENDATION**

Management fully supports this recommendation. We believe that it will provide continuity, stability and security to staff.

**Motion by Colleen Nicol and properly seconded to refer items 17 and 18 above back to the Policy Review Committee. The motion carried.**

**RECORDS MANAGEMENT COMMITTEE – CHAIR, LISA JOHNSTON**

- i. Records Management Report –
- ii. Gladwell’s Report to Adopt Revised Retention Schedule

iii. Revised Retention Schedule

**COMMITTEE SUMMARY REPORT**

The Records Management Committee received three tasks for 2008-2009:

- a. Revise Record Management Technical Bulletins and IIMC Retention Schedule.
- b. Investigate the possibility of developing reciprocity agreements for a joint records management program with ARMA and/or NAGARA, leading to a separate IIMC certification.
- c. Recommend record management conference programs and/or presenters to the Conference Education Committee and Director of Education.

To date, the Committee has completed its assignment for Goal #2 (Records Management certification) and has forwarded a recommendation to the Conference Education and Program Review and Certification Committees. The Committee has also selected topics for the 2009 Annual Conference and is in the process of identifying speakers to present those programs (Goal #3). Work on the first part of Goal #1, Review of the Records Management Technical Bulletins, is progressing, but at a slower pace. A recommendation for the 2009-2010 Committee is planned by the end of the year. Member Diane Gladwell has been working with IIMC staff on the second part of Goal #1, IIMC Retention Schedule. Her contributions to the IIMC organization's records management program are significant and noteworthy. The Committee has been most energetic and responsive as a mostly e-mail committee. This trend will continue and completion of goals is anticipated by the end of the year. The Committee will continue to monitor Records Management topics and issues and bring that information to IIMC members. The Committee recommends that the Board also receive the recommendation regarding the Records Management Certification, so that the Board may begin review concurrently with the Conference Education and Program Review and Certification Committees. The Committee feels that this program could be extremely beneficial to Municipal Clerks. The Committee also recommends special commendation to Diane Gladwell for her work with IIMC headquarters on improving the organization's records management program.

**MANAGEMENT RECOMMENDATION:**

It is imperative that IIMC either produce or procure new Record Management Technical Bulletins for the membership. The request for funding was denied by the Budget and Planning Committee. However, IIMC, as a 501 C 6, cannot write grants. MCEF, which is a 501 C 3, has the ability to write and submit grants on IIMC's behalf. Management suggests that the Committee find an IIMC member who is experienced in writing grants and have this individual work with the Committee and staff to develop and submit a plan. Another option is to secure an affiliate agreement with NAGARA to produce new publications for sale, much like what we have with the National Association of Parliamentarians.

The 2009 Conference is replete with Records Management sessions, a total of seven in all. Management looks forward to the News Digest articles and is more than happy to publish them. As for a Certification designation, IIMC's Education Department would need to investigate further, but staff feels this can be accomplished especially if NAGARA would be awarding the records management certificate. This could be a value added service to existing members as well as a "selling point" to potential members.

Staff thanks Diane Gladwell for her time, experience and commitment to help IIMC.

**Motion by Glenda Morgan to approve the report, second by Linda Cohen. Motion carried.**

President Reese advised that Director Shalby must also have access to his Human Resources records. They are permanent records. **Stephanie Kalasz moved to retain the Executive Director's personnel file and individual Board comments in a locked file cabinet, second by Carolyn Brownfield. Motion carried.**

**2008 YEAR-END AND 2009 BUDGET**

10. Financials

- a. 2008 Revised Budget
- b. 2009 Projected Budget

Included in the 2009 budget is a merit/COLA increase for staff. Staff has not received an increase since 2005. Funds are also included to purchase new computer equipment and software. There will be a decrease in the cost of the telephone and fax contract. Professional development was decreased by 50%. Due to the vacancy in IIMC's building, there was an \$18,000 reduction in income. Executive Committee travel was reduced by \$7000. Under Board Expense, \$11,000 was budgeted for elections but may not be needed. This year staff is recommending the purchase of liability insurance for Board Members. Funds were budgeted for Strategic Planning Phases 1 and 2 and \$1,000 for the Ethics Committee. Study Tour coordinator funding was declined as points earned through American Express will be utilized instead. Expected proceeds from the Chicago Conference was discussed. The Budget also includes the cost of the quarterly publication of the newsletter and a \$25 dues increase.

A question was raised as to whether or not we have advertisers on our web site. Director Shalby replied, "Only sponsors". Bernie White questioned the population basis for membership dues and why it is not the same across the board. Director Shalby replied that in New Orleans, the Board voted to return to a 3-tier dues structure with a percentage increase over a period of time. President Reese noted that even with the increase, her dues are still less than what they were three years ago.

A question surfaced regarding the potential of diminishing advertisements in the News Digest due to online publication. Director Shalby responded that he would discuss it with advertisers after the Board approves the recommendation. In addition, IIMC could sell advertising banners on e-briefings. Even if all the advertisers dropped out, it would not cost IIMC anything since we will be producing the New Digest electronically. Shalby acknowledged that IIMC will not produce a publication for those who do not have e-mail; however, we do plan to produce a quarterly publication. This recommendation is for 2009; nothing precludes IIMC from returning to the printed version in 2010 if funds are recouped. Some members expressed concern about the membership's reception to discontinuing the monthly printed version of the News Digest. However, Linda Cohen noted that her region started e-mailing their newsletter and it has been very successful. Linda Cohen recommended that we send out an e-mail to the association advising members that we are changing from printed version to electronic version to become greener. Shalby stated that IIMC will still print three hard copies throughout the year in March, June or July and November. He added that the result of discontinuing all but the three printed publications will reduce the 2009 IIMC budget by \$45,000.

It was noted that during consideration of the budget, concerns were expressed about the Executive Director's status as permanent vs. contract employee. This item has been placed on the agenda for the 2010 budget review.

Director Shalby stated that he would like to initiate a pilot program through e-Cornell if the school would waive the \$25,000 fee for six months. If so, we would gauge it after 90 days and again after six months to determine the success of the program. Members could pay for the complete track or ala carte.

**Motion by Sharon Cassler to adopt the 2008 Year-end Report and 2009 Budget as presented, second by Monica Simmons. The motion carried.**

## **11. STAFF REPORTS**

### **a. EXECUTIVE DIRECTOR – REGION XI UPDATE**

During the recent trip to the Society of Local Council Clerks Conference in Reading, UK, two of the items that SLCC's Chief Executive, Nick Randle proposed to his Board relating to IIMC included:

- 1) An SLCC 2009 International Experience Program to win a trip to the IIMC Conference in Chicago in May, 2009; and
- 2) An offer to SLCC members to join IIMC (18 G.B. pounds/approximately \$26US) when renewing their SLCC membership.

The International Experience Program has the potential of bringing five SLCC members to Chicago. In 2008, IIMC reduced its Region XI delegate registration fee to \$395. Since SLCC is sponsoring this program 100 percent, it's a win-win all around. SLCC is including in its membership renewal form an opportunity to join IIMC for a reduced fee (18 G.B. pounds).

**MANAGEMENT RECOMMENDATION:**

Management fully supports both recommendations. Management would also be open to a similar situation with any other Region XI Association (i.e., IMASA).

Director Shalby stated that while in the UK, he met John Austin, the Assistant Director of Corporate Governance, Enfield, England. The purpose was to discuss the potential of creating a new organization in the U.K. tentatively titled the Association of Democratic Service Officers (ADSO) a group similar to IIMC. The bulk of this group's membership belongs to ACSeS, an organization formerly affiliated with IIMC. Pending the Board's approval, he would like to invite Mr. Austin to Chicago for the IIMC Annual Conference. John would be an excellent diplomat to promote IIMC. Tom Van Der Hoven has joined ADSO and serves on the Steering Committee and is helping to draft a constitution for them. They estimate a potential of 10,000 members. Chris would like to propose a joint membership with IIMC. All members that join the new association would automatically become members as well. Inviting John to Chicago will be a great benefit to establishing a joint membership.

**MANAGEMENT RECOMMENDATION:**

Management supports the recommendation to invite Mr. Austin to the Chicago Conference.

**A motion was made by Jane Williams-Warren to prepare a resolution of invitation, second by Stephanie Kalasz. Motion carried.**

**A motion was made by Stephanie Kalasz to reduce Joint SLCC membership dues to 18 G.B. pounds, second by Jane Williams-Warren. Motion carried.**

**b. Membership – Janis Daudt presented the following report.**

Customer Service remains the highest priority in Members Services. In January 2008, IIMC's New Member First Year Plan was created. The plan is set up in this order.

1. New Member Kit
2. Three Month Membership Letter – Language of Local Government Book and Member Letter
3. Six-Month Membership Letter explaining steps toward earning CMC
4. Nine-Month Membership Letter touching upon committees, Mentor/Mentee Program, MCEF and Scholarships, News Digest and upcoming Annual Conference in Chicago, IL.
5. IIMC Dues Renewal Notice

The most favorable customer service feature is the "IIMC Wants to Thank YOU" e-mail. It is sent to all members that have paid their dues.

E-mail Blasts continue to reach 80% of the membership. However, due to a recent hacking into the host server, IIMC is unable to send the e-mail blasts. Instead, IIMC is now using Constant Contact to communicate by e-mail. The Membership Survey was sent to all IIMC Members with e-mail addresses using Constant Contact. Member Services has looked at a Dues Renewal Invoicing System and have added a reminder dues renewal to the mailing schedule.

Member Services had many accomplishments in 2008. The new IIMC Exhibit Booth was used for the first time at the IIMC Annual Conference in Atlanta. Zoomerang was used to complete the first IIMC Salary Survey since 2000-01. Staff is working on an IIMC Career Center for members and employers use through the web site and plans to receive non-dues revenue from this service. It will be free for members but employers will pay \$200. Staff is working with American Legal Publishing to create new search engines for the Membership Database on the Member's Only Section of the web site. "Recruit a New IIMC Member" membership drive continues to be successful resulting in 63 new members since January 2008. A total of 152 new members have been recruited through the membership drive which will be conducted throughout the year. Plans are to run it throughout 2009. The IIMC postcard is being redesigned. IIMC Members services will be working with the members to help them realize the value of IIMC.

### **RAFFLE WINNERS**

1. Mary Wilson
2. Judy Collins
3. Louise Hutchinson

All of these efforts strive to improve retention levels. Currently, retention rates range from 90% - 92% (10,131 members).

### **NO ACTION REQUIRED – INFORMATION ONLY**

#### **C. MCEF Purchase Agreement – Dale Barstow and Director Shalby**

Executive Director Shalby presented the annual Purchase Agreement for staffing and expenses for MCEF support services. MCEF agrees to pay \$21,000 annually for services rendered by IIMC. MCEF Policy provides annual funding for education programs. All “new” advertising revenue generated by the Company will be shared with 90% going to the IIMC and 10% to the Foundation.

**Motion by Eddie Myers, second by Colleen Nicol, to approved the Purchase Agreement with MCEF as presented. Motion carried.**

#### **12. Annual Conference Updates**

##### **a. 2009 - Chicago, IL – Tim Seeden and Chris Shalby**

- i. Budget & Planning Letter**
- ii. IIMC MOU**

Tim Seeden gave a report from the 2009 Conference Host Committee regarding the IIMC 2009 Annual Conference in Illinois. A total of \$230,000 has been raised by the Illinois clerks to support the conference.

**Discount Proposal:** Director Shalby recommended that the Board extend the discount program to Regions 5, 6, and 7 as an incentive to get more clerks to attend. Board members expressed support of the recommendation to suspend the current policy and implement the proposal.

**Moved by Colleen Nicol; second by Monica Simmons to approve the discounts as proposed by staff. Motion carried.**

Chicago promotional post cards are to be sent to Director Shalby for NLC as well as to HQ to include in the new member package.

Members were urged to support the host hotel, The Palmer House, which is newly renovated. The hotel rate is \$159. It was also recommended that attendees seek roommates to offset costs.

2010 – Reno, NV – Tim (May 19 – May 28)

2011 – Nashville, TN

2012 – Portland, OR

Tim Seeden gave an update to the Board on plans for future conferences. He indicated that everything is on track for 2010.

### **NO ACTION REQUIRED – INFORMATION ONLY**

#### **13. SITE SELECTION FOR THE 2013 IIMC ANNUAL CONFERENCE**

- Atlantic City, New Jersey
- Hartford, Connecticut

Tim Seeden presented a short video clip highlighting each city’s amenities. Clerks in both regions are excited about the prospect of hosting the conference and have vowed their support. Mr. Seeden has been in

contact with the host hotels in both cities to discuss rates and discounts. Following a detailed discussion, the question was voted on by paper ballot. Attendees were asked to write their 1<sup>st</sup> choice on the ballot. The majority of votes were cast in favor of **Atlantic City, New Jersey**.

**14. National Affiliation and Association Activities – (NO ACTION REQUIRED)**

**a. IMASA – (South Africa) – President Reese**

President Reese noted that she joined IMASA during her visit in South Africa. IMASA has a lot of respect for IIMC and wants to piggyback on what IIMC already has established. She met with the Mayor of Durbin while attending the conference.

**b. SLCC – (England) – Dyanne Reese**

President Reese recounted her visit to England for the SLCC conference. During her visit, she forged a relationship with the leaders and spoke before SLCC Board of Directors. While there, President Reese joined SLCC and was assigned to a Branch. Director Shalby also attended and met members of the organization. As IIMC Executive Director, Mr. Shalby should be known by all of the international leaders. Nick Randle commented that President Reese was on a panel and did an excellent presentation of behalf of IIMC.

**15. Region Directors Reports**

The Board received reports from region directors updating members on activities within their regions.

**16. ADJOURNMENT – There being no further business, the meeting adjourned at 6:30 p.m.**

Respectfully Submitted,

Olivia Parks Woods  
Retired Municipal Clerk,  
City of Atlanta