



CITY CLERKS ASSOCIATION OF CALIFORNIA  
EXECUTIVE BOARD MEETING

Hilton Garden Inn, Emeryville, California

Conference Call Number 916-658-8286

**MINUTES**  
**Friday, October 28, 2011**  
**10:00 – 1:00 PM**

**1. CALL TO ORDER**

President Concolino called the Executive Board Meeting to order at 10:22 a.m.

**2. ATTENDANCE/EXCUSED ABSENCES**

**a. Approval of Absences:**

- Poonam Davis, Southern Division Professional Development Representative
- Kimberly Rodrigues, Southern Division Trustee

**b. Roll Call:**

- Shirley Concolino, President
- Jamie Anderson, First Vice-President
- Nanci Lima, Second Vice-President
- Cindy Van Wormer, Recording Secretary
- Lucinda Williams, Treasurer
- Dawn Abrahamson, Legislative Director
- Mitzi Ortiz, Communications Director
- Joann Tilton, Professional Development Director
- Rebekah Barr, Northern Division Professional Development Representative
- Dana Davidson, Central Division Professional Development Representative
- Shawna Freels, Northern Division Chair
- Lorraine Lopez, Central Division Chair

- Susan Ramos, Southern Division Chair
- Patrice Olds, Northern Division Trustee
- Cindy Black, Central Division Trustee
- Randi Johl, Past President

## **7. UNFINISHED BUSINESS**

### **c. Confirm Appointment of Central Division Trustee (Concolino)**

*Johl moved and Barr seconded a motion to confirm appointment of Cindy Black to fill the unexpired term of the Central Division Trustee. Motion carried unanimously.*

## **3. INTRODUCTIONS/ANNOUNCEMENTS**

Professional Development Director Tilton stated that when Group #1 was presenting yesterday she didn't do a good job of not broadcasting her angst and just wanted to say that she will be on board with whatever changes are proposed. President Concolino acknowledged that people have different ways of processing information and it is good to get out any misgivings and have everyone on board. She noted that there is ownership to what exists and everyone needs to recognize that; it has served us well but times have changed and resources have been diminished so everything needs to be reviewed.

## **4. MINUTES**

### **a. Approval of June 29, 2011 Meeting Minutes (Van Wormer)**

*Abrahamson moved and Anderson seconded a motion to approve the June 29, 2011 meeting minutes. The motion carried unanimously.*

### **b. Approval of August 10, 2011 Meeting Minutes (Van Wormer)**

*Abrahamson moved and Anderson seconded a motion to approve the August 10, 2011 meeting minutes. The motion carried unanimously.*

## **5. TREASURER'S REPORT (Williams)**

### **a. Treasurer's Report (Williams)**

Treasurer Williams reviewed the memo regarding the 2010-11 Annual Treasurer's Report. President Concolino noted that membership is down significantly (about 50%) and part of what is contributing to that is the electronic format. She felt that 50% of the reductions are because of the economy and budgets being reduced and the other 50% is probably due to the e-payment invoice system. At this point it was felt that there wasn't much more that could be done about this fiscal year and that the Board should concentrate on renewals for FY 2011-12. Professional Development Director Tilton and Treasurer Williams stated that they are checking the membership list before awarding or paying for scholarships; Secretary VanWormer asked about the two categories for Cruise Raffle

and Northern Division Trustee Olds suggested that the title “Cruise Raffle” on Page 22 be changed to “MCEF Fundraiser” to avoid confusion.

*Lima moved and Barr seconded a motion to approve the Treasurer’s Report. The motion carried unanimously.*

**b. Discuss 2010-11 Annual Report to Membership (Williams – Verbal)**

Treasurer Williams noted that IIMC does an annual report that includes the financial and committee reports; she thought it might be a good thing for CCAC to do as well. President Concolino suggested putting it in *The Official Word* and asked that the Communication Group incorporated it into their strategies for this year.

**6. GOALS FOR 2011-2012**

**a. Approval of Established Goals for 2011-2012 (Concolino – Verbal)**

President Concolino noted that an e-mail capturing the three main goals will go out from Helen later this week and a more detailed e-mail will go out later. The three goals for 2011-2012, as developed during the Goal Setting Session, were as follows:

1. The Sustainable CCAC Picture
2. Membership & Participation
3. The Four C’s

*Johl moved and Tilton seconded approval of the 2011-2012 goals in concept. The motion carried unanimously.*

**7. UNFINISHED BUSINESS**

**a. Confirm Appointment of Central Division Trustee (Concolino)**

This action was taken at the beginning of the meeting to allow for full participation by Cindy Black.

**b. Ratification of Unanimous E-mail Vote Approving 2011-12 Budget (Johl – Verbal)**

*Anderson moved and Johl seconded ratification of unanimous e-mail vote approving 2011-12 Budget. Motion carried unanimously.*

**c. Ratification of Unanimous E-mail Vote Authorizing Expenditure of Funds for President and Professional Development Director Attendance at IIMC Mid-Year Board Meeting (Concolino – Verbal)**

*Lima moved and Anderson seconded ratification of unanimous e-mail vote authorizing expenditure of funds for President and Professional Development Director attendance at IIMC Mid-Year Board Meeting. Motion carried unanimously.*

**d. Approval of Amended Contracts with CEPO, Inc. and Maureen Kane – Institute Reporting Requirements (Tilton)**

Professional Development Director Tilton reviewed her memo and proposed changes. She noted that Section 6 in the CEPO contract should be stricken and that changes were sent out previously including striking of Section 6 in the TTC contract and changing numerous references to “TIC”

to “TTC”. It was noted that attendance numbers will continue to be monitored by the Professional Development Director and that she can report those numbers to the Board as well. Institute Director Kane reported that attendance in both TTC and CEPO has decreased by about a third. Kane then distributed information to the Board with the 2012 TTC and CEPO dates and noted that there will also be a session on Conflict Resolution in the Workplace at the same time as the MMC Academy in February in Pomona. It was suggested that an article regarding the California Municipal Clerks Institutes (CMCI) be put in *The Official Word*. Kane noted that TTC will celebrate its 10<sup>th</sup> anniversary in 2012 and CEPO will celebrate its 40<sup>th</sup> anniversary in 2013.

*Johl moved and Abrahamson seconded a motion to approve the amended contracts with CEPO, Inc. and Maureen Kane, as amended. Motion carried unanimously.*

**e. Discussion of CCAC Membership Dues Policy (Anderson – Verbal)**

First Vice President Anderson noted that in June the Board discussed the membership dues policy and whether there should be a change to address members who pay their own dues. After further review it was determined that the norm is that the city pays the dues and that those members who pay their own dues could be handled on a case-by-case basis.

*Johl moved and Tilton seconded a motion that the dues remain with the city but that the Board will look at it on an individual basis for those who pay their dues themselves.*

**8. NEW BUSINESS/ACTION/DISCUSSION ITEMS**

**a. Review and Approve Policy for Awarding Grants (VanWormer)**

Secretary VanWormer reviewed the memo and proposed grant policy. It was noted that CCAC doesn't have money set aside for grants now but that the policy could be approved and, if a request is received, money could be moved from another fund. If a policy is put in place it needs to be clear that awarding grants would depend on whether funding is available. Northern Division Chair Freels and Northern Division Trustee Olds noted that the Northern Division has a policy that was successful at the beginning but no one has requested funds lately. The Board requested this be added to the policies being reviewed as part of this year's goals.

**b. Discussion Regarding Partnering with City Managers on the Strong Cities Campaign (Tilton – Verbal)**

Professional Development Director Tilton reviewed the history of the City Managers' Strong Cities Campaign and discussions between the City Clerks and the group working on the campaign. Mike Madrid, League consultant working on the campaign, suggested a button on the Strong Cities page that links back to either the City Clerk's website or something the CCAC Board prepares regarding City Clerks, transparency, accountability, and the Clerk's role. CCAC has been told that it will cost

\$15,000 to join the campaign but Tilton stated that Lorraine Okabe contacted her right before this meeting and stated that she doesn't think there should be a cost given our partnership with the League. The Board discussed the benefits to joining the campaign, which has a shelf-life, given the associated cost. The Board stated that if there is a way to get this for free they would support moving ahead. Tilton will have further conversations with Okabe.

**c. Discussion of 2012 Portland IIMC Fundraiser (Lima)**

Second Vice President Lima reviewed the memo suggesting raffling off a get-away in Napa. The Board discussed whether a raffle or on-line silent auction would be best. Timing was discussed and it was suggested that the drawing be in mid-January so that it can be promoted as a Valentine's Day get-away.

*Board consensus was to proceed with a raffle.*

**d. Discussion Regarding City Clerk Handbook and League Handbook (Johl – Verbal)**

Immediate Past President Johl reported that she has been checking in with Pam Means on a regular basis and Means is in line with the 90-day deadline for completion by December 20<sup>th</sup>. The \$5,000 cost for the update will all be paid at the end of the contract. She will continue to follow-up with her monthly.

**e. Review Proposed Membership Renewal Process (Lima)**

Second Vice President Lima reviewed the memo and proposed invoice, noting that the release date is set for November 18<sup>th</sup>. The notice, with the form attached, will be sent three times before December 31<sup>st</sup>. The Board discussed timelines and requested that the invoice be changed to indicate that dues are due January 1<sup>st</sup>, as stated in the bylaws, but that the late fee not be assessed until after January 31<sup>st</sup>. Board Members requested that "Shipper" be changed to "CCAC" and "Receiver" be changed to "Member" and that something be added to the form directing members to the CCAC website to complete the membership form.

*Anderson moved and Davidson seconded a motion to amend the Invoice to reference the CCAC membership form and change the due date to January 1, 2012; that the invoice be sent out on November 18<sup>th</sup>; that follow-up e-mails be sent to non-paying members to pay their dues by January 31, 2012 in order to avoid late fees; and that late fees will be automatically populated starting February 1, 2012. The motion passed unanimously.*

**f. Discuss Amending Social Media Policy to Include Division Participation (Olds/Freels)**

Northern Division Trustee Olds reviewed the memo and Northern Division Chair Freels stated that this goes back to what the Board is trying to do with Goal #3. The Board discussed the lack of use of the CCAC Facebook page and it was suggested that it be utilized rather than setting up Division pages. Changes to the CCAC website were also discussed to

provide individual Division pages. The benefit of having everything on the main Facebook page is that everyone, regardless of the division, can see what is happening. One disadvantage is that if it gets used by all Divisions then people need to read through all the posts to find what they are interested in reading. Communications Director Ortiz stated that she is not sure who the Administrators are for the Facebook page but she would work on this and on setting up access for the Division Communication Directors. The Board felt that changing the policy should wait until more work on the goals has been completed.

- g. Consider Support of Joann Tilton for IIMC Region IX Director (Tilton)**  
*Anderson moved and Johl seconded a motion to support Joann Tilton for IIMC Region IX Director. Motion passed unanimously.*

## **9. DIRECTORS' REPORTS**

**a. First Vice President (Anderson)**

**b. Second Vice President (Lima)**

**c. Communications Director (Ortiz)**

Communications Director Ortiz asked people to provide her with ideas on how to improve the website to be more user-friendly. The Board discussed how long to keep things on the website; consensus was that only the current year plus two years be kept on the website. The documents will remain on the server but won't show on the website.

**d. Legislative Director (Abrahamson)**

Legislative Director Abrahamson thanked the Legislative Committee that worked for her this past year noting that they were cohesive and communicated well which made everyone's job easy. The new Committee will be the same people plus Jose Jasso from Central Division, Peggy Johns from Southern Division, and Marian Handa from Northern Division. She noted that she sent a legislative report out on the Listserv and put it in *The Official Word* and more information will be provided at the New Law & Elections Seminar. The Committee is working on a Work Plan for the year that includes two proposals from last year and a third one from Kay Vinson; they are all clean up proposals and should not be controversial. Immediate Past President Johl is still the CCAC face on the FPPC and there is good representation by clerks on the League's Administrative Services Policy Committee.

**e. Professional Development Director (Tilton)**

Professional Development Director Tilton stated that she has a four page report that she will e-mail out to everyone. Northern Division Trustee Olds noted that the final Athenian Dialogue for this year will be tomorrow in Walnut Creek. They were doing them statewide this year and had hoped to have four but only did three. There were 34 people signed up to participate with five no-shows and nine repeaters. The Committee is rethinking the statewide dialogues because of the cost and instead want to

focus on doing 3-4 in each Division. Because the Central Division didn't think they could support their own dialogues there will be North and South dialogues only. Olds stated that there is no need to have a CCAC fund for Athenian Dialogues as requested previously. Tilton noted that over the course of the past year (through TTC, CEPO and the 16 alternative scholarships) \$30,900 in scholarships were awarded. As of today, 193 are registered for the New Law & Elections Seminar.

**f. Division Professional Development Representatives (Barr/Davidson/Davis)**

**g. Division Trustees (Olds/Black/Rodrigues)**

The Trustees will meet during the New Law & Elections Seminar to discuss plans for the coming year.

**h. Division Chairs (Freels/Lopez/Ramos)**

Southern Division Chair Ramos stated that she was going to announce the Southern Division newsletter but is now not sure what to do about it. Immediate Past President Johl noted that there is a policy on newsletters but people don't seem to know about it. Professional Development Director Tilton noted that there used to be a transition meeting in September or October to help people understand their roles. Ramos stated that at this point she will finish the newsletter and get it to Communications Director Ortiz for *The Official Word*.

Central Division Chair Lopez stated that their next meeting is November 18<sup>th</sup> in Los Banos and Rex Osborne is going to speak on diversity.

Northern Division Chair Freels reviewed their meetings for the year stating that the next meeting will be November 18<sup>th</sup> also. She noted that the Division only has about \$23,000 in the operating budget so they will definitely go into their reserves to make up for the reduced dues this year. They will continue scholarships at the same level and have a new scholarship of \$150 for attendance at Division meetings that will focus on those in really rural areas. She noted that they talked about charging non-member fees for the Division meetings but decided not to do that because they want to encourage new people to attend. Freels stated that they have been working on reviewing their bylaws but at this point she wanted to hold off on doing anything further with them until work is done on the CCAC goals this year. The Board then discussed issues around each Division having separate bylaws and the potential for conflict with the CCAC bylaws. Freels stated that the Northern Division newsletter comes out the week after *The Official Word* and is already at the press; she proposed that the Division Board discuss the issue of combining the newsletter with *The Official Word* at the Board meeting in November.

**i. Past President (Johl)**

Past President Johl stated that she continues to work under the Legislative Director on the CCAC Legislative Committee and has been busy working on the Federal Legislative Committee through IIMC. The

Federal Legislative Committee is working on the purpose statement, how the Committee will operate, and what kind of information they will be looking at and sending to members; they will not be recommending an advocacy committee at this time, only an information gathering and disseminating Committee. IIMC staff believes this Committee should be made a standing committee in May. Johl also reported that she has been working with a FPPC subgroup on gift regulations and they are now on draft #7 of this 75 page document.

**10. IIMC REPORT (Nicol)**

**11. LEAGUE REPORT (Okabe)**

**12. PRESIDENT'S REPORT (Concolino)**

President Concolino thanked everyone for their time and commitment to the organization and the sustainability issues. She noted that it is going to take a lot of people and work to do this and thanked those who follow for their ongoing commitment. She stated that she will send out talking points so everyone is saying the same thing to Division members and will also send out *The Official Word* article for the Board's review.

**13. ADJOURNMENT**

President Concolino adjourned the meeting at 1:32 p.m.