



CITY CLERKS ASSOCIATION OF CALIFORNIA
EXECUTIVE BOARD MEETING

Agenda

**Monday, April 27, 2020
2:00 p.m.**

Conference Call Number

Please join our meeting from your computer, tablet or smartphone.

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Access Code: 370-019-085

1. CALL TO ORDER

2. ATTENDANCE/EXCUSED ABSENCES

- a. Approval of Absences

3. NEW BUSINESS/ACTION/DISCUSSION ITEMS

- a. Approval of Minutes – Special meeting held March 10, 2020
- b. Educational Programming During Shelter in Place Order, Scholarship Rollover and Workshop Sponsorship Program Considerations (Freels)
- c. Education / Funding Concerns in the time of pandemic (Mejia, verbal)
- d. Update on CCAC Finances (Spence, verbal)
- e. *Strategic Plan Report / Check In (verbal)*

4. ORAL REPORTS FROM OFFICERS AND DIRECTORS

5. PUBLIC COMMENT

6. ADJOURNMENT



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MINUTES
MARCH 10, 2020
SPECIAL CONFERENCE CALL MEETING

1. CALL TO ORDER

The meeting was called to order at 2:09 p.m.

2. ATTENDANCE/EXCUSED ABSENCE

1. Patrice Olds, President
2. Anthony Mejia, 1st Vice President
3. Melissa Thurman, 2nd Vice President (excused)
4. Laura Nieto, Recording Secretary
5. Randi Johl, Legislative Director (excused)
6. Jessica Blair, Communications Director (excused)
7. Yvonne Spence, Treasurer
8. Shawna Freels, Professional Development Director
9. Marc Donohue, Membership Director
10. April Sousa, Region 1 Director
11. Nell Hessel, Region 2 Director
12. Jennifer Land, Region 3 Director
13. Julie Drimakis, Region 4 Director
14. Linda Troyan, Region 6 Director
15. Sarah Manwaring, Region 7 Director
16. Debra Jackson, Region 8 Director
17. Zack Beck, Region 9 Director
18. Molly Perry, Region 10 Director (excused)
19. Adrian Garcia, Region 11 Director
20. Kevin Christian, Region 12 Director (excused)
21. Patricia Barajas, Region 13 Director

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22. Michelle Bigelow, Region 14 Director

23. Joelle Fockler, Region 15 Director

24. JoAnne Buerger, Region 16 Director

ABSENT:

1. Melinda Sayre, Region 5 Director

3. NEW BUSINESS/ACTION/DISCUSSION ITEMS

a. Direction regarding the conference and Coronavirus impacts

President Olds gave the Board an update on conference registrations, cancellations, exhibitors and facilitator status. Discussion was held and the following options, in no particular order, were considered:

- 1) Hold the conference with reduced attendance, renegotiate with the hotel;
- 2) Re-schedule the conference to August or September;
- 3) Renegotiate with the hotel for the 2022 Conference, paying deposits for speakers;
- 4) Cancel the 2020 Conference

Discussion was held and updates were provided on the current costs for items such as hotel, keynote speaker, Tuesday dinner and Wednesday evening event, and the financial obligations of the Association. The Board had a lengthy discussion on possible dates to re-schedule the conference in 2020, with considerations being made for events such as TTC, Master Municipal Clerk Academy, League of California Cities Annual Conference, Regional Workshops, CCAC Goal Setting, etc. Re-scheduling was also contingent on the availability of the hotel venue.

Meetings were to be held with the hotel, and would include President Olds, Rex Osborn and 1st Vice President Mejia. President Olds committed to updating CCAC membership by March 17, 2020 as to the status of the conference.

b. Action on Region 8 Director

Director Jackson briefed the Board on her current workload and the impact it has had on her ability to perform her duties as a Region Director. She had reached out to other clerks in her region to see if someone would be willing to take over her Director position but there was no interest.

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President Olds thanked Director Jackson for her candor and noted that she had wanted to Board to hear her concerns. She opened the floor to the Board for ideas to address this matter, and mentioned options such as coupling regions and additional outreach, noting that we wanted to be able to best serve our members.

Professional Development Director Freels expressed her support of partnering regions to provide additional support and offered her assistance to Director Jackson.

With Director Manwaring offering her assistance, President Olds asked that she and Director Jackson have a side conversation and please keep both she and Professional Development Director Freels updated.

4. ORAL REPORTS FROM OFFICERS AND DIRECTORS

President Olds reported that SMA was currently on a month-to-month contract and that they had submitted a proposal for a new three-year contract. She noted that the relationship between SMA and CCAC was doing very well.

1st Vice President Mejia – nothing to report

Recording Secretary Nieto – nothing to report

Treasurer Spence and President Olds reported that \$350,000 had been moved into LAIF.

Membership Services Director Donohue noted that he was working on membership renewals.

Region 1 – Nothing to report.

Region 2 – Nothing to report.

Region 3 – Director Land reported on the success of her first regional workshop.

Region 4 – Nothing to report.

Region 5 – Absent

Region 6 – Director Troyan provided an update from the Education Committee, reporting that they were working on the RFP for a membership survey, and had information on two possible consultants, with additional firms to be included.

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Region 7 – Nothing to report.

Region 8 – Director Jackson reported on the retirement of Diane Caldwell, noting that she will be missed in Region 8.

Region 9 – Nothing to report.

Region 10 – Excused

Region 11 – Nothing to report.

Region 12 – Excused

Region 13 – Director Barajas reported on a successful workshop held in January.

Region 14 – Nothing to report.

Region 15 – Nothing to report.

Region 16 – Nothing to report.

President Olds thanked the Board for its service.

5. PUBLIC COMMENT

None

6. ADJOURNMENT

3:08 p.m.



TO: CCAC Board

FROM: Shawna Freels, MMC, CCAC Professional Development Director

DATE: April 27, 2020

SUBJECT: Educational Programming During Shelter in Place Order, Scholarship Rollover and Workshop Sponsorship Program Considerations

Recommended Action

1. Authorize the conversion of the June Central Nuts & Bolts to a virtual webinar training, and establish registration fees
2. Authorize the conversion of Regional Workshops to virtual webinar trainings and establish registration fees
3. Review Region Workshop sponsorship program
4. Approve the roll-over of un-used Education Scholarships and June TTC Institute Scholarships into FY 20-21

Prior Board Action

No recent Board action on this item.

Strategic Plan Action - Education

Fiscal Impact

A possible reduction in education costs in the fiscal year 2019-20 budget. Costs associated with webinar training are significantly less than in-person educational offerings as no hotel, facility or meal costs will be incurred by CCAC.

Background

The Professional Development Committee (PDC) is recommending several education related items for the Board to consider, enabling the Association to continue to provide our members with education during the current Shelter in Place Order and restriction on travel and training for California agencies.

1. Central Nuts & Bolts Webinar

The PDC recommends transitioning the June Nuts and Bolts seminar into a webinar. All seven of the trainers have agreed to participate in this new learning environment and are discussing it further on Friday 4/24 to develop the in-person training into a virtual training, using CCAC's GoToMeeting platform. IIMC has confirmed points will remain the same in this new format, and the Double Tree by Hilton, Modesto has allowed us to cancel the event scheduled at their hotel

without fee. Our existing contract with the hotel will be extended one additional year to 2023 to support this negotiation.

I have surveyed the 12 people registered for the training and all of them would like to continue to take the training if transitioned to a virtual environment. Of the 12, nine support transitioning the 12 hour training from 1 ½ full days to four days of training, three hours per day, in two 90 minute segments. As overhead costs for this training will be greatly reduced to only the purchase of minimal supplies, the Board should consider reducing the \$175 member/\$200 non-member registration fees.

2. Region Workshop Webinars

The PDC is recommending that Region workshops be conducted in a virtual format during this time of restriction on travel and training. With the cancellation of five of the planned in-person Region workshops scheduled between April – June, the PDC recommends that these Regions consider virtual training opportunities in place of the in-person events, to provide our membership with education the remainder of this fiscal year. These Regions are: Region 1 (Redwood Empire), Region 5 (Desert Mountain), Region 10 (Orange County), Region 12 (Channel Counties), and Region 14 Director (Peninsula).

To BETA test this new way of learning, April Sousa, Director of Region 1 (Redwood Empire,) has secured a webinar training with Rosanne Richeal using programming developed for the CCAC conference. Rosanne is scheduled to conduct this webinar Monday, May 18, 2020, for a maximum of 30 participants.

Offering education to our Association in this new way continues our mission of supporting the professional growth of the membership. CCAC budgeted for 16 education workshops this fiscal year and has secured sponsorship funding from vendors to augment costs to conduct them. The PDC has been actively evaluating webinar options submitted from a variety of trainers and intends to be a resource to Region Directors in this effort. We recommend that Region Directors create a way for sponsor's to participate in some way, such as an advertisement within the program, or time prior to, within, or after the program.

Additionally, Region 8 (Imperial County) was unable to conduct a workshop scheduled last fall. With the Board's authorization, we will use these unused budgeted funds to conduct one additional webinar this fiscal year for a broader audience of the CCAC membership. We have a webinar submittal from Nicole Lance on Resilience, for up to 350 people. Timely sessions such as this will undoubtedly be well received by our membership.

The Board may wish to consider reducing the \$50 member/\$75 non-member registration fees for webinar workshops as speaker fees are likely going to be the only costs incurred.

3. Region Workshop Sponsorship Program

CCAC's Region workshop sponsorship program was developed to support CCAC in funding our workshops. The program runs on the calendar year and provides vendor sponsors an opportunity to attend workshops and meet our members. This year four vendors have provided sponsorship: American Legal – \$2,000 for 11 workshops, ECS – \$2,000 for 11 workshops, Granicus - \$ 3,000 for 16 workshops, and Netfile - \$3,000 for 16 workshops, and we have two sponsors who have roll overs from last year; a practice we discontinued at the end of last year.

The sponsors who purchased the annual package may not have an opportunity to attend all 16 workshops if spring/summer workshops are not rescheduled, or held virtually. The PDC wants to bring this to the Board's attention as there has been inquiry from select sponsors wanting to know how they will be reimbursed.

Below is summary of the status for each of the sponsor's:

Sponsor	sponsorship	2020 workshops attended	# remaining
American Legal	11 (\$2,000)	-3 (1/31/2020, 2/11/2020 & 3/6/2020)	9
ECS	11 (\$2,000)	-2 (1/31/2020 & 2/11/2020)	9
Granicus	16 (\$3,000)	-3 (1/31/2020, 2/11/2020 & 3/6/2020)	14
Netfile	16 (\$3,000)	-3 (1/31/2020, 2/11/2020 & 3/6/2020)	13
Complete Paperless Solutions	9 roll over	-3 (1/31/2020, 2/11/2020 & 3/6/2020)	6
Quality Code	3 roll over	-2 (1/31/2020, 2/11/2020)	1

4. Roll Over of Education and TTC Institute Scholarships to Fiscal Year 20-21

The PDC recommends the rollover of Education Scholarships into fiscal year 20-21 for awardees who were unable to use their awards to attend Annual conference. Furthermore, if the June TTC is not held, the PDC recommends Institute Scholarship awardees intending to use their award for the June TTC session have their scholarships rolled over for use in fiscal year 20-21.