



**Board of Directors Meeting**

**August 5, 2016**

12:00-1:00 PM Eastern Time

11:00 AM-12:00 PM Central Time

10:00-11:00 AM Mountain Time

9:00-10:00 AM Pacific Time

Call-in Number:

1-866-210-1669

Guest Code: 5150240

**Advancing Hispanic leadership in local government**

**IHN Board of Directors**

**Veronica Briseño Lara**  
*President*

**Manuel Esquivel**  
*President-Elect*

**Magda Gonzalez**  
*Immediate  
Past President*

**Rolando Fernandez**  
*Vice President  
for Membership*

**Maria Hurtado**  
*Vice President  
for Programs*

**At Large Directors**

**Carlos Baia**

**Yocelyn Galiano**

**Raymond Gonzales**

**Tommy Gonzalez**

**Ramiro Inguanzo**

**Claudia Lujan**

**Daro Mott**

**Patricia E. Martel**  
*Past ICMA  
Board Member*

**David Mora**  
*ICMA Staff Liaison*

**Bob Harrison**  
*ICMA Board Liaison*

**Rod Alcázar**  
*ICMA-RC Liaison*

**Agenda**

**A. Call to Order/Roll Call/Welcome**

**B. ACTION: Consent Agenda – Receive and Approve\*\***

1. Minutes for Board Meeting of July 15, 2016\*
2. Board Meeting Attendance Report for 2015/16\*
3. Financial Report through July 31, 2016\*

**C. IHN Website Overview**

**D. IHN Civic Engagement Award**

1. ACTION: Affirm committee recommendation for award

**E. Membership Update**

1. DISCUSSION/UPDATES: Outreach for Increasing Local Government Memberships

**F. Communications Committee**

1. ACTION: Motion to request/approve proposals to engage the IHN membership in discussion to change the organization's name and revise the logo. (Ray & Veronica)

**G. IHN Conference Update**

1. Registrations to Date
2. Program Update\*

**H. ICMA Activities**

1. IHN Dinner
2. ACTION: Conference Booth Giveaways – Approve expenditures not to exceed \$2,000 for items for the ICMA conference and the IHN national conference (2015 estimated enclosed in packet)\*
3. ICMA Regional Meetings

**I. Update on Fundraising\***

**J. Request for Sponsorship for MMANC Annual Conference**

**K. September 2 Board Meeting – Confirm or change date due to Labor Day Weekend**

**L. Information Items**

1. Executive Committee approval of \$1,800 for emergency purchase of a form for creating online registrations.

**M. Future Board Meeting Agenda Items**

1. Relationship with IHN Chapters
2. Fundraising Status (ongoing)
3. Conference Registration to Date (ongoing)

**N. Adjournment & Future Meeting Dates**

1. Friday, September 2, 2016 – IHN Board Meeting
2. Sunday, September 25, 2016 – IHN Dinner at ICMA Conference, Kansas City
3. Friday, October 7, 2016 – IHN Board Meeting
4. Friday, November 3, 2016 – IHN Board Meeting with IHN Membership, Austin
5. Thursday, November 3-Saturday, November 5, 2016 – IHN Conference, Austin
6. Friday, December 2, 2016 – IHN Board Meeting

\*Supporting documents provided in board packet



**Board of Directors Meeting  
July 15, 2016**

**MINUTES**

***Advancing Hispanic leadership in local government***

**Board Members Present**

Veronica Briseño Lara, President  
Manuel Esquibel, President-Elect  
Magda Gonzalez, Immediate Past President  
Rolando Fernandez, Vice President for Membership  
Maria Hurtado, Vice President for Programs  
Yocelyn Galiano, At Large Director  
Raymond Gonzales, At Large Director  
Tommy Gonzalez, At Large Director  
Mott, At Large Director  
Rod Alcazar, ICMA-RC Liaison

**Board Members Absent**

Carlos Baia, At Large Director  
Ramiro Inguanzo, At Large Director  
Claudia Lujan, At Large Director  
Patricia E. Martel, Past ICMA Board Member  
Bob Harrison, ICMA Board Liaison  
David Mora, ICMA Staff Liaison

**Others Present**

Karen Davis, Management Partners

**A. Call to Order/Roll Call/Welcome**

*B. Roll call was conducted and nine voting members were present; a quorum was established..*

**B. ACTION: Consent Agenda – Receive and Approve**

1. Minutes for Board Meeting of June 1, 2016
2. Minutes for Board Meeting of June 10, 2016
3. Board Meeting Attendance Report for 2015/16
4. Financial Report through June 30, 2016.

*Magda Gonzalez moved approval of the consent agenda; Yocelyn Galiano seconded the motion; the motion was approved unanimously.*

**C. Membership Committee**

*Board members were asked to contact at least two local governments to solicit local government membership in IHN. Yocelyn Galiano recruited two jurisdictions. The board concurred with the suggestion that Karen Davis assign specific local governments for board members to contact and provide the membership packet.*

*Rolando Fernandez recommended that the board look at how to better integrate chapters and chapter members into IHN. Benefits to chapters would include the tax-exempt status for chapters and agreements for revenue collecting and sharing. The issue was referred to the executive committee for review with a plan to be discussed with chapter representatives at the IHN conference in Austin.*

**D. Communications Committee**

*The new website will go live the week of July 18. The remaining work is the vetting of the website prior to going live. Features of the new site will be more robust use of social media, and there will be a mechanism for IHN members to upload photographs through Shutterfly. Ray Gonzales said that the*

*process has included documentation of the processes for new committee members and board members to manage the site. Karen Davis noted that future board packets would be posted to the website to be downloaded by board members which will eliminate the issue of some emails blocking large documents.*

**E. Programs Committee**

*The Communications Committee reviewed the issue of providing complimentary places at the IHN dinner at the ICMA conference. The purpose of the dinner, in part, is to raise money for IHN. If too many no-cost dinners were offered, the dinner would not break even. In 2015 complimentary dinners were given to unused seats offered to sponsors of the dinner. The board agreed to continue this process and to have the executive committee involved in who should receive the complimentary seats. Ray Gonzales proposed that in future years, IHN should increase the price of the dinner from \$75 to \$80 to help cover the cost of complimentary dinners. The board concurred.*

*Rolando Fernandez provided an update on the IHN conference program (descriptions were provided to board members prior to the meeting). Regular updates will be on future board agendas.*

**F. Update: Fund Development Committee**

*A matrix of the funding strategy was included in the board packet. Board members were asked to review the list of potential sponsors and let Karen Davis know if they have specific contacts or can add to the list. A funding update will be on future board agendas.*

**G. Update: IHN Board Meeting Date Options**

*Karen Davis stated that an alternative date could not be agreed upon. The board agreed that Fridays are the best days, with the exception of the 3<sup>rd</sup> Friday of the month. Karen Davis will poll the board members not in attendance to see if there are other Friday's that would cause a conflict. The board also expressed a desire to hold the meetings earlier in the day.*

**H. Information Items**

*There was no discussion on the information items. Karen Davis pointed out that the IHN-WLG financial report was included in the packet and that the tickets for the IHN dinner at ICMA will commence as soon as the website is launched. The IHN conference registration is also scheduled to begin by July 22.*

## 2015-2016 IHN Board of Directors Board Meeting Attendance

| Name                  | Jan 2015 | Feb 2015 | Mar 2015 | April 2015 | May 2015 | June 2015 | July 2015 | Annual Mtg. 2015 | Aug 2015 | Sept 2015 | Oct 2015 | Nov 2015 | Dec 2015 |
|-----------------------|----------|----------|----------|------------|----------|-----------|-----------|------------------|----------|-----------|----------|----------|----------|
| Magda Gonzalez        | Present  | Present  | Absent   | Present    | Present  | Present   |           | Present          | Present  | Present   | Present  | Absent   |          |
| Veronica Briseno Lara | Present  | Present  | Present  | Present    | Present  | Present   |           | Present          | Present  | Present   | Present  | Present  |          |
| Erik Walsh            | Present  | Absent   | Present  | Absent     | Present  | Absent    |           | Absent           |          |           |          |          |          |
| Maria Hurtado         | Absent   | Absent   | Absent   | Present    | Absent   | Absent    |           | Absent           | Absent   | Present   | Present  | Present  |          |
| Jesus Nava            | Present  | Present  | Present  | Present    | Present  | Present   |           | Present          |          |           |          |          |          |
| Carlos Baia           | Present  | Present  | Present  | Present    | Absent   | Present   |           | Absent           | Present  | Absent    | Absent   | Present  |          |
| Manuel Esquibel       | Present  | Present  | Present  | Present    | Present  | Absent    |           | Present          | Absent   | Absent    | Present  | Present  |          |
| Rolando Fernandez     | Present  | Present  | Present  | Absent     | Present  | Present   |           | Absent           | Present  | Present   | Present  | Present  |          |
| Yocelyn Galiano       | Present  | Present  | Absent   | Present    | Absent   | Absent    |           | Absent           | Absent   | Absent    | Absent   | Absent   |          |
| Raymond Gonzales      |          |          |          |            |          |           |           | Present          | Present  | Absent    | Present  | Absent   |          |
| Tommy Gonzalez        |          |          |          |            |          |           |           | Absent           | Absent   | Absent    | Present  | Present  |          |
| Ramiro Inguanzo       |          |          |          |            |          |           |           |                  | Present  | Absent    | Present  | Present  |          |
| Claudia Lujan         | Absent   | Present  | Present  | Present    | Present  | Present   |           | Present          | Present  | Present   | Absent   | Present  |          |
| Pat Martel            | Present  | Absent   | Present  | Present    | Present  | Present   |           | Absent           | Absent   | Present   | Absent   | Absent   |          |
| Nachie Marquez        | Absent   | Absent   | Present  | Absent     | Present  | Present   |           | Absent           |          |           |          |          |          |
| Daro Mott             | Present  | Present  | Absent   | Present    | Present  | Present   |           | Absent           | Present  | Present   | Absent   | Present  |          |

| Name                  | Jan 2016 | Feb 2016 | Mar 2016 | April 2016 | May 2016 | June 1 2016 | Annual Mtg. 2016 | July 2016 | Aug 2016 | Sept 2016 | Oct 2016 | Nov 2016 | Dec 2016 |
|-----------------------|----------|----------|----------|------------|----------|-------------|------------------|-----------|----------|-----------|----------|----------|----------|
| Veronica Briseno Lara | Present  |          | Present  | Present    | Present  | Present     | Present          | Present   |          |           |          |          |          |
| Manuel Esquibel       | Present  |          | Present  | Present    | Absent   | Absent      | Present          | Present   |          |           |          |          |          |
| Magda Gonzalez        | Present  |          | Present  | Absent     | Present  | Present     | Present          | Present   |          |           |          |          |          |
| Maria Hurtado         | Absent   |          | Present  | Absent     | Absent   | Present     | Present          | Present   |          |           |          |          |          |
| Rolando Fernandez     | Present  |          | Present  | Present    | Present  | Present     | Absent           | Present   |          |           |          |          |          |
| Carlos Baia           | Present  |          | Absent   | Present    | Present  | Absent      | Present          | Absent    |          |           |          |          |          |
| Yocelyn Galiano       | Present  |          | Absent   | Present    | Absent   | Present     | Absent           | Present   |          |           |          |          |          |
| Raymond Gonzales      | Present  |          | Absent   | Absent     | Present  | Present     | Absent           | Present   |          |           |          |          |          |
| Tommy Gonzalez        | Absent   |          | Absent   | Absent     | Absent   | Absent      | Absent           | Present   |          |           |          |          |          |
| Ramiro Inguanzo       | Present  |          | Present  | Present    | Absent   | Present     | Absent           | Absent    |          |           |          |          |          |
| Claudia Lujan         | Absent   |          | Present  | Absent     | Absent   | Absent      | Present          | Absent    |          |           |          |          |          |
| Pat Martel            | Absent   |          | Absent   | Absent     | Absent   | Absent      | Present          | Absent    |          |           |          |          |          |
| Daro Mott             | Present  |          | Present  | Present    | Present  | Present     | Present          | Present   |          |           |          |          |          |

Note: Excused v. unexcused absences are not differentiated on the chart.

## International Hispanic Network

## Profit &amp; Loss

January through July 2016

Jan - Jul 16

## Ordinary Income/Expense

## Income

|   |                  |
|---|------------------|
| 43300 · Direct Public Grants            |                  |
| 43310 · Corporate and Business Grants   | 50,000.00        |
| Total 43300 · Direct Public Grants      | <u>50,000.00</u> |
| 43400 · Direct Public Support           |                  |
| 43450 · Individ, Business Contributions | 150.00           |
| Total 43400 · Direct Public Support     | <u>150.00</u>    |
| 46400 · Other Types of Income           |                  |
| 46410 · Advertising Sales               | 11,474.70        |
| Total 46400 · Other Types of Income     | <u>11,474.70</u> |
| 47200 · Program Income                  |                  |
| 47270 · Program Activities              | 7,615.00         |
| 47230 · Membership Dues                 | 18,470.00        |
| Total 47200 · Program Income            | <u>26,085.00</u> |
| 49000 · Special Events Income           |                  |
| 49050 · IHN Dinner                      | 1,000.00         |
| Total 49000 · Special Events Income     | <u>1,000.00</u>  |
| Total Income                            | 88,709.70        |

## Expense

|                                       |                  |
|---------------------------------------|------------------|
| 60900 · Business Expenses             |                  |
| 60930 · Constant Contact              | 210.00           |
| 60920 · Business Registration Fees    | 5.00             |
| 60960 · PayPal Fees                   | 695.30           |
| Total 60900 · Business Expenses       | <u>910.30</u>    |
| 62100 · Contract Services             |                  |
| 62110 · Accounting Fees               | 800.00           |
| 62150 · Outside Contract Services     | 42,752.25        |
| Total 62100 · Contract Services       | <u>43,552.25</u> |
| 65000 · Operations                    |                  |
| 65090 · Computer Software             | 75.00            |
| 65020 · Postage, Mailing Service      | 112.24           |
| 65030 · Printing and Copying          | 410.18           |
| 65050 · Telephone, Telecommunications | 1,475.76         |
| 65060 · Website                       | 756.99           |
| Total 65000 · Operations              | <u>2,830.17</u>  |

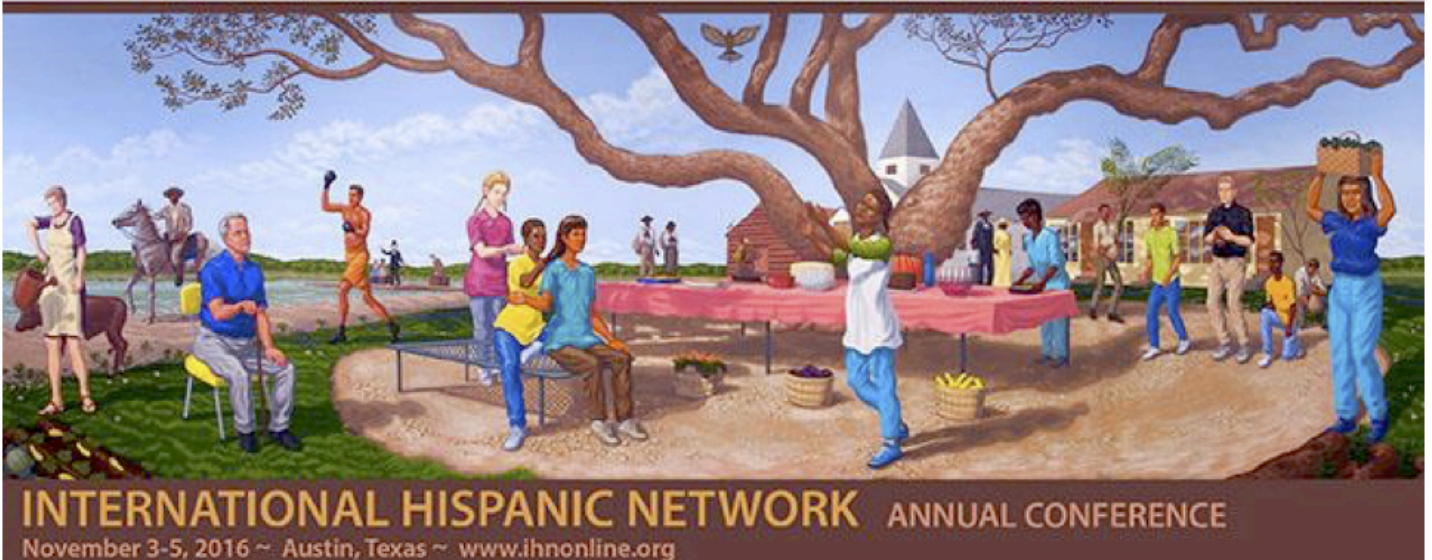
**International Hispanic Network****Profit & Loss**

January through July 2016

Jan - Jul 16

|  |                                |
|--|--------------------------------|
| <b>65100 · Other Types of Expenses</b>       |                                |
| 65185 · Program Activities                   | 3,300.09                       |
| 65190 · Special Projects                     | 6,850.00                       |
| 65110 · Advertising Expenses                 | 800.00                         |
| 65120 · Insurance - Liability, D and O       | 772.00                         |
| 65140 · Contributions                        | 1,000.00                       |
| 65160 · Other Costs                          | <u>304.28</u>                  |
| <b>Total 65100 · Other Types of Expenses</b> | <b>13,026.37</b>               |
| <br>   |                                |
| <b>68300 · Travel and Meetings</b>           |                                |
| 68310 · Conference, Convention, Meeting      | 5,274.71                       |
| 68320 · Travel                               | <u>376.74</u>                  |
| <b>Total 68300 · Travel and Meetings</b>     | <b><u>5,651.45</u></b>         |
| <br>   |                                |
| <b>Total Expense</b>                         | <b><u>65,970.54</u></b>        |
| <br>   |                                |
| <b>Net Ordinary Income</b>                   | <b><u>22,739.16</u></b>        |
| <br>   |                                |
| <b>Net Income</b>                            | <b><u><u>22,739.16</u></u></b> |
| <br>   |                                |
| <br>   |                                |
| <b>bank balance as of 7/31/16</b>            | <b>77,151.13</b>               |

# BUILDING EQUITABLE COMMUNITIES



## **2016 IHN Conference: Preliminary Program Schedule**

### **DAY ONE – November 3<sup>rd</sup> Thursday**

#### **7:00 am – 1:30 pm      Golf (Morris Williams Golf Course) – \$75 per person, limit 72 people**

Come and enjoy Austin's vibrant golf scene by playing an 18-hole golf tournament held at the Morris Williams Golf Course one of Austin's most popular courses. Located near downtown in East Austin, the recently renovated golf course provides incredible views of the Austin skyline. Guests can also relax in a rocking chair on the expansive porch that overlooks the entire 18-hole golf course.

The tournament is the standard shotgun scramble and will begin at 8:00 am. Cost for the tournament is \$75, which includes green fees, cart, range balls, breakfast, lunch and prizes. Club rentals are available at a cost of \$20. Please send an email to [Jason.garza@austintexas.gov](mailto:Jason.garza@austintexas.gov) by October 14<sup>th</sup> to reserve clubs for play.

Transportation from the conference hotel will be provided at 7:00 am departing for the course at 7:30 am. Once the tournament has concluded, transportation will be provided back to the conference hotel.

Registration deadline is October 20, 2016. Registration will not be available on site.

#### **10:00 am – 5:00 pm      Wine Tour - \$65 per person, limit 50 people**

The Texas Hill Country Wineries are situated in the heart of the state near the charming town of Fredericksburg, approximately 1.5 hours west of Austin and an hour north of San Antonio. Over the last decade, the Texas Hill Country wineries have evolved significantly, coming into their own through a heavy reliance on grapes that grow well in the Mediterranean climate and creating their own natural taste that reflects the hill country. Don't miss out where you'll find remarkable scenery and award-winning wines.

#### **12:00 – 5:00 pm      Registration**

#### **2:00 – 5:00 pm      Equity Tour: Film Stereotypes - \$40 per person, limit 50 people**

Stereotypes became a major site of struggle for the Chicano Movement. The assumption is that race discourse is to great extent shaped by media stereotypes. There are a host of meanings that a single image

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has accrued over a century of repeated representation. In order to better understand race relations it is worthwhile to look at the actual stereotypes in Hollywood film that presented the initial norms. To give us the tools to deconstruct the messaging and all the layers of meaning a single image conveys and speak to the fairness and equity of these images in our social fabric.

**4:00 – 5:30 pm IHN Board of Directors & Membership Meeting**

The IHN Board of Directors will provide updates to the IHN membership on IHN programs and professional affiliations. Members will have an opportunity to provide input on ongoing and future IHN program activities and membership development.

**4:00 – 5:30 pm ICMA Program for Emerging Leaders/ Leadership Summit**

The ICMA leadership program offers early career professionals and emerging leaders a way to build their leadership skill set through the art and practice of leadership. Programs are designed to help early to mid-career professionals build knowledge, skills, and abilities in the basic management and technical topics that managers need to know to be successful.

**6:00 – 8:00 pm Welcome Evening Event: La Noche de los Muertos – \$25  
(A portion of the proceeds will be awarded to a national non-profit.)**



**La Noche de los Muertos** will celebrate our Mexican holiday that falls on November 1 and 2 of each year. The history of “*Día de los Muertos*” (*the Day of the Dead*) can be traced back to indigenous beliefs of the afterlife and **celebration of death**, rather than fear of death. The holiday is a glimpse into our rich cultural heritage that shows how the holiday has survived throughout centuries of changes, which perhaps stands as proof of the holiday's cultural, and personal, importance... ***Come participate in our welcome reception that has roots nearly 4000 years old.***

**DAY TWO- November 4<sup>th</sup> Friday**

**6:00 – 7:00 am Hike, Bike, Walk/Run at the Lady Bird Hike and Bike Trail**

**7:00 am – 5:00 pm Registration**

**7:30 – 8:30 am Breakfast/Opening /Welcome - included in conference registration**

Welcome to Austin and the IHN Conference! You will be welcomed to Austin and the conference by Mayor Steve Adler, Marc Ott, City Manager and Bert Lumbreras, Assistant City Manager and newly elected ICMA Board member.

**8:45 – 9:30 am Opening Session: Impact of the Hispanic Voice at the Local/State/National Government Levels**

**10:00 am – 5:00 pm Informal Sessions/Roundtables**

Preparing for local government advancement: Conference participants will have an opportunity to meet with executive recruiters and human resource professional to obtain advice on preparing resumes and honing interview skills. A professional photographer will be available to take professional photographs to include in resumes (by sign-up/appointment).

IHN Membership Committee Outreach session – What can IHN do for you? The IHN Membership Committee invites conference participants to meet with committee members and provide thoughts and feedback about IHN programs and what IHN can do to grow and better serve its membership.



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**9:45 – 10:45 am**      **Equity in Delivering Services for a Diverse Community**

- **Session 1: Beyond Immigration: Legislative Issues/Trends Impacting the Hispanic Community**

In the current conversations in our states and at the federal level about issues affecting Hispanics/Latinos, critical issues such as discrimination, education, jobs and the economy, healthcare, and community infrastructure are drowned out by the sides being taken on immigration. This panel will discuss issues that are priorities for Hispanic/Latino individuals and families living in our communities and how local governments can assist in addressing these critical issues.

- **Session 2: Creating Civil Conversations: Navigating the Immigration Rhetoric:**

In the current political environment, it can be difficult to have an open conversation about immigration and the impacts, positive and negative, on our communities. This session will explore how local governments can play a role in effectively including all constituents in addressing the immigration issues in our communities.

**11:00 – 12:00 am**      **Equity in Delivering Services for a Diverse Community**

- **Session 3: Local Law Enforcement, Race and Community Relations: Building Credibility with Your Community**

Recent community conflicts have forced local governments to rethink policing practices to build rapport with the community. This session will explore best practices for interactions between public safety officers and the community and how successful models from current and past practices can be adapted in communities across the country. It will explore issues related to racial tension in communities, how to engage community members in identifying solutions to racial tension and strategies that are successful in communities with large minority populations.

- **Session 4: Our Changing Demographics: Serving a Growing, Diverse Community**

Do you know who lives in your community? Do you understand the demographics of your community? Who will inhabit communities in the next 20 years? What is the impact on your economic base? Who will city governments be accountable to and what services will be necessary to plan thriving communities? With a focus on how the changing demographics of our communities are affecting service delivery, this session will explore how local governments can think creatively about connecting with the people they serve.

**12:15 – 1:30 pm**      **Networking Lunch: Revolutionizing Government in the 21<sup>st</sup> Century - included in conference registration**

The future has arrived and with it, an emerging role for the local government manager. Visionary leaders realize that today playing it safe is no longer playing it smart. Increased scrutiny, expanding regulations, a shifting political landscape, and significant workforce challenges add up to a valuable opportunity to activate change, drive innovation, and successfully lead your organization towards a better future. This session will provide a powerful combination of a sound strategy along with a series of integrated tactics designed to disrupt the status quo and optimize your capabilities in your role for the 21<sup>st</sup> century.

**1:45 – 2:45 pm**      **Equity in Delivering Services for a Diverse Community**

- **Session 5: Education and Its Importance for a Growing Hispanic Community**

Educational attainment among U.S. Hispanics/Latinos has been changing rapidly in recent years, reflecting the group's growth in the nation's public K-12 schools and colleges. Hispanics cited education as a top issue in 2014, ranking alongside the economy and above health care and immigration in

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importance, a Pew Research Center survey found. This session will look at trends for Hispanics and ideas for addressing success factors from K-12 education through higher education.

- **Session 6: More Than a Buzzword: What Does Equity Mean and How Do You Address It?**

The terms equity and equality are sometimes used interchangeably, which can lead to confusion because while these concepts are related, there are also important distinctions between them. **Equity**, as we have seen, involves trying to understand and give people *what they need* to enjoy full, healthy lives. **Equality**, in contrast, aims to ensure that everyone gets the same things in order to enjoy full, healthy lives. Like equity, **equality** aims to promote fairness and justice, but it can only work if everyone starts from the same place and needs *the same things*. This panel will discuss how local governments can achieve access for all constituents through the distribution of resources in an impactful, fair and cost-effective manner.

- **Session7: Emerging Issues in Hispanic Healthcare**

According to a national study, an important issue for Hispanic/Latino Americans is staying healthy. Ethnic minorities in the United States – especially those who have high rates of poverty – have special health issues and often experience disparities in accessing health care services. This is problematic because good health represents a minimum condition for full participation in most dimensions of life, including the ability to work and be steadily employed, to consistently attend school and to learn, to socialize and engage in one's community, and to participate fully in activities and relationships that create a sense of wholeness and well-being. In addition, the economic, social, and psychological burdens imposed by poor health on populations that are already disadvantaged can be particularly devastating. Counties have responsibility for health care issues in local government. How can local government and health care professionals work together to improve the quality of life for our constituents?

**3:00 – 4:00 pm**                      **Equity in Delivering Services for a Diverse Community**

- **Session 8: Achieving Diversity, Equity in the Local Business Community**

Several municipalities and organizations within those communities work to achieve more equality of opportunity and diversity in local business communities. Hear different perspectives on addressing this issue from a Hispanic chamber of commerce, municipality that has a small/minority business development program, and a local minority-owned business that seeks business opportunities on a daily basis.

- **Session 9: Our Growing, Changing Cities: How Do We Keep Equity in the Equation?**

US statistics bear out that more of the population is living and working in urban environments. As more people move into our nation's cities, growth patterns and changing demographics are impacting how cities are developing. New urbanist development calls for more compact and connected development that allows for a more desirable urban landscape, promoting economic development and urban vibrancy – but how does equity factor into the equation, and how can we ensure that all citizens benefit from a city's economic prosperity and changing built environment?

- **Session 10: Building Diverse Leadership in Your Community (ICMA session)**

Description: Leadership matters. In light of dramatic demographic changes, it is important that we openly discuss our obligations for creating partnerships to build leadership capacity and engage all sectors of our communities to welcome and embrace our growing diversity. How do you cultivate a political atmosphere that embraces diversity in the community and engages diverse backgrounds? Are local government organizations taking demographic changes into account when developing new

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strategic plans? Are your boards and commissions reflective of the community? This panel offers effective responses to leadership challenges posed by a rapidly diversifying community, examples of inclusion initiatives, and strategies for achieving inclusion in your community.

**4:15 – 5:15 pm                      Effective Engagement in the Digital Era: ICMA-RC**

Engaging your employees starting when they enter the workforce through retirement is critical for defined contribution plan success. In the age of instant access, mobility, social media and an on-the-go workforce, how should plan sponsors be engaging their public sector employees on saving for retirement? This session will focus on digital trends and strategies that plan sponsors may want to consider as they develop financial wellness programs for millennials, mid-career participants and retirees.

**4:15 – 5:15 pm                      Madrinas/Padrinos Speed Coaching**

Aspiring local government leaders are invited to participate in overview of the IHN Madrinas/Padrinos coaching program and meet with seasoned professionals in small groups to discuss what you would like to realize in your career, and issues you would like to get different perspectives about, connections to help you advance your career. You will participate in several 10-15 minute speed coaching sessions that are guaranteed to be a high energy, low-risk way to get acquainted.

**2:00 – 5:00 pm                      Equity Tour: Film Stereotypes - \$40 per person, limit 50 people (see description for Thursday, November 3)**

**2:30 – 4:00 pm                      Equity Tour: Teaching Hospitals - \$40 per person, limit 10 people**

University Medical Center Brackenridge is a general medical and surgical hospital in Austin, TX. It performed nearly at the level of nationally ranked U.S. News Best Hospitals in 1 adult specialty. University Medical Center Brackenridge has 188 beds. The hospital had 14,206 admissions in the latest year for which data are available. It performed 4,369 annual inpatient and 4,444 outpatient surgeries. Its emergency room had 66,488 visits.

University Medical Center Brackenridge has long been recognized as one of the top hospitals in the nation. Now, UMC Brackenridge is accelerating its presence in the field of academic medicine. The Clinical Education Center uses high-fidelity interactive mannequins and a vast array of leap-ahead technology to train clinicians in the latest procedures working with state-of-the-art equipment. UMC Brackenridge is also home to the region's first nursing residency program and recently celebrated its 75th year of graduate medical education.

**2:30 – 5:00 pm                      Equity Tour: Foundation Communities - \$40 per person, limit 30 people**

Foundation Communities works in Austin, Texas to create affordable housing where families succeed. Executive Director Walter Moreau, has secured subsidy financing of more than \$200 million to create more than 3,500 units of service-enriched, non-profit-owned affordable housing. FC operates ten onsite learning centers and five supportive housing communities for the homeless. FC offers an array of onsite health programs to its 5,000 residents. The organization is a leader in green building, and is the largest private producer of solar power in Central Texas. Walter led FC to develop the Community Tax Centers and Insure Central Texas, which serves over 25,000 families each year.

**6:30 – 9:00 pm                      Formal Evening Awards Banquet – \$25 per person  
6:30 Reception | 7:00 Dinner**

The founding members of IHN, the *seven samurai*, will share their knowledge of the history of IHN, their challenges and their victories, and the importance of IHN as an affiliate organization with ICMA. The awards banquet will honor an individual and a local government agency for outstanding service.

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The Joel D. Valdez Legacy Award will be presented to an IHN member who has made a significant contribution to the promotion of Hispanics/Latinos in local government and recognizes years of service in local government and the International Hispanic Network.

The Civic Engagement Award will be presented to an organization that has demonstrated insightful and sustained change in their community through inclusive civic engagement practices.

### **DAY THREE – November 5<sup>th</sup> Saturday**

**8:00 – 9:30 am                      Networking Breakfast: The Changing Face of the Workforce: Challenges and Opportunities for Hispanic/Latino Populations - included in conference registration**

**10:00 am – 5:00 pm                Informal Sessions/Roundtables**

Preparing for local government advancement: Conference participants will have an opportunity to meet with executive recruiters and human resource professional to obtain advice on preparing resumes and honing interview skills. A professional photographer will be available to take professional photographs to include in resumes (by sign-up/appointment).

IHN Padrinos/Madrinas Coaching Program Sessions will be scheduled to assist conference attendees with one-on-one personal professional development. The coaches are seasoned leaders in local government who are committed to assisting emerging leaders who serve diverse populations and supporting the next generation of government innovators (by sign-up/appointment).

IHN Membership Committee Outreach session – What can IHN do for you? The IHN Membership Committee invites conference participants to meet with committee members and provide thoughts and feedback about IHN programs and what IHN can do to grow and better serve its membership.

**9:15 – 10:15 am                      Equity in the Workforce**

- **Session 1: Building Capacity to Address Diversity In the Organization**

How can an organization create capacity to achieve more equity and diversity within the organization itself? What are some key challenges and opportunities associated with taking on this role? Learn from those who have worked to set up such capacity in their organizations and have worked on these issues for other entities.

- **Session 2: Achieving Equity in the Innovation/Technology Sector**

A growing trend among Cities is building capacity to better embrace innovation and emerging technology to the benefit of its citizens. In this way, cities are borrowing a page directly from the private sector, where innovation is a way of doing business. But where do people of diverse backgrounds fit into this industry, given the growing opportunities that are available? Join us for a lively discussion of emerging trends in innovation and technology as well as how those trends have implications for diversity and inclusion in this business sector.

**10:30 – 11:30 am                      Equity in the Workforce**

- **Session 3: Developing the Next Hispanic Leaders**

With a growing and talented pool of Hispanic professionals in the public and private sectors, how do we develop and foster the “pipeline” of future leaders in our organizations? This panel will discuss some existing programs that have proven successful and discuss why such programs are important to creating, maintaining and growing the Hispanic professional “pipeline.”

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- **Session 4: The Diversity within the Hispanic/Latino Community**

The Hispanic/Latino Community is a growing and vibrant part of the United States, but many are not aware of the diversity within the Hispanic/Latino Community itself – with many distinct cultural, societal and historical contexts to consider.

**11:45 am – 1:15 pm      Lunch: Latinas Leading Government: You Have What it Takes to Be a Resilient Leader - included in conference registration**

Our communities are changing even more rapidly than before and leadership is about keeping up and even ahead of those changes. A good leader self-reflects and learns from experiences. Navigating, growing and recovering from tough situations sets leaders apart. This diverse panel will talk about what organizations are looking for in leaders what they have learned through challenging situations, and how to change with the changing demographics.

**1:30 – 2:30 pm              Equity in Professional Development**

- **Session 1: Recruiting and Selecting Rock Stars: Best Practices for Recruiting a Diverse Workforce**

Social, technological and demographic shifts have changed the strategies you must use to effectively recruit the best and brightest talent to your organization. This dynamic session will provide practical strategies for successfully recruiting and selecting top talent in a world that is more diverse, more technologically sophisticated and offers more options for employment than ever before.

- **Session 2: Technology, Professional Development and Your Brand**

How do you effectively use technology and social media to develop your skill sets, market yourself and get noticed by prospective employers in the digital age? This session will explore this question further with a dynamic, engaging panel that brings real-world experience and success to the conversation.

**2:45 – 3:45 pm              Track III: Equity in Professional Development**

- **Session 3: Community Service as a Means of Professional Development**

An important part of a well-rounded professional development approach is to participate in organizations where you not only gain valuable experience but also give back to the community. Hear from organizations that are promoting community service as part of their leadership development and are making a difference in the lives of others.

- **Session 4: AHLN Session: Developing for the Next Level in Your Organization**

Regardless of where you are in your local organization, it is important to think about your career path and where you see yourself headed. What are the types of skills you should be thinking about for management and leadership positions? How do you get noticed in the organization and build your professional reputation? This panel will discuss these types of questions and the tools that employees need to get to “the next level.”

**2:30 – 5:00 pm              Craft Beer Tour - \$50 per person, limit 50 people**

Austin’s **craft beer** scene is thriving and the number of breweries in the city is growing. The local industry has created a micro industry of dedicated and talented brewers that have worked hard to bridge the beer gap, and now there are a multitude of breweries and quality brews to choose from in Austin and its surrounding areas. With so many great breweries to visit, where do you even start? This tour will introduce you to funky flavors, bizarre packaging, and a beautifully down home atmosphere... you won’t find anything else quite like it.

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6:30 – 8:30 pm

**Closing Reception: Selena’s Legacy Lives On! – \$25 per person (conference participants); \$50 per person (non-registered guests)**



Selena’s influence on pop culture can still be seen and felt today twenty years later. Selena has been immortalized as the “*Queen of Tejano Music*,” a Mexican-American musical icon that successfully broke into the Latin market with several Spanish-language hits.

She represents the promise of this country we call home. Remembering Selena really became a way of understanding who we are (Latinos) as citizens, as political communities and as commercial markets.” She tapped into our hidden potential and remains and continues to grow as an icon for the Hispanic Community.

We celebrate *Selena Quintanilla Perez*, one of our own who left a legacy that has touched thousands of lives and lives on in the memory of her loved ones and fans...



increase your reach

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No. **E#46228695**

Date **8/13/15**

Customer P.O. No.

| QUANTITY   | DESCRIPTION  | AMOUNT   |
|--|--|----------|
| 2  | TABLE TOP Pop Up Banner Stand with Graphics - (11.5" x 18" )<br>-- Graphics, 12 x 20 White 12oz vinyl block out, high resolution ink jet on 1 side | 148.00   |
| <hr/> <ul style="list-style-type: none"> <li>• Lapel Pins with IHN Logo</li> </ul>   |  |          |
| 500  | -- Lapel Pins - 1 9/32" X 7/8"   | 1,225.00 |
| 750  | -- Lapel Pins - 1 9/32" X 7/8"   | 1,830.00 |
| 1,000  | -- Lapel Pins - 1 9/32" X 7/8"   | 2,260.00 |
| <hr/> <ul style="list-style-type: none"> <li>• Eco-Friendly Pens with IHN Logo</li> </ul>  |  |          |
| 500  | -- Eco-friendly ballpoint pen. Pens Green, Imprint area is 2" x .25".  | 340.00   |
| 750  | -- Eco-friendly ballpoint pen. Pens Green, Imprint area is 2" x .25".  | 495.00   |
| 1,000  | -- Eco-friendly ballpoint pen. Pens Green, Imprint area is 2" x .25".  | 640.00   |
| <hr/> <ul style="list-style-type: none"> <li>• Color Note Pads with IHN Logo</li> </ul>  |  |          |
| 500  | -- Color Note Pads, 4.25 x 5.5 White 60# Accent Opaque Text 60# Smooth, Indigo Color Prints on 1 side  | 915.00   |
| 750  | -- Color Note Pads, 4.25 x 5.5 White 60# Accent Opaque Text 60# Smooth, Indigo Color Prints on 1 side  | 1,260.00 |
| 1,000  | -- Color Note Pads, 4.25 x 5.5 White 60# Accent Opaque Text 60# Smooth, Indigo Color Prints on 1 side  | 1,610.00 |
| <hr/> <ul style="list-style-type: none"> <li>• Budget Figures Only - Cost May Change On Final Review of Files &amp; Materials •</li> </ul> |  |          |

Patrick

Taken by: Patrick  
 Account Type: Charge Account  
 Contingent upon artwork review.  
 Taxes are additional.  
 Thank you for your business.  
 Estimate good for 30 days.

Wanted:

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## IHN Conference Sponsor Matrix Update

| Contacts                              | Resp.              | ICMA          | IHN Conf.   |
|---------------------------------------|--------------------|---------------|-------------|
| Austin Water Utility                  | Mike               |               | X           |
| Austin Energy                         | Rolando            |               | X           |
| San Antonio Utilities - CPS           | Alex Briseno       |               | X           |
| San Antonio Water System              | Alex Briseno       |               | X           |
| H.E.B.                                | Jorge              |               | X           |
| Marc Rodriguez                        | Karen              |               | sent 7/20   |
| Hispanic C of C - Austin              | Darlene            |               | X           |
| Hispanic C of C - San Antonio         | Alex Briseno       |               | X           |
| TCMA                                  | Jason Garza        |               | X           |
| TML                                   | Rolando            |               | X           |
| Waters & Company                      | Karen              |               | sent 6/25   |
| Esrrada Hinojosa                      | Alex Briseno       |               | X           |
| Freese & Nichols, Ft. Worth           | Karen              |               | declined    |
| Breweries/Distributors                | Mike/Rolando       |               | X           |
| HDR Engineering, Austin               |                    |               | X           |
| Mass Mutual                           |                    |               | X           |
| Cigna                                 | Karen              |               | X           |
| CBIZ, San Antonio office              | Ann                |               | X           |
| GIS Planning                          | Karen              |               | X           |
| SAK Construction                      | Karen              |               | X           |
| CH2M                                  | Ray Gonzales       |               | X           |
| Applied Materials                     | Darlene            |               | X           |
| Rudy Garza                            | Karen              |               | \$5,250     |
| Bosc, Inc (Rick Menchaca)             | Rolando            |               | resent 7/21 |
| Texas Workforce Commission            | Ray Gonzales       |               | X           |
| Buxton                                | Ray Gonzales       |               | X           |
| Seton Hospital                        | Rolando            |               | resent 7/21 |
| Starbucks                             | Dave/AHN Committee |               | X           |
| GovHRUSA                              | Karen              | \$2,000 (est) |             |
| Mejarando Group                       | Karen              | \$1,000       | \$2,500     |
| Bob Murray                            | Karen/Dave Mora    | X             | resent 7/20 |
| Ralph Anderson                        | Karen/Dave Mora    | X             | resent 7/20 |
| Novak Consulting                      | Karen/Dave Mora    | X             | declined    |
| Bobbi Peckham                         | Karen/Dave Mora    | X             | resent 7/20 |
| Avery & Associates                    | Karen/Dave Mora    | X             | resent 7/20 |
| Mercer Group                          | Chris Zapata       | X             | X           |
| KC Hispanic C of C                    | Magda              | X             |             |
| KS/MO managers groups                 | Bob                | X             |             |
| Manuel's contact - KC area            | Manuel             | X             |             |
| Black & Veach (KC based Company)      | Karen              | X             |             |
| Robert Dole Institute of Politics, KU | Karen              | X             |             |
| ICMA-RC                               | Karen              |               | resent 7/21 |
| ATT                                   |                    |               |             |
| Comcast                               |                    |               |             |
| Foundations**                         |                    |               |             |



|                                  |              |  |           |
|----------------------------------|--------------|--|-----------|
| Tech companies                   |              |  |           |
| Local government memberships     |              |  |           |
| Cigna***                         |              |  |           |
| CPS HR Consulting                |              |  |           |
| Creative Benefits, Inc.          |              |  |           |
| Infrastructure Engineering, Inc. |              |  |           |
| J Dos Internationale             |              |  |           |
| Quadel Consulting                |              |  |           |
| Review ICMA Partners List        | Karen        |  |           |
| IHN Founders (7 @ \$150 each)    | Karen        |  |           |
| Macias & Assoc.                  | Rolando      |  | sent 7/26 |
| Texas Disposal Systems           | Rudy         |  |           |
| Affion Public                    | Veronica     |  |           |
| Frost Bank                       | Rolando      |  |           |
| URS                              | Darlene      |  |           |
| Wells Fargo                      | Veronica     |  |           |
| HSBC                             | Rolando      |  |           |
| Red Bull                         | Darlene      |  |           |
| United Health Care               |              |  |           |
| Hispanic Bar Association         |              |  |           |
| Acura                            |              |  |           |
| Toyota                           |              |  |           |
| Ford Motor Co.                   |              |  |           |
| Gottesman Co.                    |              |  |           |
| MMANC                            | Karen        |  |           |
| UMANT                            |              |  |           |
| UMAST                            |              |  |           |
| Capital Metro                    |              |  |           |
| VIA                              | Alex Briseno |  |           |
| IBM                              |              |  |           |
| Bell                             |              |  |           |
| Motorola                         |              |  |           |
| Samsung                          | Darlene      |  |           |
| Clearesult                       | Darlene      |  |           |
| ARM                              | Darlene      |  |           |
| 3m                               |              |  |           |
| Texas Coffee Traders             | Darlene      |  |           |
| Giant Noise                      | Darlene      |  |           |
| University Federal Dredit Union  | Darlene      |  |           |
| Velocity Credit Union            | Darlene      |  |           |
| C3                               | Darlene      |  |           |
| Jet Blue                         |              |  |           |
| Southwest Airlines               |              |  |           |
| Walmart                          |              |  |           |