



LOCAL GOVERNMENT
**HISPANIC
NETWORK**

Board of Directors Meeting
August 3, 2018
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 | Arizona Time

Advancing Excellence and Inclusiveness in Local Government

Call-in Number:
1-866-210-1669
Guest Code: 5150240

Agenda

LGHN Board of Directors

Rolando Fernandez
President

Raymond Gonzales
President-Elect

Veronica Briseño
*Immediate
Past President*

Carlos Baia
*Vice President
for Membership and
ICMA Board Liaison*

Samantha Tavares
*Vice President
for Programs*

At Large Directors

Maria DeLeon

Bob Harrison

Ramiro Inguanzo

Claudia Lujan

Paulina Martinez

Daro Mott

James Vega

Patricia E. Martel
*Past ICMA
Board Member*

Maria Hurtado
ICMA Board Liaison

David Mora
ICMA Staff Liaison

Rod Alcázar
ICMA-RC Liaison

B. Call to Order/Roll Call/Welcome

C. ACTION: Consent Agenda – Receive and Approve

1. Minutes for Board Meeting of July 6, 2018*
2. Board Meeting Attendance Report for 2017/18*
3. Financial Report through July 31, 2018*

D. DISCUSSION: LGHN Value Proposition: Strategies for reaching out to members to get them more involved in ICMA and ICMA committees.

E. DISCUSSION: LGHN Mid-Year Budget Review*

F. UPDATE/ACTION: LGHN Conference Sponsorships*

G. LGHN Dinner at ICMA

1. **Outreach**
2. **Speaker**

H. Website Tracking*

I. Committee Reports/Updates

1. Executive Committee
2. Communications
3. Membership
4. Programs
5. Nominations
6. University Partnerships
7. Fund Development
 - a) Scholarships Update
8. Awards
 - a) Civic Engagement Award
 - b) Emerging Leaders Award
 - c) Joel D. Valdez Legacy Award

J. Information

1. REMINDER: Board Commitments*
2. Updated LGHN Board Roster*

K. Future Board Meeting Agenda Items

1. ICMA Latinoamerica Office
2. Website Tracking (Quarterly – April/July/October): Postponed to August
3. Fundraising Status

L. Adjournment & Future Meeting Dates

1. Friday, August 3, 2018 – LGHN Board Meeting
2. Friday, September 7, 2018 – LGHN Board Meeting

*Supporting documents provided in board packet

3. September 23-26, 2018 – ICMA Conference, Baltimore, MD
 - a) September 23, 2018 – LGHN Dinner, Lord Baltimore Hotel, 6:30 p.m. reception;
7:15 dinner
4. Friday, October 5, 2018 – LGHN Board Meeting
5. October 25-27, 2018 – LGHN Biannual Conference, Phoenix, AZ
6. Friday, November 2, 2018 – LGHN Board Meeting
7. Friday, December 7, 2018 – LGHN Board Meeting
8. Thursday, April 4-Saturday, April 6, 2019 – LGHN Retreat, Evanston, IL



**Board of Directors Meeting
July 6, 2018**

MINUTES

Advancing Hispanic leadership in local government

Board Members Present

Veronica Briseño, Immediate Past President
Rolando Fernandez, President
Carlos Baia, Vice President for Membership
Maria Hurtado, Vice President for Programs
Bob Harrison, At Large Director
Ramiro Inguanzo, At Large Director
Paulina Martinez, At Large Director
Samantha Tavares, At Large Director
Patricia Martel, Past ICMA Board Member

Board Members Absent

Raymond Gonzales, President-Elect
Claudia Lujan, At Large Director
Daro Mott, At Large Director

Others Present

Karen Davis, Executive Director
Irma Hernandez, Assistant Director
Rod Alcazar, ICMA-RC Liaison

A. Call to Order/Roll Call/Welcome

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, 2018
2. Board Meeting Attendance Report for 2017/18
3. Financial Report through June 30, 2018

Pat Martel moved approval of the consent agenda, Ramiro Inguanzo seconded the motion; the motion was approved unanimously.

C. ACTION: Approval of Nominating Committee Recommendation to Fill Board Vacancies

Maria Hurtado presented the background information for the two candidates recommended to fill the existing vacancies on the LGHN board. Maria De Leon is the Director of the Recreation Department in Gilroy, CA and James Vega is the Assistant to the City Manager in Ojai, CA. Following the July meeting, Maria Hurtado will step down as Vice President of Programs and Samantha Tavares is recommended to fill the position. Maria will remain on the board as the ICMA board liaison. Veronica Briseño moved approval of the recommendations; Carlos Baia seconded the motion; the motion was approved unanimously.

D. ACTION: Approval of Civic Engagement Committee Recommendation for 2018 Award

The committee is comprised of Claudia Lujan (chair), Veronica Briseño and Paulina Martinez. Veronica Briseño presented the recommendation that the City of Phoenix “Love Your Block” mini grant program receive the 2018 award. She reported that all award applications received were competitive, the Phoenix submittal had the broadest impact. Paulina added that it is an excellent example of engaging with the community. Bob Harrison moved approval; Ramiro Inguanzo seconded the motion; the motion was approved with Samantha Tavares abstaining.

E. ACTION: Approval of Executive Committee Recommendation for 2018 Emerging Leader Award and ICMA Scholarship

The executive committee selects the award recipient for the award. Veronica Briseño commented that the choices for the award were extremely competitive and committee ultimately made a decision based on strict adherence to the written criteria, specifically level of involvement in LGHN. She said the committee would be reviewing the criteria for future awards to see if broader criteria, or two or more categories might be warranted. The committee recommended Aubrey Gonzalez, Deputy Neighborhood Services Director for Revitalization for the City of Phoenix. Aubrey has been actively involved in the Phoenix chapter, and involved in the planning the 2016 conference in Austin and the 2018 conference in Phoenix. She has since been promoted to the position of Special Assistant to the City Manager/Police Department for the City of Phoenix. Veronica Briseño moved approval; Rolando Fernandez seconded the motion; the motion was approved with Samantha Tavares and Paulina Martinez abstaining.

F. DISCUSSION: LGHN Value Proposition

Rolando Fernandez has scheduled this as a standing board agenda item. He asked the board to continue to work on the value proposition as a way to increase LGHN. The board discussed the following issues to be refined and offered as part of the added LGHN value:

- *Designated spaces for LGHN members at NFBPA training programs. How does LGHN want to leverage scholarship funds being raised to assist with costs? Local governments need to pay a portion of the cost to show commitment to completing the training programs.*
- *Similarly, provide access and assistance to ICMA training programs though leveraging LGHN scholarship funds.*
- *Look at January 2019 time frame to start these programs. LGHN needs to develop annual list of training opportunities to share with membership and have process for applying for scholarship funding.*
- *Organizations have to support/pay portion of costs and have to be committed.*

G. DISCUSSION: LGHN/ICMA Work Plan Mid-Year Review

Karen Davis pointed out that the mid-year work plan with ICMA was updated prior to Rita Ossolinski's departure. The board focused on two underutilized opportunities to increase visibility of LGHN.

- *PM Magazine article(s). Some suggested topics are:*
 - *How to connect with your community: examples include topics from the civic engagement submittals (e.g., Phoenix program "Love Your Block" mini grant program, Mesa's bilingual outreach program, etc.).*
 - *Austin has created an equity position, as have other local governments. ICMA is looking to create a similar position and Marc Ott has done research on this issue and Martha Perego can be a resource for this research. The goal is to be a resource to engage communities. LGHN can use existing research and tailor for our needs. How can an article be developed to share examples from these efforts and be a resource to communities that cannot afford dedicated positions?*
 - *Hayward, CA has created a diverse community-based group to update antidiscrimination policies and works with interdepartmental staff on community-initiated action items.*
 - *Maria Hurtado will work with Karen Davis to develop themes.*
- *PM Magazine ads – 1 free full page color ad and ½ page black and white ad: try to get ad into September issue for the LGHN biennial conference.*
- *Pat Martel agreed to take the lead on a joint affiliates meeting at ICMA, including the women's groups.*
- *LGHN had a low response in applying for 2019 ICMA committees, which was a missed opportunity. Outreach included asking members to apply for specific committees as well as*

several email blasts to the broader membership. The goal is to really work this issue with the LGHN membership for next year's committee selection process.

- *August discussion on the LGHN value proposition will focus on strategies to get LGHN members involved in ICMA and ICMA committees.*

H. UPDATE: LGHN Conference

Samantha Tavares provided an update on the planning for the LGHN biennial conference. Registration is open (early bird registration ends August 31st) and all information except the final program is online. She asked board members to look at the information and register and notify her if they encounter any issues. To date, \$40,000 in sponsorships have been raised. The goal is to raise \$100,000. Additional funds are in the process of being confirmed. The volunteer committee is identifying gaps for support and have partnered with the Downtown Phoenix Inc. group to welcome attendees.

G. Committee Reports/Updates

No additional committee reports were provided.

H. Information

- *Karen Davis reminded the board that their commitment forms are due.*
- *The LGHN dinner will be at the Lord Baltimore Hotel near the Baltimore convention center.*

2017-2018 IHN Board of Directors Board Meeting Attendance

Name	Jan 2017	Feb 2017*	Mar 2017	April 2017	May 2017	June 2017	Annual Mtg. 2017	July 2017	Aug 2017	Sept 2017	Oct 2017	Nov 2017	Dec 2017
Veronica Briseño	Absent	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present
Magda Gonzalez	Present	Present	Absent	Present	Present	Present	Absent	Present	Absent	Absent	Present	Present	Present
Maria Hurtado	Absent	Present	Present	Present	Present	Present	Absent	Present	Present	Present	Absent	Present	Absent
Rolando Fernandez	Present	Present	Present	Absent	Present	Present	Present	Present	Present	Present	Present	Present	Present
Raymond Gonzales	Absent	Present	Present	Present	Present	Absent	Present	Absent	Absent	Present	Absent	Absent	Present
Carlos Baia	Present	Present	Absent	Absent	Present	Present	Present	Present	Present	Present	Present	Present	Present
Tommy Gonzalez	Present	Absent	Absent	Present	Absent	Absent	Present	Present	Present	Absent	Absent	Absent	Absent
Bob Harrison							Present	Absent	Present	Absent	Present	Present	Present
Ramiro Inguanzo	Absent	Absent	Present	Absent	Present	Absent	Absent	Present	Present	Present	Absent	Absent	Absent
Claudia Lujan	Present	Present	Present	Present	Present	Present	Present	Present	Absent	Present	Present	Absent	Present
Pat Martel	Present	Absent	Absent	Present	Absent	Absent	Absent	Present	Absent	Absent	Present	Absent	Present
Daro Mott	Absent	Absent	Absent	Present	Present	Present	Present	Present	Absent	Present	Present	Present	Present
Samantha Tavares							Present	Present	Present	Present	Present	Present	Present

Name	Jan 2018	Feb 2018	Mar 2018	April 2018	Annual Mtg. May 2018	June 2018	July 2018	Aug 2018	Sept 2018	Oct 2018	Nov 2018	Dec 2018
Veronica Briseño	Present	Present	Present	Present	Present	Present	Present					
Magda Gonzalez	Absent	Present	Present	Present	Present							
Maria Hurtado	Present	Absent	Present	Present	Present	Absent	Present					
Rolando Fernandez	Present	Present	Present	Present	Present	Present	Present					
Raymond Gonzales	Absent	Absent	Absent	Absent	Absent	Present	Absent					
Carlos Baia	Absent	Present	Absent	Present	Present	Absent	Present					
Maria De Leon												
Tommy Gonzalez	Absent	Absent	Absent	Absent	Absent							
Bob Harrison	Present	Present	Present	Absent	Absent	Absent	Present					
Ramiro Inguanzo	Absent	Present	Present	Present	Present	Present	Present					
Claudia Lujan	Absent	Present	Present	Present	Present	Present	Absent					
Pat Martel	Present	Absent	Absent	Absent	Present	Absent	Present					
Paulina Martinez					Present	Present	Present					
Daro Mott	Present	Absent	Absent	Present	Present	Present	Absent					
Samantha Tavares	Present	Absent	Present	Present	Present	Present	Present					
James Vega												

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

Local Government Hispanic Network

Profit & Loss

January 1 through July 27, 2018
Jan 1 - Jul 27, 18

Ordinary Income/Expense

Income

Direct Public Support

Individual Support 3,000.00

Corporate Support 2,500.00

Total Direct Public Support 5,500.00

Other Types of Income

Advertising Sales 10,091.70

Miscellaneous Revenue 1,000.00

Total Other Types of Income 11,091.70

Program Income

Workshops/Regional Registration 0.00

Workshops/Regional Sponsorship 1,000.00

LGHN Dinner Registrations 804.75

LGHN Dinner Sponsorships 5,000.00

Membership Dues

Individual 3,700.00

Local Government 19,850.00

Chapters 5,500.00

Corporate 1,000.00

Total Membership Dues 30,050.00

Total Program Income 36,854.75

Total Income 53,446.45

Expense

Business Expenses

PayPal Fees 727.50

Business Expenses - Other 35.00

Total Business Expenses 762.50

Contract Services

Accounting Fees 825.00

Outside Contract Services 34,393.56

Total Contract Services 35,218.56

Operations

Computer Software 38.36

Postage, Mailing Service 292.61

Printing and Copying 86.40

Telephone, Telecommunications 860.87

Website 992.99

Total Operations 2,271.23

Local Government Hispanic Network

Profit & Loss

January 1 through July 27, 2018
Jan 1 - Jul 27, 18

Other Types of Expenses	
Board of Directors Retreat	
Retreat	2,134.09
Travel	556.64
Total Board of Directors Retreat	2,690.73
Program Activities	
Entertainment	1,005.29
Postage/Shipping	200.26
Total Program Activities	1,205.55
Advertising/Marketing Expenses	1,233.36
Insurance - Liability, D and O	859.00
Contributions	500.00
Other Costs	960.44
Total Other Types of Expenses	7,449.08
Travel and Meetings	
Conf, Conv, Meeting-Nat'l	196.89
Meeting Travel-Reg'l	598.65
Total Travel and Meetings	795.54
Total Expense	46,496.91
Net Ordinary Income	6,949.54
Net Income	6,949.54

LGHN Mid-Year Budget

PayPal		as of 7/27/18
US Bank - checking	LGHN checking	78,729.15
US Bank - checking:Frances Gonzalez Scholarship	sub-account	4,000.00
US Bank - checking:Conference Cash	sub-account	16,728.33
US Bank - checking:Joel Valdez	sub-account	445.54
US Bank - checking:Operating Cash	sub-account	58,581.96

	Annual Budget	actual 6/30/2018	chart of accounts
Ordinary Income/Expense			
Income			
Direct Public Support			Direct Public Support
Individual Support	2,000.00	3,000.00	Direct Public Support:Individual Support
Corporate Support	70,000.00	2,500.00	Direct Public Support:Corporate Support
Scholarship	4,000.00	0	Direct Public Support:Scholarship
Total Direct Public Support	76,000.00		
Other Types of Income			Other Types of Income
Advertising Sales	18,000.00	8,850.00	Other Types of Income:Advertising Sales
Miscellaneous Revenue		1,000.00	Other Types of Income:Miscellaneous Revenue
Total Other Types of Income	18,000.00		
Program Income			Program Income
Workshops/Regional Registration	500	0	Program Income:Workshops/Regional Registration
Workshops/Regional Sponsorship	4,500.00	1,000.00	Program Income:Workshops/Regional Sponsorship
LGHN Dinner Registrations	5,000.00		Program Income:LGHN Dinner Registrations
LGHN Dinner Sponsorships	10,000.00		Program Income:LGHN Dinner Sponsorships
Membership Dues	30,000.00		Program Income:Membership Dues
Individual		3,550.00	Program Income:Membership Dues:Individual
Local Govt		19,750.00	Program Income:Membership Dues:Local Government
Chapters		3,000.00	Program Income:Membership Dues:Chapters
Corporate		1,000.00	Program Income:Membership Dues:Corporate
Total Program Income	50,000.00		
Conference		other budget	
Registration			Program Income:Conference Registration
Outside Activities			Program Income:Conference Registration:Conf Outside Activities Reg
Sponsorships			Program Income:Conference Sponsorship
Special Events Income			Special Events Income
Contributions			Special Events Income:Special Events Contributions
Sales			Special Events Income:Special Events Sales (Nongift)
Total Income	144,000.00	43,650.00	
Expense			
Uncategorized Expenses			

LGHN Mid-Year Budget

Business Expenses		35 Business Expenses
Constant Contact	500	Business Expenses:Constant Contact
Business Registration Fees	100	Business Expenses:Business Registration Fees
PayPal Fees	1,200.00	603.2 Business Expenses:PayPal Fees
Total Business Expenses	1,800.00	
Contract Services		Contract Services
Accounting Fees	850	825 Contract Services:Accounting Fees
Legal Fees		Contract Services:Legal Fees
Contract Services	84,399.93	30,293.56 Contract Services:Outside Contract Services
Conference Support	other budget	Contract Services:Conference Support
Total Contract Services	85,249.93	
Operations		Operations
Computer Software	105	38.36 Operations:Computer Software
Books & Subscriptions		Operations:Books, Subscriptions, Reference
Postage, Mailing Service	1,075.00	292.61 Operations:Postage, Mailing Service
Printing and Copying	4,000.00	86.4 Operations:Printing and Copying
Supplies	100	Operations:Supplies
Telephone, Telecommunications	1,700.00	722.03 Operations:Telephone, Telecommunications
Website	3,000.00	976.99 Operations:Website
Total Operations	9,980.00	
Other Types of Expenses		Other types of expenses
Board of Directors Retreat		Other Types of Expenses:Board of Directors Retreat
Retreat	1,000.00	2,134.09 Other Types of Expenses:Board of Directors Retreat:Retreat
Travel	1,500.00	556.64 Other Types of Expenses:Board of Directors Retreat:Travel
Total Board of Directors Retreat	2,500.00	
Program Activities Contingency	5,000.00	Other Types of Expenses:Program Activities Contingency
Program Activities	22,000.00	Other Types of Expenses:Program Activities
Catering		Other Types of Expenses:Program Activities:Catering
Entertainment		1,005.29 Other Types of Expenses:Program Activities:Entertainment
Event Insurance		Other Types of Expenses:Program Activities:Event Insurance
Event Transportation		Other Types of Expenses:Program Activities:Event Transportation
Facility Rental		Other Types of Expenses:Program Activities:Facility Rental
IT/Video services		Other Types of Expenses:Program Activities:IT/Video Services
Outside Activities		Other Types of Expenses:Program Activities:Outside Activities
Postage/shipping		200.26 Other Types of Expenses:Program Activities:Postage/Shipping
Printing/copy		Other Types of Expenses:Program Activities:Printing/Copy
Supplies		Other Types of Expenses:Program Activities:Supplies
Stipends and speaker fees		Other Types of Expenses:Program Activities:Stipends and Speaker Fees
other costs		Other Types of Expenses:Program Activities:Other Costs
Total Program Activities		
Special Projects	2,000.00	Other Types of Expenses:Special Projects
Specila Events		Other Types of Expenses:Special Events

LGHN Mid-Year Budget

Advertising/Marketing Expenses	1,500.00	1,221.36	Other Types of Expenses:Advertising/Marketing Expenses
Insurance - Liability, D and O	1,250.00	859	Other Types of Expenses:Insurance - Liability, D and O
Contributions	6,000.00	500	Other Types of Expenses:Contributions
Memberships and Dues	325		Other Types of Expenses:Memberships and Dues
Other Costs	1,000.00	960.44	Other Types of Expenses:Other Costs
Total Other Types of Expenses	41,575.00		
Transfer to scholarship fund			Other Types of Expenses:Transfer to Scholarship Fund
Transfer to conference fund			Other Types of Expenses:Transfer to Conference Fund
Transfer to Joel Valdez fund			Other Types of Expenses:Transfer to Joel Valdez Fund
Travel and Meetings			Travel and Meetings
Conf, Conv, Meeting-Nat'l	4,000.00	196.89	Travel and Meetings:Conf, Conv, Meeting-Nat'l
Meeting Travel-Reg'l	1,500.00	598.65	Travel and Meetings:Meeting Travel-Reg'l
Ask my accountant			Ask My Accountant
Total Expens Total Travel and Meetings	5,500.00		
	-104.93		
Net Income	-104.93	42,105.77	
		1,544.23	



Advancing Excellence and Inclusiveness in Local Government



Transformational Leadership: Honoring the Past, Treasuring the Present, Shaping the Future

It's time to register for the 2018 Local Government Hispanic Network National Conference in Phoenix, Arizona, October 25-27, 2018 at the Sheraton Grand Phoenix hosted by the City of Phoenix, Phoenix Hispanic Network (PHN). The conference, themed Transformational Leadership: Honoring the Past, Treasuring the Present, Shaping the Future, will convene delegates from various cities and states, to explore ideas and solutions for advancing excellence and inclusiveness in local government. There will be a golf tournament, conference activities, keynote speakers, LGHN's signature Latina's brunch, and over a dozen sessions spanning the three-day conference.



The Student rate is only \$100! The awards banquet is included with each registration, additional tickets can be purchased. Hotel reservations are made separately. To register and/or for conference information, please go to the following website at <https://lghn.org/biennial-conference/>.

Please direct all conference questions to Samantha Tavares at samantha.tavares@phoenix.gov. We hope you take advantage of the great student rate and see you at the conference!

Thank you,

Samantha Tavares
LGHN 2018 Conference Planning Chair
LGHN Board of Directors
PHN Board of Directors

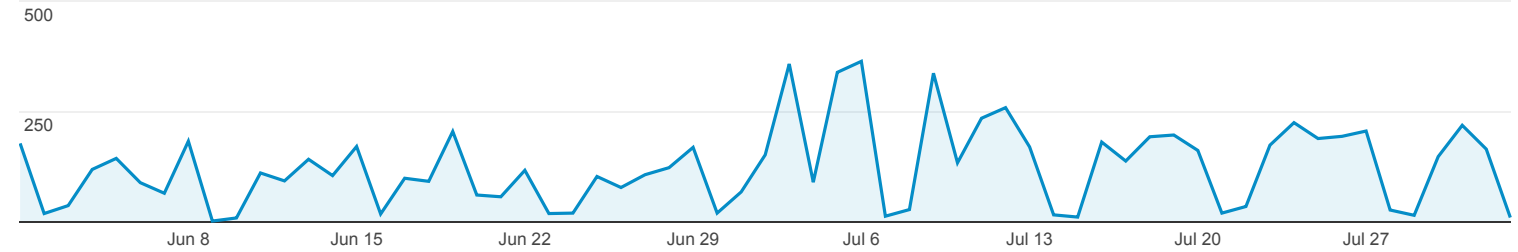
Jun 1, 2018 - Aug 2, 2018

Pages

All Users
 100.00% Pageviews

Explorer

● Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	7,827 % of Total: 100.00% (7,827)	5,620 % of Total: 100.00% (5,620)	00:01:16 Avg for View: 00:01:16 (0.00%)	2,692 % of Total: 100.00% (2,692)	51.52% Avg for View: 51.52% (0.00%)	34.39% Avg for View: 34.39% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	1,260 (16.10%)	994 (17.69%)	00:00:47	902 (33.51%)	40.91%	37.06%	\$0.00 (0.00%)
2. /biennial-conference/	978 (12.50%)	559 (9.95%)	00:01:46	358 (13.30%)	44.41%	34.46%	\$0.00 (0.00%)
3. /career-center/	755 (9.65%)	534 (9.50%)	00:00:59	372 (13.82%)	27.96%	21.85%	\$0.00 (0.00%)
4. /arizona-conference-2018-registration/	595 (7.60%)	207 (3.68%)	00:01:10	24 (0.89%)	16.67%	16.30%	\$0.00 (0.00%)
5. /career-center/page/2/	266 (3.40%)	244 (4.34%)	00:01:04	10 (0.37%)	80.00%	66.92%	\$0.00 (0.00%)
6. /employer-panel/	225 (2.87%)	103 (1.83%)	00:00:23	6 (0.22%)	16.67%	3.56%	\$0.00 (0.00%)
7. /biannual-conference/	182 (2.33%)	137 (2.44%)	00:02:08	46 (1.71%)	43.48%	41.21%	\$0.00 (0.00%)
8. /board-of-directors/	178 (2.27%)	142 (2.53%)	00:02:34	16 (0.59%)	43.75%	34.83%	\$0.00 (0.00%)
9. /employer-panel/job-preview/	163 (2.08%)	78 (1.39%)	00:00:26	4 (0.15%)	50.00%	1.84%	\$0.00 (0.00%)
10. /2018-webinar-schedule-and-advance-registration/	160 (2.04%)	114 (2.03%)	00:00:46	7 (0.26%)	71.43%	20.62%	\$0.00 (0.00%)
11. /meeting-events/	156 (1.99%)	125 (2.22%)	00:00:41	58 (2.15%)	63.79%	33.33%	\$0.00 (0.00%)
12. /employer-panel/job-add/	145 (1.85%)	85 (1.51%)	00:02:09	2 (0.07%)	0.00%	5.52%	\$0.00 (0.00%)
13. /arizona-conference-2018-registration/pricing-cancellation-reminders/	142 (1.81%)	118 (2.10%)	00:02:08	14 (0.52%)	85.71%	36.62%	\$0.00 (0.00%)
14. /membership-login/	132 (1.69%)	83 (1.48%)	00:00:49	19 (0.71%)	42.11%	21.97%	\$0.00 (0.00%)
15. /membership-directory/	111 (1.42%)	105 (1.87%)	00:03:11	82 (3.05%)	90.24%	78.38%	\$0.00 (0.00%)
16. /employer-panel/job-save/	101 (1.29%)	75 (1.33%)	00:03:02	4 (0.15%)	0.00%	52.48%	\$0.00 (0.00%)
17. /leadership-development/	101 (1.29%)	82 (1.46%)	00:00:46	13 (0.48%)	46.15%	12.87%	\$0.00 (0.00%)
18. /national-events/	93 (1.19%)	83 (1.48%)	00:00:53	7 (0.26%)	85.71%	12.90%	\$0.00 (0.00%)
19. /become-a-member/	87 (1.11%)	76 (1.35%)	00:02:32	16 (0.59%)	56.25%	36.78%	\$0.00 (0.00%)
20. /arizona-conference-2018-registration/	82 (1.05%)	71 (1.26%)	00:00:10	4 (0.15%)	75.00%	14.63%	\$0.00 (0.00%)

20. /regional-events/	71 (1.05%)	69 (1.26%)	00:00:13	1 (0.15%)	75.00%	14.63%	\$0.00 (0.00%)
21. /history/	80 (1.02%)	68 (1.21%)	00:03:22	10 (0.37%)	100.00%	47.50%	\$0.00 (0.00%)
22. /annual-conference/	77 (0.98%)	65 (1.16%)	00:00:34	55 (2.04%)	25.45%	27.27%	\$0.00 (0.00%)
23. /membership-application/	75 (0.96%)	56 (1.00%)	00:01:40	6 (0.22%)	83.33%	25.33%	\$0.00 (0.00%)
24. /committees/	66 (0.84%)	57 (1.01%)	00:02:26	11 (0.41%)	81.82%	34.85%	\$0.00 (0.00%)
25. /contact-us/	64 (0.82%)	53 (0.94%)	00:01:56	5 (0.19%)	100.00%	35.94%	\$0.00 (0.00%)

Rows 1 - 25 of 284

Acquisition Overview

Jun 1, 2018 - Aug 2, 2018

All Users
 100.00% Sessions

Primary Dimension:

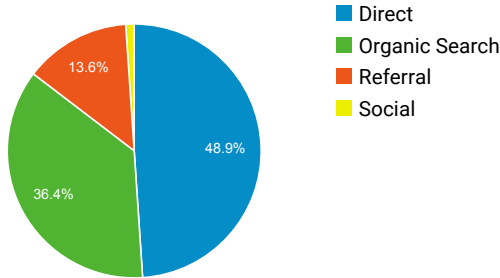
Conversion:

Top Channels

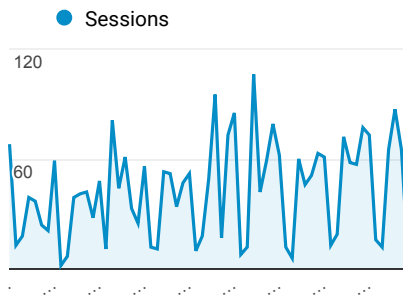
All Goals

[Edit Channel Grouping](#)

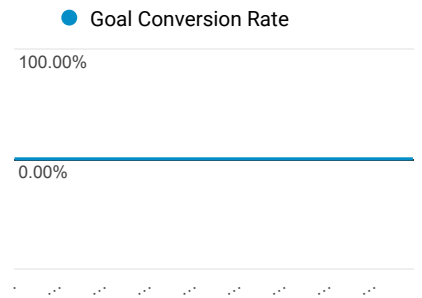
Top Channels



Sessions



Conversions



Acquisition

Behavior

	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	2,693	60.42%	1,627	51.54%	2.91	00:02:25
1 Direct	1,318	<div style="width: 48.9%;"></div>		52.88%	<div style="width: 48.9%;"></div>	
2 Organic Search	981	<div style="width: 36.4%;"></div>		46.89%	<div style="width: 36.4%;"></div>	
3 Referral	365	<div style="width: 13.6%;"></div>		56.99%	<div style="width: 13.6%;"></div>	
4 Social	29	<div style="width: 1.1%;"></div>		79.31%	<div style="width: 1.1%;"></div>	

Conversions



Set up a goal.

To see outcome metrics, define one or more goals.

[GET STARTED](#)

To see all 4 Channels click [here](#).



Completed LGHN Board Commitment Forms

Executive Committee

Rolando Fernandez, President	X
Ray Gonzales, President Elect	
Carlos Baia, Vice President for Membership	X
Maria Hurtado, Vice President for Programs	X
Veronica Briseno, Past President	

Directors-at-Large

Maria De Leon	X
Bob Harrison	
Ramiro Inguanzo	X
Claudia Lujan	X
Paulina Martinez	X
Daro Mott	
Samantha Tavares	X
James Vega	
Patricia Martel	



2018-19 IHN Board of Directors/Executive Committee

<p>Rolando Fernandez, President/Executive Committee Term: expires 2020 Director City of Austin Office of Contract Management 105 W. Riverside Dr., Suite 205 Austin, TX 78740 Phone: 512-974-7749 Cell: 210-484-7743 rolando.fernandez@austintexas.gov</p>	<p>Veronica Briseño, Past President/Executive Committee Term: expires 2020 City of Austin Director Small Minority Business Resources Department P.O. Box 1088 Austin, TX 78767 Phone: 512-974-2156 Fax: 512-974-9163 Cell: 512-779-7929 veronica.briseno@austintexas.gov</p>
<p>Raymond Gonzales, President-Elect/Executive Committee Term expires: 2020 Adams County County Manager 4430 S. Adams County Pkwy. Brighton, CO 80601 Phone: 720.523.6829 Cell: 720-556-4086 rgonzales@adcogov.org grodriguez@adcogov.org</p>	<p>Samantha Tavares, Vice President for Programs/Executive Committee Term: expires 2019 City of Phoenix Management Assistant to the City Manager 200 W Washington Street Phoenix, AZ 85003 Phone: 602-534-3916 samantha.tavares@phoenix.gov</p>
<p>Carlos, Baia, Vice President for Membership/Executive Committee/ICMA Board Liaison Term: expires 2020 Deputy City Manager, Development City of Concord Community Development 41 Green St., 2nd Floor Concord, NH 03301 Phone: 603-225-8595 Cell: cbaia@concordnh.gov</p>	<p>Maria Hurtado, ICMA Board Liaison Term: expires 2019 Assistant City Manager City of Hayward 777 B Street, 4th Floor Hayward CA 94541 Phone: 510.583-4306 Fax: 510.583-3601 Cell: 831- 247-7885 Maria.Hurtado@hayward-ca.gov</p>

Local Government Hispanic Network
Board of Directors Roster

IHN Board of Directors

<p>James Vega, Director at Large Term expires: 2019 City of Ojai Assistant to the City Manager 401 South Ventura Street Ojai, CA 93023 Phone: Cell: vega@ojaicity.org</p>	<p>Bob Harrison, Director at Large Term expires: 2020 City of Renton Chief Administrative Officer 1055 South Grady Way Renton, WA 98057 Phone: 425-430-6500 Cell: 513-305-3164 bharrison@rentonwa.gov robert9468@yahoo.com</p>
<p>Paulina Martinez, Director at Large Term expires: 2020 City of Evanston Assistant to the City Manager 2100 Ridge Avenue Evanston, IL 60201 Phone: 847-859-7833 Cell: 815-280-3806 pmartinez@cityofevanston.org</p>	<p>Maria De Leon, Director at Large Term: expires: 2019 City of Gilroy Director, Department of Recreation 7351 Rosanna Street Gilroy, CA 95020 Phone: 408-846-0460 Cell: Maria.DeLeon@ci.gilroy.ca.us</p>
<p>Daro Mott, Director at Large Term: expires 2019 City of Louisville Chief, Office of Performance Improvement and Innovation 517 Court Place Louisville, KY 40202 Phone: 502-574-4207 Daro.Mott@louisvilleky.gov</p>	<p>Claudia Luján, Director at Large Term: expires 2020 City of El Paso Human Resources Assistant Director 300 N. Campbell, 1st Floor El Paso, TX 79901 Phone: 915-212-1241 LujanCA@elpasotexas.gov</p>
<p>Ramiro J. Inguanzo, Director at Large Term: expires 2019 Bal Harbour Village Assistant Village Manager 655 96th St. Bal Harbour, FL 33154 Phone: 305-993-7312 ringuanzo@balharbour.org</p>	<p>Patricia Martel, Past ICMA Board Member Term: expires 2020 Retired 3220 Atherton Circle Napa, CA 94558 Phone: 650-255-0312 patriciamartel@comcast.net</p>

Local Government Hispanic Network
Board of Directors Roster

IHN Liaisons

<p>Mr. David Mora, ICMA Staff Liaison 25 San Marcos Court Salinas, CA 93901 Phone: 831-737-8133 Cell: drmora@comcast.net</p>	<p>Mr. Rod Alcazar, ICMA-RC Liaison Senior Client Services Manager ICMA-RC 777 N. Capitol Street NE, Suite 600 Washington, DC 20002-4290 202-682-6453 ralcazar@icmarc.org</p>
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IHN Staff and Office Information

<p>Karen Davis LGHN Executive Director Management Partners Senior Manager 2107 N. First Street Suite 470 San Jose, CA 95131 Fax: 408-453-6191 Cell: 408-221-8458 kdavis@managementpartners.com kdavis@lghn.org</p>	<p>Irma Hernandez LGHN Assistant Director Management Partners Special Advisor 3152 Red Hill Ave, Suite 210 Costa Mesa, CA 92626 Phone: 949-222-1082 Fax: 408-453-6191 ihernandez@managementpartners.com ihernandez@lghn.org</p>
<p>LGHN Main Office Local Government Hispanic Network 2107 N. First Street, Suite 470 San Jose, CA 95131 Phone: 408-392-0232 Fax: 408-453-6191</p>	<p>Ms. Jeri Beckstedt, LGHN Business Office Management Partners Administrative Services Manager 1730 Madison Road Cincinnati, OH 45206 Phone: 513-861-5400 Fax: 513-861-3480 jbeckstedt@ihnonline.org jbeckstedt@managementpartners.com</p>
<p>Also of Management Partners Ms. Paula Sitawi 513-861-5400 psitawi@managementpartners.com</p>	