



**Board of Directors Meeting  
October 5, 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*

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**Maria Hurtado**

*ICMA Board Liaison*

**David Mora**

*LGHN Special Advisor*

**Rod Alcázar**

*ICMA-RC Liaison*

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

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

1. Minutes for Board Meeting of September 7, 2018\*
2. Board Meeting Attendance Report for 2017/18\*
3. Financial Report through September 30, 2018\*

### **C. Website Tracking – July through September\* (Ray Gonzales)**

### **D. 9:15 – ICMA Latin America Programs: Isabelle Bully-Omictin, Regional Director, Latin American Countries**

### **E. DISCUSSION: LGHN Value Proposition\*:** Strategies for reaching out to members to get them more involved in ICMA and ICMA committees. Compilation of notes from the minutes of previous discussions attached.

### **F. UPDATE/ACTION: LGHN Conference**

1. Agenda items for membership meeting on Thursday, October 25\*

### **G. REVIEW: ICMA Conference Highlights and Suggestions for 2019**

### **H. Committee Reports/Updates (no updates)**

1. Executive Committee
2. Communications
3. Membership
4. Programs
5. Nominations
6. University Partnerships
7. Fund Development
8. Awards

### **I. Information Items**

### **J. Future Board Meeting Agenda Items**

1. 2019 Budget Approval (December)
2. Website Tracking (Quarterly – April/July/October)
3. Fundraising Status

### **K. Adjournment & Future Meeting Dates**

1. October 25-27, 2018 – LGHN Biannual Conference, Phoenix, AZ
2. Friday, November 2, 2018 – LGHN Board Meeting
3. Friday, December 7, 2018 – LGHN Board Meeting
4. Friday, January 4, 2019 – LGHN Board Meeting
5. Friday, February 1, 2019 – LGHN Board Meeting
6. Friday, March 1, 2019 – LGHN Board Meeting
7. Thursday, April 4-Saturday, April 6, 2019 – LGHN Retreat, Evanston, IL

\*Supporting documents provided in board packet

This



**Board of Directors Meeting  
September 7, 2018**

**MINUTES**

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

**Board Members Present**

Rolando Fernandez, President  
Veronica Briseño, Immediate Past President  
Carlos Baia, Vice President for Membership  
Samantha Tavares, Vice President for Programs  
Maria Deleon, At Large Director  
Bob Harrison, At Large Director  
Ramiro Inguanzo, At Large Director  
Daro Mott, At Large Director  
James Vega, At Large Director  
Maria Hurtado, ICMA Board Liaison  
Patricia Martel, Past ICMA Board Member

**Board Members Absent**

Raymond Gonzales, President-Elect  
Claudia Lujan, At Large Director  
Paulina Martinez, 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 ten voting members were present, a quorum was established.*

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

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

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

**C. DISCUSSION: LGHN Value Proposition**

*Rolando Fernandez has scheduled this discussion as a standing board agenda item. He asked the board to continue to work on the value proposition as a way to increase the value LGHN. This includes how to reach out to current members, get new members, as well as get more involved in ICMA committees. What value added do we need to grow our membership and grow our members professionally. Carlos gave an overview of the LGHN Committee Chair (Membership, Program and Communications) joint meeting and the combined work that these committees are doing to increase visibility and better engage current members. The board discussed the following issues to be refined and offered as part of the added LGHN value:*

- *Carlos has reached out to Don Maruska to see if LGHN can partner with the ICMA webinars and provide tailored to our membership for professional development.*
- *The board would like to look at creating a knowledge network/chat room for open discussions.*
- *Claudia Lujan suggested highlighting members' achievements through social media to increase LGHN's visibility and become a clearinghouse for articles about or from LGHN members. Rolando agreed the website should recognize members' including accomplishments and promotions.*

- *Carlos informed the board about the conversations that have started with NACA (National Association of County Managers) who is asking LGHN to assist with strategies for increasing their membership diversity.*
- *Rolando Fernandez suggested enhancements to the website directory to include member photos, testimonials. He also wants to find good stories to tell (testimonies) of how being LGHN member helped members connect to opportunities. He will look for an article he wrote for ICMA for placement on LGHN website.*
- *The board is looking at various initiatives and the cost of some items to include in the LGHN budget development for next year. For example, what technology is needed and what would be the cost to add members' photos to the member's directory? This information is necessary in advance of approving next year's budget..*
- *Rolando discussed working with recruitment firms to connect LGHN members to job opportunities and assist members with building resumes..*
- *Rolando wants LGHN to sponsor members for ICMA, NFBPA and other training and professional development programs. NFBPA holds four spots for us but we need to know the timeline and potentially assist our members with the cost for the leadership development program. These professional development programs should be on the LGHN website and LGHN should recruit members for these programs. Karen will work with Dave Mora and Frances Gonzalez to actively solicit scholarship funds to support professional development.*
- *Karen will work with Daro to reactivate and reach out to the University Partnerships to develop a strategy for outreach and support to graduate and undergraduate students.*

#### **D. UPDATE/ACTION: LGHN Conference**

*Samantha Tavares discussed the room block issue and the potential loss of revenues if rooms are not filled. The number of attendees at the conference is on track to meet the goal but most attendees are from the Phoenix area and out of town participants are needed to fill hotel rooms. She asked board members to book rooms soon. Rolando and Veronica noted that this is a struggle at every LGHN conference. Rolando suggested they talk with the hotel and see if rooms are released by LGHN but filled by the hotel if our commitment can be adjusted so LGHN is not responsible for the room cost. Rooms will be reserved for volunteers. Karen will be promoting the event at the ICMA Conference including raffling off registration for conference attendance. Rolando stated that he is working on his city to allow more attendees to the conference. Rolando asked the board to make a real push to increase conference attendance. Samantha went through some of the conference details including her work with sponsorships and with the Downtown Phoenix group.*

#### **E. LGHN Activities at ICMA**

*Karen Davis walked the board through the activities planned during the upcoming ICMA Conference and asked for board participation in:*

- *The meeting with ICMA-RC leadership – Rolando, Carlos and Pat will attend; Maria may be able to attend. Rolando asked Karen to prepare an agenda for meeting acknowledging what ICMA-RC has done for LGHN.*
- *ICMA Leadership reception and dinner – The executive committee and current and past ICMA board members are invited. Bob, Carlos and Rolando to attend; Karen will check with Ray to make sure he has the invitation.*
- *Equity Mixer – ICMA knows that this event is in conflict with the LGHN dinner and will provide proxy staff. Karen will provide a LGHN Conference comp for raffle.*
- *LGHN Dinner – We need to have board members to promote event as only have 45 people are attending so far. Ray has arranged for Dominick Moreno, Colorado State Senator to speak.*
- *LGHN is cosponsoring two sessions at the conference – “Project Implicit” on Monday and “Think Strategically About the Next Steps in Your Career” on Tuesday*
- *The ICMA leadership and the LGHN executive committee will meet on Tuesday afternoon.*

- *Karen is looking for volunteers to staff the booth – she will send out sign-up sheet*
- *Karen and Pat trying to find a date and time to hold a Joint meeting with LGHN, WLG (Women Leading Government) and League of Women in Government. The goal of this meeting is to discuss collaborations, joint programs and start the conversation about possible proposal for ICMA session for next year, including a joint reception on Monday night.*
- *Rolando asked about presentations at the regional meetings on Sunday morning. Karen said she would add this to the agenda and prepare a handout for distribution at the meetings, and to provide talking points for representatives to use at each meeting.*

#### **G. Committee Reports/Updates**

*Karen has been meeting with core committees to help them develop action plans for the upcoming year.*

##### **Information**

- *The board congratulated Samantha Tavaras on her promotion to Operations Manager, Solid Waste Division, Public Works Department for the City of Phoenix.*
- *Karen Davis reminded board members to submit their board commitment forms.*
- *Karen asked board members to reach out to increase attendance the LGHN dinner at the Lord Baltimore Hotel.*

## 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	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	Absent	Present			
Raymond Gonzales	Absent	Absent	Absent	Absent	Absent	Present	Absent	Present	Absent			
Carlos Baia	Absent	Present	Absent	Present	Present	Absent	Present	Absent	Present			
Maria De Leon								Present	Present			
Tommy Gonzalez	Absent	Absent	Absent	Absent	Absent							
Bob Harrison	Present	Present	Present	Absent	Absent	Absent	Present	Present	Present			
Ramiro Inguanzo	Absent	Present	Present	Present	Present	Present	Present	Absent	Present			
Claudia Lujan	Absent	Present	Present	Present	Present	Present	Absent	Present	Absent			
Pat Martel	Present	Absent	Absent	Absent	Present	Absent	Present	Absent	Present			
Paulina Martinez					Present	Present	Present	Present	Absent			
Daro Mott	Present	Absent	Absent	Present	Present	Present	Absent	Present	Present			
Samantha Tavares	Present	Absent	Present	Present	Present	Present	Present	Present	Present			
James Vega								Absent	Present			

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

**Local Government Hispanic Network**  
**Profit & Loss**  
January through December 2018  
Jan - Dec 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	14,406.45
Miscellaneous Revenue	1,000.00

Total Other Types of Income 15,406.45

Program Income

Workshops/Regional Registration	0.00
Workshops/Regional Sponsorship	1,000.00
LGHN Dinner Registrations	4,308.60
LGHN Dinner Sponsorships	5,000.00
Membership Dues	
Individual	4,579.70
Local Government	19,850.00
Chapters	5,500.00
Corporate	1,000.00

Total Membership Dues 30,929.70

Total Program Income 41,238.30

Total Income 62,144.75

Expense

Business Expenses

Constant Contact	449.52
PayPal Fees	991.36
Business Expenses - Other	49.00

Total Business Expenses 1,489.88

Contract Services

Accounting Fees	825.00
Outside Contract Services	44,354.56

Total Contract Services 45,179.56

Operations

Computer Software	85.60
Postage, Mailing Service	292.61
Printing and Copying	86.40
Supplies	53.48
Telephone, Telecommunications	1,263.42

# Local Government Hispanic Network

## Profit & Loss

January through December 2018  
Jan - Dec 18

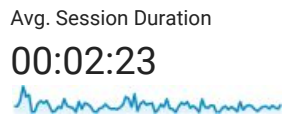
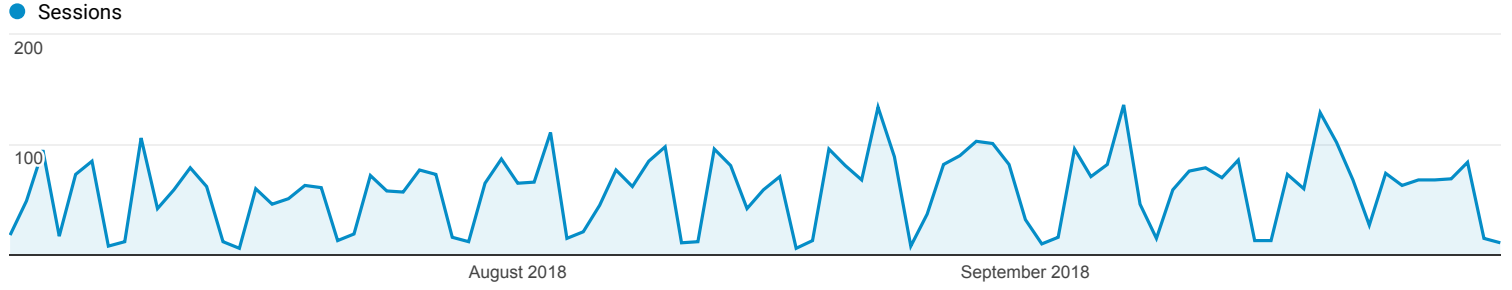
Website	<u>1,915.99</u>
Total Operations	3,697.50
<b>Other Types of Expenses</b>	
<b>Board of Directors Retreat</b>	
Retreat	2,134.09
Travel	556.64
Total Board of Directors Retreat	<u>2,690.73</u>
<b>Program Activities</b>	
Catering	6,392.20
Entertainment	1,005.29
Postage/Shipping	200.26
Other Costs	9.00
Total Program Activities	<u>7,606.75</u>
<b>Advertising/Marketing Expenses</b>	
Insurance - Liability, D and O	1,261.17
Contributions	859.00
Other Costs	500.00
Total Other Types of Expenses	<u>1,005.44</u>
<b>Travel and Meetings</b>	
Conf, Conv, Meeting-Nat'l	196.89
Meeting Travel-Reg'l	598.65
Total Travel and Meetings	<u>795.54</u>
<b>Total Expense</b>	<u>65,085.57</u>
<b>Net Ordinary Income</b>	<u>-2,940.82</u>
<b>Net Income</b>	<u><u>-2,940.82</u></u>
 bank account balance as of	 169,919.92

## Audience Overview

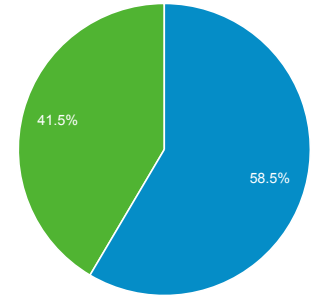
All Users  
 100.00% Sessions

Jul 1, 2018 - Sep 30, 2018

### Overview



■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	5,137	95.64%
2. fr	156	2.90%
3. en-gb	15	0.28%
4. en-ca	10	0.19%
5. es-es	7	0.13%
6. en-au	5	0.09%
7. pt-br	5	0.09%
8. c	4	0.07%
9. en	4	0.07%
10. es-419	4	0.07%



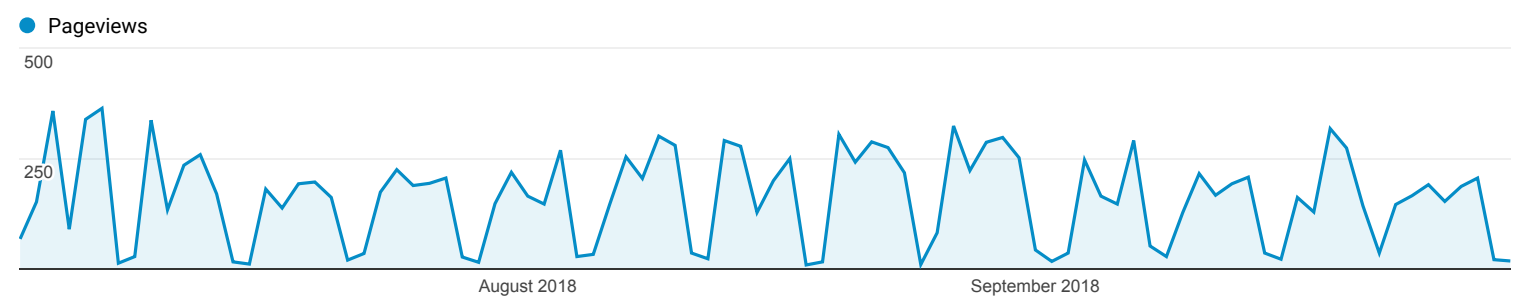


Overview

All Users  
100.00% Pageviews

Jul 1, 2018 - Sep 30, 2018

Overview



<b>Pageviews</b> <b>14,906</b>	<b>Unique Pageviews</b> <b>10,708</b>	<b>Avg. Time on Page</b> <b>00:01:20</b>	<b>Bounce Rate</b> <b>52.82%</b>	<b>% Exit</b> <b>36.03%</b>
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Page	Pageviews	% Pageviews
1. <a href="#">/biennial-conference/</a>	2,788	18.70%
2. <a href="#">/</a>	2,359	15.83%
3. <a href="#">/arizona-conference-2018-registration/</a>	1,763	11.83%
4. <a href="#">/career-center/</a>	1,097	7.36%
5. <a href="#">/meeting-events/</a>	431	2.89%
6. <a href="#">/career-center/page/2/</a>	395	2.65%
7. <a href="#">/employer-panel/</a>	388	2.60%
8. <a href="#">/arizona-conference-2018-registration/pricing-cancellation-reminders/</a>	367	2.46%
9. <a href="#">/2018-webinar-schedule-and-advance-registration/</a>	306	2.05%
10. <a href="#">/membership-login/</a>	277	1.86%



## **Cumulative Notes: LGHN Value Discussion Notes from LGHN Minutes**

**June 2018:** Rolando Fernandez told the board that this will be a standing board agenda item. He asked the board to continue to work on the value proposition as a way to increase LGHN membership and set a challenge goal of 1,000 members. He suggested looking at ideas from other groups enhancing the LGHN value each month.

**July 2018:** 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.

**August 2018:** (Expanded/edited notes)

- Claudia Lujan said that the joint meeting with the Program, Membership, and Communications Committees was very productive in understanding the necessity to have a real marketing plan for LGHN to get members more involved and increase membership.
- Dave Mora said that it is important for LGHN to focus on getting LGHN members involved in LGHN committees and focus on networking to engage LGHN members. Members can tie into ICMA through LGHN, so it is important that the LGHN activities be active and viable. Bob Harrison agreed that the focus should be on making LGHN committees active, create activities that make people want to join LGHN and provide opportunities to connect to ICMA, MMANC, etc.
- Claudia said that LGHN needs to understand the professional levels of our members and tailor programs for them. ICMA required higher management levels for some activities that preclude participation of our members. Bob Harrison noted that ICMA is studying methods to engage lower level managers (i.e. department and division managers) into their organization. This includes additional positions to serve on the board and other ways to be more inclusive.
- The board concurred that the joint committee should continue to move forward and periodically report back at board meetings.

**September 2018 (draft):** Rolando Fernandez has scheduled this discussion as a standing board agenda item. He asked the board to continue to work on the value proposition as a way to increase the value LGHN. This includes how to reach out to current members, get new members, as well as get more involved in ICMA committees. What value added do we need to grow our membership and grow our members professionally. Carlos gave an overview of the LGHN Committee Chair (Membership, Program and Communications) joint meeting and the combined work that these committees are doing to increase visibility and better engage current members. The board discussed the following issues to be refined and offered as part of the added LGHN value:



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*ICMA Staff Liaison*

**Rod Alcázar**  
*ICMA-RC Liaison*

**Agenda**

**A. Welcome**

**B. History of LGHN**

**C. LGHN Membership Categories and Benefits**

**D. LGHN Chapters**

1. **Report of Activities from LGHN Chapters**
2. **How to establish a LGHN chapter**

**E. ICMA Latin American Programs**

**F. LGHN Value Proposition:** What do programs and activities do members want from their LGHN membership