



Agenda

LGHN Board of Directors

Ray Gonzales

President

Samantha Tavares

President-Elect

Rolando Fernandez

Immediate

Past President

Bob Harrison

Vice President

for Membership

Aubrey Gonzalez

Vice President

for Professional

Development

Paulina Martinez

Vice President

for Career Advancement

At-Large Directors

Carlos Baia

Noel Bernal

Maria DeLeon

Gricelda Estrada

Ramiro Inguanzo

Raoul Lavin

Ramiro Salazar

Patricia E. Martel

Past ICMA

Board Member

Victor Cardenas

ICMA Board Liaison

Orlando Cruz

ICMA-RC Liaison

Gabe Rodriguez

NACA Liaison

A. Call to Order/Roll Call/Welcome

B. APPROVAL: Consent Agenda – Receive and Approve

1. Minutes for Board Meeting of April 9, 2021 *
2. Board Meeting Attendance Report for 2020/21 *
3. Financial Report through April 30, 2021*

C. DISCUSSION/APPROVAL: Conference Update

1. April Committee Report *
2. Conference Budget*
3. Image Audiovisual Contract*
4. Sponsorships Update*
 - a) A. J. Reynolds Sponsorship

D. 11:30 - EVALUATION: Management Partners*

E. INFORMATION/UPDATES: LGHN Goals and Committee Activities

1. International
2. Membership
3. Fundraising/Scholarship Program
4. Career Advancement Program
5. Professional Development
6. University Partnerships

F. INFORMATION ITEMS

1. LGHN Board Meeting Schedule (item H below)
2. City of Austin May 1 Voting Results:
 - a) Change Council-Manager Form of Government to Strong Mayor: 14% for; 86% against
 - b) Ranked Choice Voting: 59% for; 41% against
3. REMINDER: Testimonials for ICMA & LGHN Memberships
4. REMINDER: Contributions to LGHN Scholarship Fund
5. REMINDER: Sign and Return LGHN Board Commitment Forms

G. Future Board Meeting Agenda Items

1. How to Better Engage with LGHN Chapters (June)
2. How to Better Engage with State Associations (June or July)
3. Topics for PM Magazine
4. ICMA Contract with GARE
5. Potential Agreement: Latino Leadership Institute
6. Potential Agreement: National Association of Hispanic Federal Executives
7. Social Media Tracking

H. Adjournment & Future Meeting Dates

1. Friday, June 4, 2021 – LGHN Board Meeting
2. June 22-25, 2021 – NFBPA Conference (virtual)
3. Friday, July 9, 2021 – LGHN Board Meeting (moved from July 2)
4. Friday, August 6, 2021 – LGHN Board Meeting
5. September 8-10, 2021 – LGHN Biennial Conference, Aurora, Adams County, CO (includes annual membership meeting)
6. October 3-6, 2021 – ICMA Conference, Portland, OR
7. Friday, November 5, 2021 – LGHN Board Meeting
8. Friday, December 3, 2021 – LGHN Board Meeting



Board Meeting Summary April 9, 2021

Attendees: Ray Gonzales, President; Samantha Tavares, President-Elect; Rolando Fernandez, Immediate Past President; Bob Harrison, Vice President for Membership; Aubrey Gonzalez, Vice President for Professional Development; Paulina Martinez, Vice President for Career Advancement; At-Large Directors: Carlos Baia, Maria DeLeon, Gricelda Estrada, Rod Alcazar, Raoul Lavin, Patricia E. Martel, Past ICMA Board Member; Victor Cardenas, ICMA Board Liaison; and Gabriel Rodriguez, NACA Liaison.
LGHN Staff: Karen Davis, Executive Director and Christine Butterfield

A. Call to Order/Roll Call/Welcome

The meeting was called to order at 9:02 am pacific standard time

B. APPROVAL: Consent Agenda: Receive and Approve 1. Minutes for Board Meeting of March 12, 2021 2. Board Meeting Attendance Report for 2020/21 3. Financial Report through March 31, 2021

*Maria DeLeon moved approval and
Raoul Lavin seconded
Unanimously approved*

C. DISCUSS/APPROVAL: Conference Update 1. March Committee Report 2. Conference Budget 3. Sponsorships Update

Karen reviewed the budget for the upcoming conference. She noted that the state allows up to 150 people at conference events and that is what LGHN will plan for going forward. Karen also shared that the Conference Planning Committee would finalize the sessions and speakers before May. The Committee will also identify keynote speakers.

Julian Castro will tentatively present Frances Gonzalez with the biennial award. Karen asked the Board to review the packet and share their thoughts about other keynote speakers. Members shared the following ideas:

- Alan Salazar, Chief of Staff for the Mayor of Denver;*
- Crystal De Herrera, Chief of Staff at the Denver Airport; and*
- Mario Treto, Acting Director with the Illinois Department of Financial Regulation (and Chair of the Board of Howard Brown Health).*

Ray Gonzales shared a copy of the conference brochure. Karen also reviewed that the conference sponsorships now total \$115,000 and the target remains \$150,000. Ray noted that R.J. Reynolds also offered a sponsorship and asked the members for thoughts and reactions to accepting it due to their production of tobacco products. Bob Harrison suggested that LGHN refer to ICMA's policy regarding sponsorships. Pat Martel noted that ICMA continues to accept all sponsorships without judgement. Carlos Baia noted that the company may be motivated as Hispanic populations are a target market for their products. Rolando Fernandez proposed that LGHN review ICMA, NACA and NFBPA's policies. Bob asked that the Board develop a policy and apply it going forward.

Ray proposed that perhaps LGHN might accept the donation from the company for LGHN's scholarship fund. Karen indicated that she and Christine would review affiliate organization policies and return the information to the Board at an upcoming meeting.

Image AV provided a demonstration of their virtual conference system when the meeting opened. Karen reminded the Board that the cost for their services totals \$10,000. The rate includes two breakout sessions. The company also can provide translation services for telecast to Puerto Rico and Mexico. Ray asked that the Board hold off on approving the contract with Image AV until the open issues are resolved.

****On April 20, 2021, the Board of Directors approved the contract with Image AV for \$27,739 (i.e., \$7,900 for the platform and \$19,839 covers labor costs and equipment rental reflecting a 30% discount on labor and equipment)***

***Bob Harrison moved to approve the contract
Paulina Martinez seconded
Quorum voted unanimously***

D. DISCUSSION: International Committee Work Plan

The members reviewed the key takeaways from the International Committee meeting. The group is working with ICMA to develop a credentialing program to provide the technical assistance requested by Puerto Rico and Mexico. Pat Martel

note that the program might look similar to the Municipal Managers Association of Northern California (MMANC). The Karen requested Board approval of the approach so that the Committee can move forward.

*Rolando Fernandez moved approval
Bob Harrison seconded the motion
Unanimously approved*

Karen reminded the Board that the LGHN op-ed letter related to the proposed change of governance in the City of Austin would be finalized and sent in April. She also reminded the Board the Jerry Newfarmer, President, Management Partners would attend the next Board Meeting to conduct a review of the executive director services provided to LGHN. She also reminded the Board to complete their commitments and she would send those again via email.

The meeting adjourned at 10:00 am pacific standard time.



2020-2021 IHN Board of Directors Board Meeting Attendance

Name	Jan 2020	Feb 2020	Mar 2020	April 2020	May 2020	June 2020	July 2020	Aug 2020	Sept 2020	Annual Meeting Oct 2020	Nov 2020	Dec 2020
Veronica Briseño	Present	Present	Absent	Present	Present	Absent	Absent	Present	Present	Present		
Rolando Fernandez	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present
Raymond Gonzales	Absent	Present	Absent	Present	Present	Absent	Absent	Present	Present	Present	Present	Present
Carlos Baia	Absent	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present
Raoul Lavin					Present	Present	Present	Present	Present	Present	Present	Present
Maria De Leon	Present	Absent	Present	Absent	Present	Present	Present	Present	Present	Present	Present	Absent
Bob Harrison	Present	Present	Present	Present	Present	Present	Present	Present	Present	Absent	Present	Present
Ramiro Inguanzo	Absent	Absent	Present	Absent	Present	Present	Present	Present	Present	Present	Present	Present
Claudia Lujan	Absent	Present	Absent	Present	Present	Absent	Absent	Present	Present	Absent		
Pat Martel	Absent	Absent	Present	Present	Absent	Present	Present	Present	Absent	Present	Present	Absent
Paulina Martinez	Present	Absent	Present	Present	Present	Present	Present	Absent	Present	Present	Present	Absent
Samantha Tavares	Present	Present	Absent	Present	Present	Present	Present	Present	Present	Present	Absent	Absent
James Vega	Absent	Absent	Absent									
Aubrey Gonzalez	Absent	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present
Ramiro Salazar	Present	Present	Present	Absent	Present	Present	Present	Present	Present	Present	Present	Absent
Gricelda Estrada										Present	Present	Present
Maria Hurtado	Present	Absent	Absent	Absent	Absent	Present	Present	Absent	Absent	Present		
Noel Bernal										Present	Present	Absent
Victor Cardenas										Present	Present	Present
Name	Jan 2021	Feb 2021	Mar 2021	April 2021	May 2021	June 2021	July 2021	Aug 2021	Annual Meeting Sept 2021	Oct 2021	Nov 2021	Dec 2021
Raymond Gonzales	Present	Present	Present	Present								
Samantha Tavares	Absent	Present	Present	Present								
Rolando Fernandez	Present	Present	Absent	Present								
Bob Harrison	Present	Present	Present	Present								
Aubrey Gonzalez	Present	Present	Present	Present								
Paulina Martinez	Absent	Present	Present	Present								
Carlos Baia	Present	Present	Present	Present								
Noel Bernal	Present	Present	Present	Absent								
Maria De Leon	Present	Present	Present	Present								
Gricelda Estrada	Present	Present	Present	Present								
Ramiro Inguanzo	Present	Present	Present	Absent								
Raoul Lavin	Present	Present	Present	Present								
Pat Martel	Absent	Absent	Present	Present								
Ramiro Salazar	Present	Present	Present	Present								
Victor Cardenas	Present	Present	Present	Present								

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

Local Government Hispanic Network
Profit and Loss
 January - April, 2021

	Total
Income	
Direct Public Support	
Corporate Support	35,000.00
Scholarship	5,725.00
Total Direct Public Support	\$ 40,725.00
Other Types of Income	
Advertising Sales	17,775.00
Total Other Types of Income	\$ 17,775.00
Program Income	
Conference Sponsorship	2,857.31
Membership Dues	
Chapters	6,000.00
Corporate	1,100.00
Individual	2,855.00
Local Government	17,250.00
Total Membership Dues	\$ 27,205.00
Total Program Income	\$ 30,062.31
Sales	200.00
Unapplied Cash Payment Income	200.00
Total Income	\$ 88,962.31
Gross Profit	\$ 88,962.31
Expenses	
Business Expenses	
PayPal Fees	947.99
Total Business Expenses	\$ 947.99
Contract Services	
Outside Contract Services	23,464.00
Total Contract Services	\$ 23,464.00
Operations	
Computer Software	327.72
Printing and Copying	32.45
Supplies	53.88
Telephone, Telecommunications	203.37
Website	2,820.00
Total Operations	\$ 3,437.42
Other Types of Expenses	
Contributions	1,500.00
Insurance - Liability, D and O	858.00
Other Costs	107.53
Program Activities	
Facility Rental	5,500.00
Other Costs	2,925.00
Total Program Activities	\$ 8,425.00
Special Projects	5,000.00
Total Other Types of Expenses	\$ 15,890.53
Total Expenses	\$ 43,739.94
Net Income	\$ 45,222.37
 bank account balance as of 4/30/21	 \$ 121,566.74



LGHN Conference Planning Meeting Notes April 26, 2021 (new discussions in blue)

1. Presentation from Image Audio Visual

- Ability to do hybrid in-person virtual conference; can do hybrid presentations (see example below)
 - <https://vimeo.com/539276535/08d869d9ea>
- “Auditorium” can highlight the sponsors with banners that link to their websites and/or allows for video.
- Provides for a tutorial to assist participants in navigating the site
- During the conference, provide tech support 1 hour before, during, and 1 hour after the conference
- LGHN can select backgrounds for sessions
- Spanish translations – can do simultaneous and/or translate after sessions for on-demand
 - Estimated tech costs = \$5,000
 - LGHN would need to provide translators
 - Karen to reach out to ICMA to see if they can sponsor

2. Program Format

Wednesday, September 8

Arrive if attending in person	Informal Meet & Greet	No Host Event
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Thursday, September 9 | 8:00 PT/9:00 MT/10:00 CT/11:00 ET (keynote speakers and schedule may change based on availability – for now they are listed pending confirmation)

9:00 am MDT	Opening Keynote	Jared Polis, Gov., CO (Ray to contact)
110:30 am MDT	Break	
9:45 am MDT	Three Concurrent Breakout Sessions	2 hybrid + 1 in-person
11:15 am MDT	Break	
11:30 pm MDT	Lunch Keynote	Rocky Mountain Partnership Panel (Ray to contact)
1:30 pm MDT	Three Concurrent Breakout Sessions	2 hybrid + 1 in-person
2:45 pm MDT	Break	
3:00 pm MDT	Padrinos/Madrinas Platica	
5:00 pm MDT	Welcome Event/Watch Party	

Friday, September 10 | 8:00 PT/9:00 MT/10:00 CT/11:00 ET

9:00 am MDT	General Session Keynote	Domonic Moreno, State Senator, CO (Ray to contact)
110:30 am MDT	Break	
9:45 am MDT	Three Concurrent Breakout Sessions	2 hybrid + 1 in-person
11:15 am MDT	Break	
11:30 pm MDT	Lunch Keynote	TBD**
1:30 pm MDT	Three Concurrent Breakout Sessions	2 hybrid + 1 in-person
2:45 pm MDT	Break	



3:00 pm MDT	Closing Keynote and Business Meeting	Include in business meeting: Isabelle Bully-Omictin, ICMA International Program Keynote: Alan Salazar, Chief of Staff to Denver Mayor (Ray to contact)
5:00 pm MDT	Awards Event & Keynote/ Annual Meeting/Watch Party	Julian Castro, former HUD Sec. (Karen to finalize)

**Getting more information on Maria Treto, ILL Dept. of Finance (Karen to contact Paulina); alternatives include Cristal Torres DeHerrera and speakers from the Latino Leadership Institute (Ray)

Saturday, September 11 | 8:00 PT/9:00 MT/10:00 CT/11:00 ET

9:00 am – 12:00 pm	LGHN Board Retreat	
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3. Potential Program Sessions – 12 breakout sessions needed

The New Abnormal (7 breakout sessions)

- Hybrid models for community and council/commission meetings.** Jurisdictions have found that public participation increased during the pandemic using virtual meetings. How did jurisdictions make that adjustment? How do you sustain that momentum as they go back to in-person meetings? How do you make the meetings seamless for in-person and virtual participation? **David Street** agreed to organize this topic and panel.
- Finance and budgeting.** Jurisdictions are adjusting to the need to include equity in budgeting strategies and service delivery. What are the strategies and practices that will enable more equitable allocation of resources within the context of service delivery to the community as a whole? **Christine and Karen** will schedule a meeting with affiliates including **GFOA** and ask each to offer session topic and panel.
- Making Services More Relevant Through the Use of Data.** **Data dashboard to drive decision-making/models** for collecting, analyzing, and using data for decision-making and looking at data in different ways. How do you take decision-based on anecdotes and experience to useful models for implementation? **Mesa Chapter** to organize
- Customer Service.** The City of Austin experienced increased productivity and customer service in the digital environment. What factors led to these increases and what practices can be put in place in a hybrid environment to maintain these levels of service? **ALHN/City of Austin** to organize.
- Public Safety: (Professional Development Committee/NFBPA)**
 - Emerging **Public Safety** Strategies to Support Communities and Family Members of Citizens Killed by the Police
 - Emerging **Public Safety** Strategies to Provide Alternative Emergency Response
- Human Resources:** Post pandemic policies – **Berenice** to organize

Diversity, Inclusion & Community Connection (5 breakout sessions + lunch panel)

- Community Cohesion.** How to create and maintain community cohesion in a virtual and in-person environment to ensure the issues and concerns of all populations are addressed? (**Mesa Chapter**)
- Organizational Environment.** How do you create an inclusionary environment within your organization so that young leaders are not marginalized? What strategies should you be using to create a safe space and encourage young professionals build confidence and actively contribute to meetings, policy development, etc.? (**NFBPA**)
- Emerging Tools for DEI.** Based on experiences during the pandemic and BLM events of the last year, what are the new tools that are emerging in local government jurisdictions to work with the



community openly and actively. (Andrea to coordinate through ICMA Equity Cohort resources, along with Ray and CCCMA)

4. Media Best Practices, Engaging Your Community and Building Community Cohesion (Professional Development Committee)
5. Whole Community (Diversity, Equity, and Inclusion) Conversations and Decision-Making in Environmental Sustainability (Professional Development Committee)
6. Rocky Mountain Partnership – Lunch Panel: Coalition of cross-sector stakeholders who are working together to collectively improve economic and social mobility across the Adams County, City of Aurora, and County of Broomfield region (Ray to contact)

Suggestions from Professional Development Committee (included in above list of sessions)

LGHN Biennial Conference 2021 Session Topics	Committee Leads	Potential Panelists
<i>Emerging Public Safety Strategies to Support Communities and Family Members of Citizens Killed by the Police</i>	<i>Aubrey Gonzalez, Chair</i>	<ul style="list-style-type: none"> • City of Phoenix, Police Department • City of Phoenix, Fire Department • City of Denver, Police Department, Citywide Impact Team • Los Angeles County Health Department
<i>Emerging Public Safety Strategies to Provide Alternative Emergency Response</i>	<i>Diana Gallego?</i>	<ul style="list-style-type: none"> • Non-profit partners/behavioral health providers • City of Denver (STAR Program) • (Tallahassee, Seattle, and LA County optional)
<i>Whole Community (Diversity, Equity, and Inclusion) Conversations and Decision-Making in Environmental Sustainability</i>	<i>Andrea Alicoate and Andrea Odegard-Begay</i>	<ul style="list-style-type: none"> • City of Phoenix, Nancy Allen • City of Flagstaff, TBD • City of Boulder (other another CO cities)
<i>Media Best Practices, Engaging Your Community and Building Community Cohesion</i>	<i>Andrea Alicoate and Diana Gallego</i>	<ul style="list-style-type: none"> • Spanish Language Media professionals • TBD

Related Comments:

- These sessions need better definition and description.



- NFBPA and CCCMA will take responsibility for sessions.
- Other affiliates to be asked to structure sessions are I-NAPA, GFOA, NACA. Christine is available to assist with these discussions.
- Potential Keynotes (6 keynote sessions + 1 keynote panel)

Potential Keynote Speakers

- Julian Castro: *Karen is working with Frances Gonzalez to contact his scheduling staff, has asked for him to speak at the awards session on Friday evening*
- Domonic Moreno, CO State Senator *Ray Gonzales to contact*
- Lynn Baca, Adams County Commissioner *Ray to contact*
- Isabelle Bully-Omictin, ICMA International Program *Christine and Karen to contact*
- Monica Marquez, CO Supreme Court *TBD*
- Other Potential Latina Speakers <http://magazine.latinastyle.com/latinas-today-17/>
 - Gisel Ruiz, former COO Walmart/Sam's Club *TBD*
 - Theresa Alvarado, Chair, California Water Commission (Karen has strong contact for her) *TBD*
 - Alice Rodriguez, Head of Community & Business Development, Managing Director at JPMorgan Chase & Co., Appointed to Chair of the United States Hispanic Chamber of Commerce *TBD*
- Alan Salazar, Chief of Staff for Denver Mayor *Ray Gonzales to contact*
- Local Hispanic Chamber Representative
- Christopher McDougall, Journalist and Author, *Born to Run (Marcus, Darlene-is this correct? TBD*
- Cristal Torres DeHerrera, Chief of Staff, Denver International Airport
- Maria Treto, Acting Director, Illinois Department of Finance and Professional Regulation (and other boards in support of LGBTQ community)

Themes

- Benefits of public service
- International opportunities (LGHN has recently established an international committee)
- Perseverance and endurance
- How the pandemic has affected women in the workforce

4. Working Schedule

- May 17 Committee Meeting
 - Bring confirmed list of speakers to the meeting for sessions and keynotes
 - Discuss rollout for marketing the conference
 - Discuss additional committee work plan leading up to the conference and frequency of meeting to finalize details
- June 4: Target for Registration

NEXT Meeting: May 17

LGHN 2021 Hybrid Conference Budget				
REVENUE	Estimated Attendance	Projected Revenue	Actuals	Notes
Registration				
In-Person	\$200	175	\$ 35,000	
Virtual	\$125	100	\$ 12,500	
Retirees	\$50	25	\$ 1,250	
Volunteers			\$ -	
Students	\$25	50	\$ 1,250	
Registration Total		350	\$ 50,000	
Sponsorships				
Sponsorships			\$ 115,000	
Exhibitors				
TOTAL REVENUE			\$ 165,000.00	\$ -
EXPENDITURES				
Hyatt Regency Hotel	Estimate	Actuals	Sponsor	Notes
Food and Beverage				minimum is \$20,000 + 24% gratuity
Host Committee Meet & Greet (Wed.)	\$ -			
Membership Meeting (Thurs.)	\$ -			
Welcome Reception (Thurs.)	\$ -			
Breakfast (Thurs.)	\$ 7,875			assumes 175 in-person
Luncheon (Thurs.)	\$ 7,875			assumes 175 in-person
Afternoon Break (Thurs.)	\$ 3,500			assumes 175 in-person
Breakfast (Fri.)	\$ 7,875			assumes 175 in-person
Luncheon (Fri.)	\$ 7,875			assumes 175 in-person
Afternoon Break (Fri.)	\$ 3,500			assumes 175 in-person
Gratuity	\$ 9,240			
*Total	\$ 47,740	\$ -		
<i>*if only 150 are guaranteed, the cost = \$40,920</i>				
Outside Food, Beverage and Entertainment	Estimate	Actuals	Sponsor	Notes
Thursday Welcome Reception Entertainment	\$ -			
Friday Night Special Event	\$ -			
Saturday Closing Reception Food/Beverage	\$ -			
Saturday Closing Reception Entertainment	\$ -			
Outside Food and Beverage Subtotal	\$ -			
Complimentary Registrations	Estimate	Actuals	Sponsor	Notes
Assumes 10 in-person comps	\$2,000			
Assumes 15 Virtual comps	\$1,875			
Comp Registrations	\$3,875			
Registration Expenses/Supplies	Estimate	Actuals	Sponsor	Notes
Printing	\$ 100			posters/sponsor banners
Envelopes	\$ 100			
Badges	\$ 250			
Ribbons	\$ -			
Conference Bags	\$ 875			
Bag Giveaways/Swag	\$ 300			
PayPal Fees	\$ 500			
Registration Subtotal	\$ 2,125			
Keynote/Speakers	Estimate	Actuals	Sponsor	Notes
Honoraria	\$ 2,500			
Travel				
Gifts	\$ 1,000			
Keynote/Speakers Subtotal	\$ 3,500			

Venue/Technology/AV Equipment	Estimate	Actuals	Sponsor	Notes
Session Room rental (discounted)	\$ 2,000			
Session room equipment (discounted)	\$ -			Hotel cost \$3,000
Outside Hybrid Conference Coordinator	\$ 28,000			Can provide Spanish translations for additional cost
Computer rental				In-kind frm City/County
Conference App	\$ -			Included with Image AV contract
AV Equipment Subtotal	\$ 30,000			
Printing	Estimate	Actuals	Sponsor	Notes
Banners, programs, signs, etc.	\$ 500			
Printing Subtotal	\$ 500			
Special Events	Estimate	Actuals	Revenue	Notes
Special Event (Thurs. am - tours)	\$ -			
Transportation	\$ -			
Special Events Subtotal	\$ -			
Advertising and Promotions	Estimate	Actuals	Sponsor	Notes
Mailing, Postage	\$ 150			
Social Media Ads	\$ 5,000			
Printing (sponsor and exhibitor packets)	\$ 1,000			
Advertising and Promotions Subtotal	\$ 6,150			
Professional Services	Estimate	Actuals	Sponsor	Notes
Graphic Design	\$ 5,000.00			
Sponsorship Coordinator				
Professional Services Subtotal	\$ 5,000.00			
Miscellaneous	Estimate	Actuals	Sales Revenue	Notes
Volunteer Shirts	\$ 375			25 shirts
Shirts to sell	\$ 750		\$ 1,250.00	50 shirts
Contingency (5-10%)	\$ 6,500			
Miscellaneous Subtotal	\$ 7,625			
TOTAL EXPENDITURES	\$ 106,515			
NET REVENUE*	\$ 58,485			

*planning for 175 and guaranteeing 150 for food and beverage = \$65,305 net revenue

IMAGE AUDIOVISUALS, INC. SERVICES AGREEMENT

This Services Agreement (“Agreement”) is made this 30th day of April 2021 by and between Image Audiovisuals Inc., with offices located at 2130 S. Dahlia Street., Denver, Colorado 80222 hereinafter termed “Vendor” and Local Government Hispanic Network, with offices located at 2107 North First Street, Ste 470, San Jose, CA 95131, hereinafter termed “Client”.

The Client grants to the Vendor the right to provide the services for the LGHN – Hybrid Conference, herein termed Conference, as such services are outlined in Addendum A. Vendor will perform the services during the term of this agreement in accordance with the terms and conditions hereinafter set forth, in a professional and workmanlike manner and in compliance with all applicable laws, regulations, rules and orders.

The Vendor shall remain an Independent Contractor of the Client for the duration of this contract. Vendor does not have the authority to act for Client or to bind Client in any respect whatsoever, or to incur any debts or liabilities in the name of or on behalf of Client.

The initial term of this agreement shall commence on the date set forth above and be in effect until the end of the contracted Conference (as described above).

Client Data - Client will provide Vendor with all data reasonably necessary for Vendor to perform the services, as such data is described in Addendum A, in electronic spreadsheet format, or any other mutually agreed upon method of sharing data. Client bears responsibility for recording and copyright clearances, if any, for any data or content provided by Client to Vendor. If Client does not release all such data for Vendor to create the Platform in the timeline agreed upon by both, Vendor cannot be held accountable for missing or inaccurate data.

Integration – Vendor will provide an API to the to the registration company of Client’s choice whereby that registration company can push information into the e-Attend™ platform. Documentation for the API can be found at docs.e-attend.com. Any API requirements by Client or Client’s 3rd party designee will incur additional charges, as outlined in the Scope of work.

Copyrights – Client will possess exclusive copyrights to all content captured in accordance with this agreement or the Conference and Vendor hereby assigns to Client all right, title and interest (including all intellectual property rights) in and to all such content. Client may, at its sole discretion, transfer, sell or retain these rights indefinitely.

Distribution Rights – If Client is using the Vendor for e-Commerce, Vendor is granted exclusive rights of distribution and resale for the Client Digital Library, published by Vendor, for the duration of the agreed upon hosting period.

Recording Rights – Vendor is granted the right to record all Client sessions for the purpose of this Conference and as such sessions are further described in Addendum A. Vendor will not use any such recordings, or any other content, data or other material provided by or on behalf of Client to Vendor for any purpose other than performing the services described in this agreement.

Speaker Permissions - Client bears responsibility to obtain permission from each speaker/presenter giving Client and Vendor the right to publish and distribute their presentation for the sole purpose of this Conference. As between Client and Vendor, Client will be responsible for providing compensation, if any, to the speakers.

Third Party Intervention - The Vendor warrants and represents that it shall use commercially reasonable efforts to implement appropriate safeguards consistent with industry standards to protect against threats or hazards to the security and integrity of the Virtual Experience Platform and to prevent unauthorized intrusion or access to the Conference. The Vendor will take all measures necessary to secure and defend its equipment against "hackers" and others who may seek, without authorization, to interrupt or interfere with the Conference. The Vendor further warrants and represents that it has backup redundancies in its Platform to prevent disruptions to the Conference.

License - Vendor retains ownership of all digital files and representations of the Virtual Experience Platform provided to Client and any of its employees or agents (any entities employed by Client to handle or use the digital content provided). All employees or agents of Client agree to permanently delete all digital files provided by Vendor and its agents (any entities employed by Vendor to produce or provide animated digital content for Client) from, any or all fixed or external drives immediately after conclusion of the Conference. Any digital content that is produced by Client or their agents from the digital files provided by Vendor are granted a one-off license to use exclusively for the Conference only and not to be used at any future event.

Confidentiality - Unless Ordered by a Court of competent jurisdiction, all information of a confidential business or technical nature imparted to Vendor by Client or to Client by Vendor shall be deemed confidential, proprietary information of the respective party. For clarity, all data and content (including all information relating to presenters, sponsors, and attendees remains the confidential information of Client). Each party shall not disclose the confidential information of the disclosing party to any third party or use the disclosing party's confidential information for any purpose other than performance or receipt of the services hereunder, without the disclosing party's express prior written consent.

Nondisclosure - Unless Ordered by a Court of competent jurisdiction, all contents, terms and conditions, authorizations, and commitments contained herein are confidential. Under no circumstance may they be shared in any way with any third party without the express, written authorization of both Vendor and Client.

Amendments - Addenda to this proposal may be added by mutual consent. Any amendments to this proposal must be annotated in writing and initialed at the bottom of this proposal, or a signed copy attached hereto.

Deposits and Cancellation - Due to the unique nature of the majority of Vendor's services being completed prior to the actual date of the event, all Client deposits are, except as set forth herein, non-refundable. Client deposits are as follows:

50% of the contracted price due at the time of signing to reserve studio space and initiate production of the virtual platform.

50% of the contracted price due within 30 after the last day of the Conference.

Cancellations made within seven (7) days of the Live date will be billed at the full contracted price. In the event of cancellation, Vendor will hand over all recordings completed to Client, assuming all sums due have been paid. Any and all undisputed sums not paid when due shall bear an annual interest rate of twelve (12) percent on the outstanding balance until paid in full. Vendor has the right to discontinue the Conference if multiple attempts to

collect funds (which must be done through written notice to Client) has not resulted in full payment for services.

Changes to the SOW – Changes to the Scope of Work may be made throughout the pre-Conference planning process and agreed to via email by both parties.

Hosting Period – Begins on the first date of the Conference. Vendor shall retain and maintain the master recordings for a period of no less than three (3) months, with the copyright and ownership of all master recordings remaining with Client. Upon expiry of such period or request by Client, Vendor will provide the master recordings to Client.

Noncompliance - Should Vendor fail to perform any of its obligations hereunder, or if any of Vendor's warranties set forth herein are or become untrue, then Client may terminate this Agreement by thirty days' written notice, unless Vendor remedies the same within said thirty days and notifies Client in writing thereof within that period.

Governing Law - This contract shall be governed by, construed and enforced in accordance with the laws of the State of Colorado. All actions brought by a party to enforce its right here in shall be brought in the state and federal courts located in the State of Colorado and the party's consent to the jurisdiction of such courts. If a dispute arises, both parties shall attempt in good faith to dissolve the dispute in mediation for 30 days. If this mediation is unsuccessful, then parties shall tender this dispute to binding arbitration.

Force Majeure - Either party's performance under this agreement is subject to acts of God, war (declared or undeclared), material changes to government regulations, terrorism, disaster, strikes, civil disorder, curtailment of transportation facilities, medical emergency, pandemic, or similar occurrence beyond the party's control, making it impossible, illegal, or commercially impracticable for one or both parties to perform its obligations under this agreement, in whole or in part. Either party may terminate this agreement without liability for any occurrence or receipt of notice of any of the above occurrences.

Indemnification: Notwithstanding any other provision of this Agreement, each party to this agreement will indemnify, defend, and hold harmless the other party and its officers, directors, agents, employees and owners from and against any and all demands, claims, damages to persons or property, losses, and liability, including reasonable attorneys' fees (collectively, "Claims"), to the extent arising out of or caused by the indemnifying party's gross negligence or willful misconduct in connection with this Agreement. This paragraph shall not waive any statutory limitations of liability available in either party, nor shall it waive any defenses either party may have with respect to any claim.

Successors & Assigns - Neither party may assign their interests in this contract without the consent of the other part, which consent shall not be unreasonably withheld.

This agreement contains all the agreements of the parties and supersedes any prior agreements. It may not be changed other than by an agreement in writing signed by both parties.

Image Audiovisuals Inc.

Diana Mueller

Diana Mueller, CEO

Date 4-30-2021

Local Government Hispanic Network

Karen L Davis

Karen L Davis (May 3, 2021 16:00 PDT)

• Karen Davis, Executive Director

Date 05/03/21

Addendum A - SCOPE OF WORK

LGHN Hybrid Conference September 9-10 2021

e-attend™ Platform	Number of Units	Unit Price	Total Price
e-Attend™ Experience Platform includes: Registration via Spreadsheet from LGHN and link to Landing Page for up to 500 attendees, Main Lobby, Information Desk, Auditorium, Social Lounge, Meeting Room for Concurrent sessions, 2 chat rooms, Attendee chat-to-chat, Analytics & Customer support. 3 months platform hosting.	1	\$ 10,000.00	\$ 10,000.00
e-Attend™ Experience Platform Zoom Rooms for Networking and Social Activity, per room, per hour	12	\$ 200.00	\$ 2,400.00
e-Attend™ Experience Platform Instructional / Welcome Videos	1	\$ 500.00	\$ 500.00
		TOTAL	\$ 12,900.00

Pricing is based on the conference schedule as of the date of the contract, and the SOW above. Client will be charged for additional services outside of this SOW, which may include, but are not limited to, Platform changes and additions, editing, and recording. See below for Platform inclusions per conference.

Inclusions

- **Attendees** – Up to 500 attendees
- **Landing Page** - Conference branded page with countdown to the Conference Live date and time.
- **Lobby** – 5 rooms accessed from the Lobby/top nav bar, Large screen for graphic or video link, Information Booth, 8 linkable areas (i.e, 8 sponsor links); *additional links will be charged \$75 each*
- **Auditorium** – Ability for Live or On Demand sessions; single stream of content, Large Screen for Graphic, 8 linkable areas (i.e, 8 sponsor links); *additional links will be charged \$75 each*
- **Meeting Room** – 1 Meeting Room
- **Information booth** – Up to 6 links; *additional links will be charged \$75 each*
- **Networking Lounge** – Find Colleagues, 4 social media icons, 4 customizable links; *additional links will be charged \$75 each*
- **Conference Chat** – Total of 2 Conference Chats included (this does not include Tech Support)
- **Tech Support** – Live tech support through chat and/or email during the live conference hours, plus one hour before the conference opens on each day
- **Hosting of on-demand content** – 3 Months
- **Training/On Boarding** – 1 Initial On-Boarding meeting, 1 meeting planner training, 1 client staff training; *additional training provided at \$200/hr*
- **Project Management Meetings** - Total of 8 hours of Platform Development and Recording/Production Meetings
- **Graphics Changes** – Once the Client has finalized the graphics, the Client will have one opportunity to make changes after their Platform is available. Additional changes will be billed at \$200/hr., prorated in 15 minute increments. A listing of these additional charges will be available on the Teams site and can be discussed at regularly scheduled Platform Development Meetings.
- **Analytics** – Standard analytics for the e-Attend™ Platform include: Complete list of who attended each day, who was on platform and where they visited, how many people viewed a specific session or activity, Name/Company/Title/Email for each attendee that visited an exhibit booth, provided the attendee has given us their company name and title. These analytics include the duration an attendee was in each session.

Please note the following timelines:

Onboarding – will be scheduled after Vendor receives a signed contract and required deposit

Final Graphics Due – August 12, 2021

Client Admin Access – August 19, 2021

Landing Page access Sept 2, 2021. Attendees will have access to their Profile and Schedule only

*If Vendor does not receive all the data and/or graphics required of the Client in a timely manner to build out the Virtual Platform, client and attendee access to the site may be delayed

MANAGEMENT PARTNERS PERFORMANCE EVALUATION

Local Government Hispanic Network

Evaluation Performed by:	
Management Partners Team:	
Evaluation Period	

EVALUATION CRITERIA

- *Needs Improvement (1 Point) = Does not meet contractual or professional requirements.*
- *Successful Performance (2.5 Points) = Meets contractual and professional requirements.*
- *Exceptional Performance (3 Points) = Exceeds contract requirements to LGHN's benefit.*

	Needs Improvement (1 point)	Successful Performance (2.5 Points)	Exceptional Performance (3 Points)
1. Timeliness of Performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Budget / Cost Control / Supports Fundraising Efforts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Support of Chapter and Government Members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Invoicing and Payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Meets Project Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Website Effectiveness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Preparedness and Availability of All Team Members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Conference Development/Management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Communications, Cooperation, and Business Relations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total Score (30 Points Maximum):	0		

Comments / Facts concerning specific events or actions to justify the evaluation:

	Signature / Print / Date
LGHN Board President	
LGHN Board President-Elect	