



*Advancing Excellence and Inclusiveness in Local Government*  
(Distributed 1/6/26 and updated 1/8/26)

**Agenda**  
**January 9, 2026**  
**12:30 pm PT/3:30 pm ET**

**Board of Directors**

**Samantha Tavares**

*Past-President*

**Marcus Steele**

*President*

**Matt Rivera**

*President-Elect*

**Mario Diaz**

*Vice President for  
Career Advancement*

**Ramiro Inguanzo**

*Vice President for  
Professional  
Development*

**Aarón Zavala**

*Vice President  
for Membership*

**At-Large Directors:**

**Carlos Baía**

*Past ICMA Board  
Member*

**Andrea Alicoate**

**Joe Camacho**

**Susana Carbajal**

**Alejandra Lopez**

**José Madrigal**

**Daniel Ortiz**

**Hazel Wetherford**

**Vacant Seat**

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

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

1. Board meeting Zoom recording link for December 5, 2025 (*included in the board meeting appointment invitation*)
2. Board Meeting Attendance Report for 2024 and 2025\*
3. Financial Reports for Approval\*

**C. DISCUSSION/APPROVAL:**

1. Review and Approve the Emerging Leader Award Nomination Form and Timeline for 2026 – **Christine Butterfield**
2. Local Government Hispanic Network Membership Campaign 2026 – **Susana Carbajal**

**D. DISCUSSION:**

1. Review LGHN Board Committee Updates – **Marcus Steele**
  - a. Special Subcommittee Nominating LGHN Members for Government 250 Recognition – **Susana Carbajal and Daniel Ortiz**
    - i. *Initial submission completed 12/15*
    - ii. *Second submission due January 2026*
  - b. Career Advancement Committee – **Mario Diaz**
    - i. *Participant interest questionnaire complete.*
    - ii. *Program launches in January.*
  - c. Conference Planning Committee – **Joe Camacho and Andrea Alicoate**
    - i. *Sponsorship and program update.*
  - d. International Committee – **Marcus Steele**
    - i. *Standing meeting last Monday of the month.*
  - e. Membership and Chapters Meetings – **Aarón Zavala and Joe Camacho**
    - i. *SoCal chapter recruitment underway for chapter president/chair.*
    - ii. *North Texas interest meeting postponed from September and planned for January 27, 2026, with support from SGR.*
    - iii. *Technical assistance underway for PHN (succession planning) and Florida (strategic planning) chapters.*
    - iv. *NM chapter interest meetings underway. No current updates.*
    - v. *NJ chapter interest engagement planning in December/January.*
    - vi. *Chapter tools update and refinements underway. - Andrea Alicoate*
    - vii. *Membership committee meets on the alternating months on the third Friday at 8:30 am.*

## Board Liaisons

**Jorge Gonzalez**

*ICMA Liaison*

**Gabe Rodriguez**

*NACA Liaison*

**Dr. Philip Harris**

*NFBPA Liaison*

**Dario Gomez-Garcia**

*MissionSquare*

*Retirement Liaison*

- f. Professional Development – **Ramiro Inguanzo**
  - i. *Meeting quarterly with affiliates and a topic of the chapters' meeting*
- g. Sponsorship and Fund Development – **Samantha Tavares**
  - i. *Updates: HUB, GovAI, Zencity and Purple Label support*
  - ii. *Meeting every other Thursday at 8:30 am PT/11:30 am ET*
- h. Executive Committee – **Marcus Steele**
  - i. *Financial policies under development*

## **E. Informational Items:**

1. LGHN Board Liaison Reports
  - a. ICMA Board and ICMA International Committee – **Jorge Gonzalez**
  - b. NACA – **Gabe Rodriguez**
  - c. NFBPA – **Dr Philip Harris**
  - d. MissionSquare – **Dario Garcia-Gomez**

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

1. *Updated Affiliate Agreement with ICMA Underway*
2. *Updated Affiliate Agreement with GFOA Underway*
3. *LGHN Legacy Leaders' Oral History Webinar TBD*

## **G. Future Meeting Dates and LGHN 2026 Events**

1. January 27, 2026 – SGR and LGHN North Texas Chapter Interest Meeting
2. February 6, 2026 – LGHN Board Meeting
3. March 6, 2026 – LGHN Board Meeting
4. **March 7–11, 2026 - NFBPA FORUM in Philadelphia, PA**
5. **April 7-9, 2026 - LGHN Conference at the Westin Resort, Westminster, CO (Denver Metro)**
6. **April 10, 2026 – LGHN Annual Board of Directors Workshop/Retreat**
7. May 1, 2026 – LGHN Board Meeting
8. **Late May 2026 – ICMA Regional Meeting to Celebrate Government 250 Awardees, Philadelphia, PA**
9. June 5, 2026 – LGHN Board Meeting
10. June 23–24, 2026 – ICMA, GFOA, LGHN and Other Affiliates' Executive Directors' Meeting in Washington, DC (Samantha Tavares and Christine Butterfield attending)
11. **June 28-July 1, 2026 – GFOA Annual Conference, Chicago, IL**
12. July 10, 2026 – LGHN Board Meeting – **date change**
13. August 7, 2026 – LGHN Board Meeting
14. September 4, 2026 – LGHN Board Meeting
15. October 2, 2026– LGHN Board Meeting
16. **October 17-21, 2026 – ICMA Annual Conference, Long Beach, CA**

## **H. Adjournment**

<b>Updated 1/6/26</b>	<b>1/25</b>	<b>LGHN Board of Directors' Workshop 1/26</b>	<b>LGHN Annual Conference 1/27-1/29</b>	<b>3/25</b>	<b>4/25</b>	<b>5/25</b>	<b>7/25</b>	<b>9/25</b>	<b>10/25</b>	<b>ICMA</b>	<b>11/25</b>	<b>12/25</b>
<b>Name</b>												
<b>Samantha Tavares</b>	X	X	X	X	(Attending NFBPA)	X	X	X	X	X	X	X
<b>Marcus Steele</b>	X	X	X	X	X	X	X	X	X	X	X	X
<b>Matt Rivera</b>	X	X	X	X	X	X	X	X	X	-	X	X
<b>Mario Diaz</b>	X	X	X	X	X	X	X	-	X	X	-	-
<b>Ramiro Inguanzo</b>	X	X	X	X	X	X	X	X	X	X	X	-
<b>Aarón Zavala</b>	X	X	-	X	X	X	X	X		-	X	-
<b>Carlos Baía</b>	X	-	-	-	X	X	X	X	X	X	X	X
<b>Andrea Alicoate</b>	A	X	X	X	X	X	-	X	-	X	-	-
<b>Maria Solano</b>			-	X	X	X	X	X				
<b>Joe Camacho</b>	X	X	X	X	X	X	X	-	-	X	X	X
<b>Susana Carbajal</b>			X	X	X	-	X	X	-	X	X	X
<b>Alejandra Lopez</b>	X	X	X	-	-	X	-	X	X	X	X	X
<b>José Madrigal</b>			X	-	X	X	-	X	X	-	-	-
<b>Daniel Ortiz</b>			X	X	X	X	X	X	-	-	X	X
<b>Hazel Wetherford</b>	X	X	-	X	X	X	X	X	X	X	X	X
<b>Jorge Gonzalez (ICMA Board)</b>	-	-	X	-	-	-	-	-	-	X	-	-
<b>Gabriel Rodriguez (NACA Board)</b>	X	X	X	-	-	-	X	X	X	-	-	X
<b>Dario Gomez-Garcia (MissionSquare)</b>	X	X	X	-	-	X	X	X	-	X	-	X
<b>Philip Harris (NFBPA Board)</b>								X	-	X	X	X

Name	1/24	LGHN 1/17-1/19 and Board Retreat	2/24	3/24	4/24	5/24 Board Workshop	6/24	7/24	8/24	9/24	ICMA Conference	10/24	11/24	12/24
Samantha Tavares	X	Attended	On Leave	On Leave	On Leave	On Leave	On Leave	X	X	X	-	X	X	X
Bob Harrison (Resigned May 3, 2024)	X	Attended	X	A	X	X								
Raymond Gonzales (Resigned May 6, 2024)	A	A	A	A	A									
Ramiro Inguanzo	X	Attended	X	X	X	X	X	X	X	X	-	A	A	X
Gricelda Estrada (Resigned March 1, 2024)	X	A	X	X										
Carlos Baia	X	Attended	X	A										
Noel Bernal	X	Attended	X	X	A	A	X	X	X	A	Attended	X	A	A
Mariana Bojorquez	X	Professional Conflict	X	A	A	X	A	A	A	A	-	A	A	
Mario Diaz (Vice President and Career Advancement Chair as of June 7, 2024)	X	Attended	X	X	X	X	A	X	A	X	-	A	X	X
Alejandra Lopez	X	Attended	X	X	X	A	X	X	X	X	Attended	X	X	X
Ramiro Salazar (Resigned November 1, 2024)	X	Attended	X	A	A	A	A	A	A	A	-	A	A	
Marcus Steele (President-Elect as of June 7, 2024)	X	Attended	X	X	X	X	X	X	X	X	Attended	X	X	X
Matt Rivera	X	Attended	A	X	X	X	X	X	X	X	Attended	X	X	X
Hazel Wetherford	X	Attended	X	X	X	X	A	X	X	X	Attended	X	X	X
Aaron Zavala (Vice President and Membership Chair as of July 12, 2024)	X	Attended	X	X	X	X	X	X	X	X	Attended	X	X	X
Andrea Alicoate											-	A	X	A
Joe Camacho											-	X	X	X
Jorge Gonzalez (ICMA Board)	X	Professional Emergency	A	A	A	A	A	A	A	A	Attended	A	A	A
Gabriel Rodriguez (NACA Board)	X	Attended	X	X	X	A	X	X	X	X	-	A	A	X
Ines Guerrero/ Deanna Santana (MissionSquare)	X	Family Emergency	X	A	A	X	A	X	X	X	Attended	A	A	X

Name	12/22	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	9/23	ICMA 10/1-10/4	10/23	11/23	12/23	1/24	LGHN 1/17-1/19 and Board Retreat	2/24
Samantha Tavares	A	X	X	X	A	X	X	X	X	X	Attended	X	X	X	X	Attended	On Leave
Bob Harrison	X	X	X	A	X	X	X	X	X	X	Attended	X	X	X	X	Attended	X
Raymond Gonzales	A	A	A	A	A	A	A	A	A	A	-	A	A	A	A	A	X
Ramiro Inguanzo	A	A	X	A	X	A	X	X	A	X	-	X	X	X	X	Attended	X
Gricelda Estrada	A	A	A	X	X	X	A	X	A	A	-	X	A	A	X	A	X
Carlos Baia	X	X	X	X	X	X	X	X	X	X	Attended	X	X	X	X	Attended	X
Raoul Lavin Through October	A	X	X	A	X	X	X	A	X	X	Attended	X	Incoming Mario Diaz X	X	X	Attended	X
Noel Bernal	X	X	X	X	A	A	A	A	X	X	Attended	X	A	X	X	Attended	X
Mariana Bojorquez	X	X	A	X	A	X	A	A	X	X	-	A	A	A	X	Professional Conflict	X
Alejandra Lopez	X	X	X	X	A	X	X	X	X	X	Attended	X	A	X	X	Attended	X
Ramón Pérez- Goizueta Through October	A	A	X	X	A	A	X	A	A	A	-	A	Incoming Aaron Zavala X	X	X	Attended	X
Ramiro Salazar	A	X	X	A	A	X	X	A	X	X	Attended	A	X	A	X	Attended	X
Marcus Steele	A	X	X	X	A	X	X	X	X	X	Attended	X	X	X	X	Attended	X
Matt Rivera	A	X	A	X	X	X	X	X	A	X	Attended	X	X	X	X	Attended	A
Hazel Wetherford	X	A	X	X	A	X	X	X	X	X	Attended	X	X	X	X	Attended	X
Victor Cardenas Through September (ICMA Board)	A	X	X	X	A	X	A	X	X	X	Attended	Incom ing Jorge Gonza lez	X	A	X	Professional Emergency	A
Gabriel Rodriguez (NACA Board)	X	X	A	A	A	X	X	X	A	X	Attended	A	A	X	X	Attended	X
Ines Guerrero/ Deanna Santana (MissionSquare)	A	X	A	X	A	X	X	X	X	X	Attended	X	Incoming Deanna Santana	A	X	Family Emergency	X

**Local Government Hispanic Network**  
**Budget vs. Actuals: Budget\_FY25\_P&L - FY25 P&L**  
 January - December 2025

	Actual	Budget	Total over Budget	% of Budget
<b>Income</b>				
43400 Direct Public Support			0.00	
43450 Individual Support	100.00		100.00	
43455 Corporate Support	70,000.00	55,000.00	15,000.00	127.27%
43457 Scholarship	7,750.00	3,250.00	4,500.00	238.46%
<b>Total 43400 Direct Public Support</b>	<b>\$ 77,850.00</b>	<b>\$ 58,250.00</b>	<b>\$ 19,600.00</b>	<b>133.65%</b>
46400 Other Types of Income			0.00	
46410 Advertising Sales	121,795.00	165,000.00	-43,205.00	73.82%
46430 Miscellaneous Revenue	1,000.00	1,800.00	-800.00	55.56%
<b>Total 46400 Other Types of Income</b>	<b>\$ 122,795.00</b>	<b>\$ 166,800.00</b>	<b>-\$ 44,005.00</b>	<b>73.62%</b>
47200 Program Income			0.00	
47230 Membership Dues	250.00		250.00	
47231 Local Chapters	4,750.00	12,000.00	-7,250.00	39.58%
47233 Individual	14,888.75	9,625.00	5,263.75	154.69%
47234 Local Government	10,425.00	14,000.00	-3,575.00	74.46%
47237 Regional Chapter Florida	7,200.00	10,700.00	-3,500.00	67.29%
47239 Regional Chapter Illinois	5,650.00	7,525.00	-1,875.00	75.08%
47240 Regional Chapter Central Texas	8,402.50	5,700.00	2,702.50	147.41%
47241 Regional Chapter Colorado	22,500.00	12,200.00	10,300.00	184.43%
47242 Regional Chapter Michigan	3,000.00	5,200.00	-2,200.00	57.69%
47243 Regional Chapter NorCal	7,325.00		7,325.00	
<b>Total 47230 Membership Dues</b>	<b>\$ 84,391.25</b>	<b>\$ 76,950.00</b>	<b>\$ 7,441.25</b>	<b>109.67%</b>
47250 Conference Registration	23,740.00		23,740.00	
47260 Conference Sponsorship	46,000.00		46,000.00	
47270 LGHN Dinner Registrations	5,000.00	8,000.00	-3,000.00	62.50%
47271 LGHN Dinner Sponsorships	24,468.00		24,468.00	
<b>Total 47200 Program Income</b>	<b>\$ 183,599.25</b>	<b>\$ 84,950.00</b>	<b>\$ 98,649.25</b>	<b>216.13%</b>
49000 Special Events Income			0.00	
49010 Special Events Contributions		6,000.00	-6,000.00	0.00%
<b>Total 49000 Special Events Income</b>	<b>\$ 0.00</b>	<b>\$ 6,000.00</b>	<b>-\$ 6,000.00</b>	<b>0.00%</b>
<b>Total Income</b>	<b>\$ 384,244.25</b>	<b>\$ 316,000.00</b>	<b>\$ 68,244.25</b>	<b>121.60%</b>
<b>Gross Profit</b>	<b>\$ 384,244.25</b>	<b>\$ 316,000.00</b>	<b>\$ 68,244.25</b>	<b>121.60%</b>
<b>Expenses</b>				
60900 Business Expenses			0.00	
60920 Business Registration Fees	100.00	120.00	-20.00	83.33%
60960 Merchant Services Fees	8,594.40	8,000.00	594.40	107.43%
<b>Total 60900 Business Expenses</b>	<b>\$ 8,694.40</b>	<b>\$ 8,120.00</b>	<b>\$ 574.40</b>	<b>107.07%</b>
62100 Contract Services	17,176.96		17,176.96	
62110 Accounting Fees	4,627.00	1,200.00	3,427.00	385.58%
62140 Legal Fees	1,356.00		1,356.00	
62150 Outside Contract Services	238,747.33	225,000.00	13,747.33	106.11%
<b>Total 62100 Contract Services</b>	<b>\$ 261,907.29</b>	<b>\$ 226,200.00</b>	<b>\$ 35,707.29</b>	<b>115.79%</b>
65000 Operations			0.00	
65009 Computer Software	5,305.83	1,600.00	3,705.83	331.61%
65020 Postage, Mailing Service	2,017.63	1,500.00	517.63	134.51%
65030 Printing and Copying		500.00	-500.00	0.00%
65040 Supplies		150.00	-150.00	0.00%
65050 Telephone, Telecommunications	290.99	2,000.00	-1,709.01	14.55%
65060 Website	8,264.21	12,000.00	-3,735.79	68.87%
<b>Total 65000 Operations</b>	<b>\$ 15,878.66</b>	<b>\$ 17,750.00</b>	<b>-\$ 1,871.34</b>	<b>89.46%</b>
65100 Other Types of Expenses			0.00	
65110 Advertising/Marketing Expenses	9,096.08	4,000.00	5,096.08	227.40%
65120 Insurance - Liability, D and O	955.00	1,000.00	-45.00	95.50%
65140 Contributions		1,500.00	-1,500.00	0.00%
65160 Other Costs	-19.98	1,000.00	-1,019.98	-2.00%
65170 Scholarships Awarded		2,000.00	-2,000.00	0.00%
65180 Special Events	6,948.92	7,000.00	-51.08	99.27%
65185 Program Activities	16,690.00		16,690.00	
Catering	2,241.39	12,000.00	-9,758.61	18.68%
Facility Rental	5,000.00		5,000.00	
Member and Partner Engagement	5,460.00	1,500.00	3,960.00	364.00%
Other Costs	1,732.22		1,732.22	
Postage/Shipping	422.23	500.00	-77.77	84.45%
Printing/Copy/Mktg		500.00	-500.00	0.00%
Stipends and Speaker Fees	898.37	1,600.00	-701.63	56.15%
<b>Total 65185 Program Activities</b>	<b>\$ 32,444.21</b>	<b>\$ 16,100.00</b>	<b>\$ 16,344.21</b>	<b>201.52%</b>
65190 Special Projects, Chap Support		5,000.00	-5,000.00	0.00%
Board of Directors Retreat			0.00	
Retreat	313.35	1,500.00	-1,186.65	20.89%
<b>Total Board of Directors Retreat</b>	<b>\$ 313.35</b>	<b>\$ 1,500.00</b>	<b>-\$ 1,186.65</b>	<b>20.89%</b>
<b>Total 65100 Other Types of Expenses</b>	<b>\$ 49,737.58</b>	<b>\$ 39,100.00</b>	<b>\$ 10,637.58</b>	<b>127.21%</b>
68300 Travel and Meetings			0.00	
68310 Conf, Conv, Meeting-Nat'l	2,379.16	5,000.00	-2,620.84	47.58%
68320 Meeting Travel-Reg'l	3,489.14	1,000.00	2,489.14	348.91%
68330 ICMA Conference Committee		2,400.00	-2,400.00	0.00%
<b>Total 68300 Travel and Meetings</b>	<b>\$ 5,868.30</b>	<b>\$ 8,400.00</b>	<b>-\$ 2,531.70</b>	<b>69.86%</b>
<b>Total Expenses</b>	<b>\$ 342,086.23</b>	<b>\$ 299,570.00</b>	<b>\$ 42,516.23</b>	<b>114.19%</b>
<b>Net Operating Income</b>	<b>\$ 42,158.02</b>	<b>\$ 16,430.00</b>	<b>\$ 25,728.02</b>	<b>256.59%</b>
<b>Net Income</b>	<b>\$ 42,158.02</b>	<b>\$ 16,430.00</b>	<b>\$ 25,728.02</b>	<b>256.59%</b>

**Local Government Hispanic Network  
Account List**

Account #	Account	Type	Detail type	Description	Balance
10000	US Bank - checking	Bank	Checking	IHN Checking	279,869.75
	US Bank - checking:Dinner Reserve	Bank	Cash on hand		2,932.00
	US Bank - checking:Frances Gonzalez Scholarship	Bank	Checking		28,083.99
	US Bank - checking:Joel Vaidez	Bank	Checking		428.03
	US Bank - checking:Operating Cash	Bank	Checking		175,441.93
	US Bank - checking:Operating Reserves	Bank	Checking		75,000.00
25001	Florida Chapter Payable	Other Current Liabilities	Other Current Liabilities	LGHN owes to the LFLG chapter	-7,553.27
25003	Illinois Chapter Payable	Other Current Liabilities	Other Current Liabilities	LGHN owes to the IL-LGHN chapter LGHN	-4,847.88
25004	Colorado Chapter Payable	Other Current Liabilities	Other Current Liabilities	owes to the Juntos Colorado chapter	-8,450.00
25005	Central TX Chapter Payable	Other Current Liabilities	Other Current Liabilities	LGHN owes to the CTX Chapter.	-5,398.71
25006	Michigan Chapter Payable	Other Current Liabilities	Other Current Liabilities	LGHN owes to the Michigan Chapter	-1,600.00
25007	NorCal Chapter Payable	Other Current Liabilities	Other Current Liabilities	LGHN owes to the NorCal Chapter	-1,823.81

Tuesday, Jan 06, 2026 11:57:28 AM GMT-8

# EMERGING

# LEADERS AWARD

# LOCAL GOVERNMENT HISPANIC NETWORK



## Emerging Leader 2026 Award

### Award Purpose/Goals

The Local Government Hispanic Network wants to recognize individuals who are emerging leaders in local government by demonstrating professional excellence and leadership skills in their organization and their community. LGHN's goal is to identify and support professionals who have the ability to rise to leadership positions in local government and have demonstrated interest in improving disadvantaged communities.

### Nomination Criteria

**Who is eligible for nomination?** Early or mid-career professionals, including anyone who has transitioned to local government service from another field, and has shown mobility in his or her career. The nominee should also demonstrate active and sustained engagement in LGHN. Current and past board members are not eligible for the award.

The recipient will receive a scholarship for LGHN conference registration and \$1,000 travel stipend to attend the LGHN conference.

**Who may nominate?** Anyone, including members from affiliate organizations, can nominate an LGHN member for the Emerging Leader Award. Members may also self-nominate. It is not required that the nominator be a member of LGHN. Be advised that the nominator will obtain the nominee's supervisor's signature of approval prior to submittal of the nomination.

### Timeline:

**Monday, January 12, 2026** Issue call for submittals

**Tuesday, February 3, 2026** Deadline for submissions

**Mid-February 2026** Selection committee review of submittals; recommendations to the LGHN Board of Directors at the March Board Meeting

**March 2026** Notify recipient selected for the award

**April 7-9, 2026** Present award at the LGHN Conference

Submit nominations electronically to [info@LGHN.org](mailto:info@LGHN.org)

# Emerging Leaders Award Nomination Form



**Nominee Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Nominee must be an LGHN member.**

Has the nominator confirmed that the nominee is an LGHN member?    **Yes**     **No**

Who should be contacted regarding the nomination?

**Nominator name:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Descriptive narrative: In no more than 2 pages, please describe the following:**

- Describe nominee's career path/positions held.
- Describe the nominee's commitment to his/her profession and contributions to the LGHN organization and mission.
- Describe the nominee's commitment and contributions to regional, state and/or national professional associations.
- Describe how the nominee has demonstrated leadership in the nominee's organization and/or community.
- What other personal or professional characteristics would distinguish the nominee as an "emerging leader?"

\_\_\_\_\_  
**Nominator's Signature**

\_\_\_\_\_  
**Nominee's Supervisor's Signature**



## Local Government Hispanic Network Membership Campaign 2026

**Goal:** Increase LGHN membership by 5% in a 12-month period.

**Audience:** Public service professionals at the local level (municipalities, counties) throughout the United States.

**Value:** LGHN membership offers various benefits including

- Exclusive content: Workshops and educational webinars
- Networking: Chapter events and regional conferences
- Special Events: LGHN Annual Conference
- Leadership Development: Madrinas Y Padrinos Program

### 2026 Campaign Events:

1. January – March: National Board Kickoff
  - ✓ Refer 1 new jurisdiction member, board member gets the \$495 conference rate
  - ✓ Refer 2 new jurisdiction members, board member gets the \$295 conference rate
  - ✓ \$495 Early-bird conference rate for all new members signing up between January and March
2. April – June: Taste of LGHN
  - ✓ Promote and offer a complimentary workshop or educational webinar to give prospects a taste of LGHN (i.e. Central Texas LGHN Chapter Workshop).
3. July – September: Social Media Contest
  - ✓ Run a contest or giveaway that encourages participants to register for a chance to win (i.e. complimentary tickets to ICMA LGHN Dinner).
4. September – October: Hispanic Heritage Month
  - ✓ September 15: LGHN Chapter Day Kickoff!
    - Host a Cafecito y Pan Dulce about LGHN to prospective members
    - Host a Virtual “Lunch and Learn” about LGHN to prospective members (invite all national chapters)
    - Set up informational/registration LGHN booth at Hispanic Heritage Month events
    - Share all events on Social Media accounts

**Marketing:** Utilize newsletters, email marketing, and social media to move prospects from awareness to registration with QR Code and registration [links](#).

- Coordinated LinkedIn Posts
- PM Magazine
- Statewide association newsletters
- LGHN Chapter Newsletters
- LGHN Website, emails, newsletters

**Process:** Ensure a smooth sign-up process and that new members feel welcomed and supported from day one.

- Set up QR Code
- Share registration [links](#)
- National Board Members are assigned to new members to set up 1:1 calls/meetings and send emails to welcome them, answer questions, and share contact information
- Executive Director and Staff set up calls/meetings with new members as applicable
- Chapter executive members set up calls/meetings and/or emails with new members as applicable