 Agenda

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
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 Nest 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

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Note: Excused v. unexcused absences are not differentiated on the chart.
## 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
  - **Total Operations**: 1,494.75

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## Audience Overview

### Overview

**Sessions**
- 5,371

**Users**
- 3,378

**Pageviews**
- 14,906

**Pages / Session**
- 2.78

**Avg. Session Duration**
- 00:02:23

**Bounce Rate**
- 52.82%

**% New Sessions**
- 58.48%

### Language Sessions % Sessions

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### Overview

**All Users**

100.00% Pageviews

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**Pageviews**

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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 through 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:
• 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.
Advancing Excellence and Inclusiveness in Local Government

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President

Raymond Gonzales  
President-Elect

Veronica Briseño  
Immediate  
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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

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