



IIMC

2014 Annual Report



IIMC Operating on All Gears!



IIMC Mission Statement

The International Institute of Municipal Clerks (IIMC) is a professional, non-profit association that promotes continuing education and certification through university and college based institutes and provides networking solutions, services and benefits to its members worldwide.

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go to...





PRESIDENT'S MESSAGE

Marc Lemoine, MMC

At the end of her term in 2013, President Brenda Cirtin, MMC, succinctly described the current state of IIMC by saying “It’s all good.” The fortunes of organizations ebb and flow in the same way they do for individuals. Knowing that IIMC had been well positioned by the hard work of my immediate predecessors, my goal when I succeeded Brenda and became IIMC’s 55th President was to ensure we continued to build on our current prosperity and ensure that I left the organization better than I found it. I believe that I can truthfully say that we have accomplished this, no matter how you measure it. IIMC’s membership has grown over the last year and is up to almost an all-time high, our financial stability is better than ever, and our most important deliverables, our education and certification programs, are once again consistently meeting Clerks’ needs.

Membership in IIMC now stands at 9,941 members, up over 5% in the last year. And IIMC is truly an international organization with more than 840 members from outside the US, with membership located in an incredible 15 different countries, with members from Wales and St. Maarten most recently added. We strengthened our international affiliations over the last year by signing two new agreements; one with ADSO, the Association of Democratic Services Officers in the United Kingdom and one with LGMA, the Local Government Management Association of British Columbia in Canada. These agreements, along with the others IIMC has, formally express IIMC’s intent to participate actively and cooperate fully with our sister organizations for the benefit of both parties. Also, over the last year, IIMC established its first bulk membership arrangement. This was set up with the VvG, the organization representing Clerks in the Netherlands. This agreement saw the VvG sign up and pay the IIMC membership fees for all of its members. The idea is to introduce IIMC to the Dutch Clerks risk free, providing them memberships at no cost to themselves to allow them to learn about and explore the benefits of being part of our organization. IIMC benefits by having increased members and membership dues. Our existing members benefit

by having a more diverse membership and greater opportunities to network and learn. And the VvG association gains by providing their members a new benefit. It is expected that further such bulk membership schemes will soon be undertaken with other IIMC affiliates including the SLCC from England. Membership increases were not only restricted to our international members over the last year though. The 2014 Small City membership drive recruited 106 new members from inside the US in 2014, building on our successful Large City membership drive over the last two years.

Finances are driven in large part by membership, and as a result we have had a great year in this area as well. Despite membership dues that remain well under \$200 a year, IIMC was able to add to its cash reserves for the 7th consecutive year last year; our current reserve balance now stands at more than \$400,000. These cash reserves not only ensure the Organization’s future financial stability and existence, but also allow IIMC greater opportunities to provide extra services, such as development of new online resources and grants directly back to you, our members. Our headquarters building in Rancho Cucamonga has office space that is now fully rented; this rent covers most of the building’s mortgage each month. And the building mortgage was paid down and renegotiated at a much lower interest rate, reducing our debt load and interest obligations, leaving IIMC well positioned financially for the future.

Our education and certification programs as mentioned are also doing well. We have a stronger than ever relationship with our institutes. Many of the Institute Directors came to the IIMC Conference in Milwaukee and participated in the ID Colloquium to talk and learn about how to make education programs better for both Clerks and Institutes. And we continue to work towards creating new Institutes where they do not exist. And, with our fundraising partners from MCEF, we awarded a large number of grants to help facilitate our member’s educational pursuits over the past year.

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PRESIDENT'S MESSAGE *(continued)*

Marc Lemoine, MMC

Nineteen grants worth \$500 plus were awarded to the 2014 IIMC conference in Milwaukee. We also made available Region grants of up to \$1,000 to help regions undertake region meetings, State Grants to help state associations undertake their state conferences, and CMC / MMC grants to help members with their own personal education pursuits. All of these programs allow our members increased educational opportunities at a lower cost. Don't forget to support MCEF by participating in their \$30 for 30 years promotion in honour of MCEF's 30 year anniversary. See our website at www.iimc.com/DocumentCenter/View/2355 for further details.

In staff news for the last year, IIMC lost two long-term employees, Jennifer Ward and Emily Maggard. While our remaining staff is meeting the day to day challenges, IIMC Executive Director Chris Shalby continues to look at strategies for how to best bring our staff levels up to what is required to ensure IIMC's continued ongoing success. At its most recent meeting in Milwaukee in May of 2014, your IIMC Board of Directors had a lengthy discussion about education and how IIMC should proceed in the future. It was an open and lively discussion intended to provide our ED with the Board's thoughts about where to go in the future with staff such as a director of professional development and / or a director of education. While education and certification are our most important deliverables, it is our Institute Directors who are truly responsible for the delivery of education to our members, and they are doing this very well. As such, the board discussed at length the benefits of having a director of professional development come on to help IIMC to grow its business and better serve its members in all areas, not just education. The board chose not to yet make a decision in this very important matter, but will revisit it again soon after Executive Director Shalby considers the board's input.

We brought on new consultants in the last year as well, including Connie Deford, a respected parliamentarian from Michigan, to ensure that the IIMC board continues to operate in an open and transparent way.

I have been committed to making IIMC open and transparent to you, our IIMC members throughout my last six years on the Board. It is your Organization and you have the right to know how it is being operated. A parliamentarian is only one part of that. When I first joined the Board, IIMC's financials were not available to anyone. Now each of your Board members receives a monthly update on how

your dues are spent. All of our Board meetings are open to all of our members, with all of our agendas and minutes available on our website. And, over the last few years, your IIMC Board has developed various policies to ensure that all decisions of significance have to be approved by the Board in open session. I, as President, had little actual power other than as a Board member. This is important as it protects IIMC and its members, ensuring that decisions have to be improved by the majority of your 26-member Board, rather than just by one person. And, at its last board meeting, the board voted to place IIMC's policy manual online on our website, creating even more openness and transparency.

And, finally, and possibly most significantly, the Constitution Review Committee reported back to your Board of Directors with its final report. The Board unanimously approved this report in Milwaukee, which sets out a new constitution for our great Organization. Members will see this new constitution throughout the next year on our website and in our *News Digest* to allow them to consider it and provide input. This new constitution will be presented formally at the Annual Business Meeting next year at the IIMC conference in Hartford, and then this will be sent out to the entire membership for a final vote. While this may seem like a slow process, the constitution is our most important guiding principle and it is important to ensure we give all members a chance to review it.

As mentioned, I believe IIMC has had a great last year. I would like to thank all of you, our members, for giving me the honour of serving and for making my last year as President memorable. I look forward to continuing to serve one more year on the Board of Directors as the Immediate Past President. Know that your Board of Directors and IIMC's staff are committed to continue to work hard to make IIMC all that it can be.

Until next time, Cheers from Winnipeg.



EXECUTIVE DIRECTOR'S UPDATE

Chris Shalby

A Year of Firsts in the "I" of IIMC

After being in business for 69 years, IIMC continues to find ways to make itself more resilient, viable, more accessible and keeping true to its global outreach. It moves along solidifying its commitment to its members, taking pride in its accomplishments and striving to be better each day.

This past year, IIMC recognized a few historical firsts -- Membership numbers in Region XI (outside North America) grew to an all time high with 615 members with the Netherlands bringing in more than 400 new members. Thanks to many of our Region XI affiliates, IIMC held its first ever Region XI Symposium in Brussels, Belgium, attracting more than 100 attendees from the United States, England, Spain, Scotland, The Netherlands, Belgium, France, Israel, South Africa and Wales.

The Board is committed in its quest for continuous improvements and change in all aspects of this Organization to better serve you – the members.

National Highlights – Regions X and XI

Canada - In 2014, IIMC signed an affiliation agreement with the *The Local Government Management Association* in British Columbia. This reciprocal agreement recognizes LGMA as an official affiliate of IIMC; identifies and explores programmatic partnership opportunities that are in keeping with the overall goals of each organization; allows qualified LGMA members participation in IIMC and Municipal Clerks Education Foundation (MCEF) education programs, scholarships, grants and other reciprocal membership opportunities.

IIMC also confirmed its affiliation with ADSO – Association of Democratic Services Officers – the nationally recognized professional body for the Democratic Services sector in the UK.

The affiliations with both LGMA and ADSO as well as our other affiliates, the benefits of these connections are incredibly important, especially during challenging economic times.

2013 Financial Highlights

Our existing policies and processes continue to steer us in a positive direction. We're diligent about administering the Organization's finances. The 2013 Year End Budget ended with a profit of \$159,000. Overall, there are several key areas that have helped keep this budget positive: 1) eliminating the part time Director of Education position and converting that area to the Education Resource Group (an annual savings of \$38,000); 2) a \$5,000 decrease in fees for strategic planning for the 2013 mid year and annual meetings; 3) a slight increase in income in Education; 4) a slight increase in Membership revenue; 5) refinancing the building's mortgage; 6) 2013 Atlantic City Conference profits well above what was originally projected; and overall diligence in oversight and internal controls. Our restricted reserves total \$409,000 – a first in IIMC's history. We look for ways to continue growing this fund and anticipate, if all goes well, to be near the \$500,000 mark within three years. When you think of the impact the economy has had on our membership and conference attendance these past years, IIMC's financial accomplishments are a strong indication of an Organization's collective efforts and willingness to adhere to a set budget, while continuing to broaden its horizons and provide members with valuable services.



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EXECUTIVE DIRECTOR'S UPDATE *(continued)*

Committees

Due to more strategic and fiscally responsible planning in travel, the Executive Committee, the Board of Directors and all committees came in under budget, making it a sixth consecutive year the Organization's committees have been under budget. The Organization's commitment regarding non-domestic travel and efforts of those Presidents the past few years played an integral role in financial prudence.

IIMC continues to keep Region XI (Outside North America) travel to only those Associations that IIMC has a strong presence or working toward an Institute. IIMC also utilizes, whenever possible, American Express points to help reduce travel expenses for Regions X and XI (South Africa, UK, British Columbia and domestic travel when possible).

IIMC also was successful in having State/Provincial/National Associations help when possible, and we thank them for their assistance.

Membership

In 2013/14, the Department embarked on a new membership campaign, one that dealt with municipalities with populations of 2,100 or less. The budget committee allocated approximately \$13,000 toward this campaign. To date, the Department has brought in 111 new members for a dues revenue total of more than \$17,000. We have exceeded the budget allocation and are anticipating this campaign to possibly double in revenue.

This is the second extensive membership campaign that IIMC has embarked on in the last two years. The first one was for recruiting members in municipalities of more than 2,100. That campaign began in January 2012 and wrapped up in mid 2013. The budget allocation for this campaign was \$26,000. To date, that campaign has brought in more than \$40,000 and more than 380 new members.

The efforts of the Membership Department have helped make the 2014 year-end membership figures exceeded the \$1 million mark for the seventh consecutive year.

Personnel

As a whole, IIMC's staff continues to operate efficiently and productively and persists in finding new and creative methods to improve the Organization in every aspect. We are currently at eight full time employees, and every single staff member assists where needed.

IIMC will continue to use a Region XI consultant to help facilitate communication and grow membership in that region. We also employ three Institute Directors as part of the Education Resource Group to work with IIMC's Education Department on a variety of education

components.

Annual Conference

The 2013 Conference in Atlantic City made a net profit of \$90,000, providing us with the first conference in several years to exceed expectations. Thanks to an amenable hotel that allowed us to revise and lower the room block, reductions in expenses from Audio Visual to speaker fees to food and beverage, elimination of attrition, and low room rates, IIMC had a successful 2013 conference. Also, approximately 630 full paying delegates and strong support from the Atlantic City host committee and New Jersey helped provide for an excellent conference, both in revenue and events.

Education

The Department is working with Captus press regarding additional on-line courses. The IIMC Education Resource Group continues to assist with education programs and issues on an as needed basis. We continue to search for other distance education companies to create on-line programs for the membership such as the "ed2go" on-line courses. The CMC and MMC programs are hitting stride and we've not realized a decrease in those applicants.

Marketing/Communications

It's been six years since the *News Digest* has functioned as an on-line E-zine. IIMC has realized more than \$700,000 in savings these past years by not printing and mailing a monthly edition.

Being an on-line magazine allows IIMC expediency in member delivery, and does not rely on advertising to help pay for costs toward printing hard issues. Due to their own financial struggles, however, many of our advertisers have either pulled their ads or reduced the rate of publishing. After these years, we don't expect to see a return in advertisers. There are still a few paying advertisers, but the bulk of the advertisers are awarded ads through their sponsorship and/or their vendor participation.

E-Communication – E-Briefings and *News Digest*

Our monthly E-magazine – the *News Digest* – is either opened or clicked on by approximately 22 percent of the membership on the delivery date. This depicts a membership that is engaged with their Organization.

IIMC's web site continues to attract members. As IIMC becomes more proficient and knowledgeable about the legal implications of social marketing through social media, a different avenue of communication is being imparted to the membership through Twitter and Facebook.

FINANCIALS

Independent Auditor's Report

Board of Directors
International Institute of Municipal Clerks
Rancho Cucamonga, CA

We have audited the accompanying statement of financial position of the International Institute of Municipal Clerks (Organization) as of December 31, 2013 and 2012, and the related statements of activities, functional expenses and cash flows for the year then ended and the related notes to the financial statements

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America: this includes the design, implementation and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatements.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessment, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing opinion. An audit also includes evaluating the appropriateness of accounting policy used and the reasonableness of significant accounting estimates made by management as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the International Institute of Municipal Clerks, Inc., as of December 31, 2013 and 2012 and the results of its operation and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

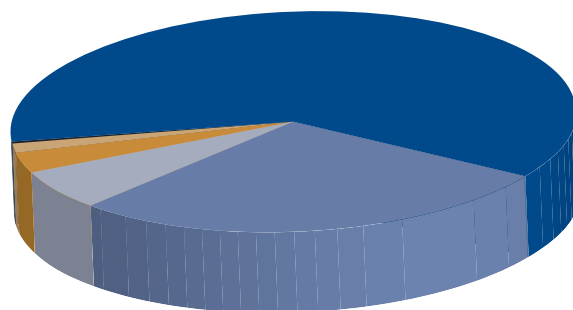
Sadd Velazquez Higashi Shammaa, LLP
Glendale, California
April 30, 2014

FINANCIALS

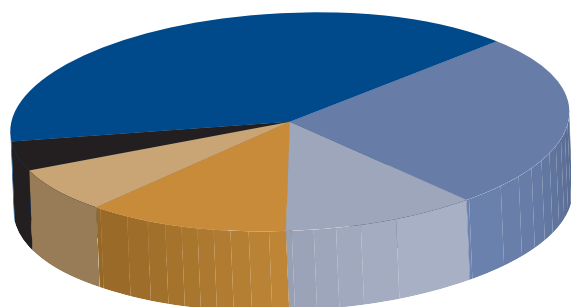
Revenue & Expenditure Chart

REVENUE

Membership Dues.....	1,106,985
Conference	502,131
Education	113,742
Building.....	53,472
Marketing Development	26,474
Interest	776
TOTAL.....	\$1,798,034



EXPENSES

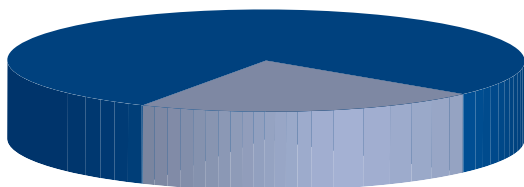


Supporting Services	655,202
Conference	423,214
Education	181,961
Member Services	199,819
Marketing	114,434
Building.....	68,538
TOTAL.....	\$1,643,167

Certification and Master Municipal Clerk Academy Figures

The Certified Municipal Clerk program began in 1971.

Total active clerks as of July 31, 2014 - 9,954 (increase of 521 members)



CMCs	4,616 (increase of 24 CMCs)
MMCs	1,263 (increase of 156 MMCs)

NOTE: In January 2010, IIMC's Education Guidelines were revised to reflect major changes including the elimination of Recertification. Since 2013, IIMC's CMC program continues to grow; MMC program participation has increased by 14 percent.

Since the Programs' inception, there have been more than 10,000 members in the CMC program and more than 5,600 in the MMC.

STATEMENT OF ACTIVITIES

INTERNATIONAL INSTITUTE OF MUNICIPAL CLERKS

STATEMENT OF ACTIVITIES

For the year ended December 31, 2013

REVENUE

Membership dues	\$ 1,106,985
Conference	502,131
Education	113,742
Marketing development and promotion	26,474
Building rental	53,472
Administration	-
Interest	776
TOTAL REVENUES	<u>1,798,034</u>

EXPENSES

Program Services	
Education	181,961
Conference	423,214
Member services	199,819
Marketing development and promotion	114,434
Building	68,538
Supporting Services Administration	655,202
TOTAL EXPENSES	<u>1,643,167</u>

Increase Net Assets	154,867
Net Assets, beginning of year	<u>(4,661)</u>
Net Assets, End of Year	<u>\$ 150,206</u>

STATEMENT OF FINANCIAL POSITION

INTERNATIONAL INSTITUTE OF MUNICIPAL CLERKS

STATEMENT OF FINANCIAL POSITION

December 31, 2013

ASSETS

CURRENT ASSETS

Cash and cash equivalents	\$ 613,644
Accounts receivable	63,812
Inventory	15,693
Prepaid expenses	52,842
Conference prepaids	37,287

Total Current Assets	<u>783,278</u>
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PROPERTY AND EQUIPMENT, net of accumulated depreciation	967,799
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CAPITALIZED LOAN FEES, net of accumulated amortization	<u>4,724</u>
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Total Assets	<u><u>1,755,801</u></u>
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LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable	\$42,318
Accrued liabilities	79,131
Deferred revenue	766,951
Mortgage note payable - current portion	24,126
Total Current Liabilities	<u>912,526</u>

LONG TERM LIABILITIES

Mortgage note payable	693,069
Total Liabilities	<u>1,605,595</u>

NET ASSETS

Unrestricted net assets	140,752
Temporarily restricted	9,454
Permanently restricted	<u>--</u>

Total Liabilities and Net Assets	\$1,755,801
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COMMITTEES

COMMITTEES AND THOSE WHO SERVE REAP GREAT REWARDS

IIMC members who volunteer to serve on Committees reap great rewards in the act of volunteering and as a learning and growing experience.

IIMC committees do a great deal of work on behalf of the Organization. Over the years, volunteers devote time, energy and insight into solving problems, developing strategies, seeing the “big picture” and providing direction.

Lastly, volunteers grow professionally. As with every Association, volunteers are key to any Association’s growth and success. Without volunteers, associations stagnate.

Committees are an active entity in IIMC. They have taken on important issues, endless hours of work and a commitment to accomplish their goals and objectives.

During the course of 2013 and 2014, standing committees, one Task Force worked toward common goals and objectives, providing input on direction and instrumental in bringing new ideas or programs to fruition. All Committees are required to file mid-year and year-end reports, whether or not they recommend action.

The following 2013-2014 Committees submitted reports REQUIRING NO ACTION:

- Conference
- Legislative
- Membership
- Mentoring

- Public Relations and Marketing
- Program Review Certification
- Research and Resource

The following Committees submitted year-end reports with ACTION REQUIRED:

- Budget and Planning
- Education Professional Growth
- Elections
- International Relations
- Policy Review
- Records Management
- Constitution Task Force

The following are reports of each Committee and with IIMC’s Management Recommendation, when applicable. In a nutshell, all reports with action were accepted with minor adjustments, proving that effective and constant communication between the Board, staff and committees are crucial and imperative to a healthy Organization.

NOTE: *IIMC gratefully acknowledges and thanks each committee Chair, Vice Chair and member for their insight and collaborative efforts in meeting their goals and objectives.*



COMMITTEES

COMMITTEES CONTINUE TO DRIVE...

CONFERENCE

Chair, **Stephanie Carouthers Kelly, MMC**

Background

The purpose of this Committee is to review and recommend conference education topics, speakers, sessions, and general session speakers; and work with staff in achieving the overall conference design and how to improve upon existing formats.

Committee Members: Chair, Stephanie C. Kelly, Vice Chair Mary Johnston, Laura Bauer, Denise Carey, Tracy Davis, Pam DeMouth, Anna Stetson, Kassie Van Remortel, Kate Wall, and Vikki Zuehlke. Board Liaisons: Linda Rappe and Roxanne Schneider. Staff Liaisons: Chris Shalby and Ashley Diblasi.

The Conference Committee is tasked with making recommendations on conference education General Sessions, Academy Sessions and Concurrent Sessions and works with the IIMC Education Department on any number of recommendations to improve the annual conference experience.

The goals set for the committee this year are:

1. Evaluate and review the content and suitability of the proposed educational sessions of the Annual Conference collaborating with IIMC's Education Department to ensure that the varying levels of education, experience, and job responsibilities of all IIMC members are being met. Forward any recommendations for improvements to the Education Department.
2. Discuss and evaluate sessions from the 2013 conference attended by Committee Members and provide direct feedback to the Education Department.
3. Recommend Annual Conference education topics and presenters to the Education Department by July 1, 2014.
4. Work with the Executive Director to review future conference submissions and provide information to the Board of Directors.
5. Assist the Education Department in recruiting conveners and scanners.
6. Provide the Education Department with ideas to enhance and encourage engagement in the Exhibit Hall.

This report is a follow-up to the September 30, 2013 Mid-Year report submitted to the IIMC Board of Directors.

Discussion

Goal #1 - The Committee reviewed and rated the Conference Education Proposals for the 2014 annual conference in Milwaukee, WI. Individual committee member results were compiled and forwarded to the IIMC Education Department. Completed.

Goal #2 - The Committee discussed sessions from the 2013 conference attended by Committee Members and provided direct feedback to the Education Department. Completed.

Goal #3 - The Committee reviewed and ranked prospective 2014 Education and "Crucial Conversations" topics. Results were forwarded to the Education Department in August 2013. Completed.

Goal #4 - The Committee received and reviewed the future Conference Bid Proposals in October from the Executive Director and provided their recommendation to the Board at the Mid-Year meeting. Completed.

Goal #5 - The Committee discussed, at their May meeting, how to recruit scanners and conveners at future conferences. In addition to recruiting in the newsletter and in e-briefings, a suggestion was made to offer scholarship recipients opportunities to scan delegates and convene education sessions. Completed.

Goal #6 - At the May Committee meeting, the Committee talked about ways to make the Exhibit Hall more attractive to delegates and promote the vendors. Some of the suggestions were to give the vendors a theme and a prize for the best vendor booth, games, vendor bingo, and scavenger hunts. Also suggested was having the vendors speak during the lunch and talk about their individual business/products. The Exhibit Hall should be promoted as a networking opportunity for delegates. Completed.

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COMMITTEES

Continued

2018 Conference Site Selection

A schematic prepared by Director Shalby of the four finalists for the 2018 conference site was distributed to the Committee for review. Director Shalby went over each line item during a November 7, 2013 teleconference and responded to questions from committee members. The four finalists were identified as “City A”, “City B”, “City C” and “City D”. The Committee unanimously selected “City B” which turned out to be Norfolk, Virginia. Committee members again complimented the process and expressed approval of reviewing “anonymous proposals.”

2014 Conference Education Update

The education program is complete: we are offering 8 Academies, 2 Athenian Dialogues, 3 General Sessions and 42 Concurrent Education sessions. This year the program has been approved for several dual certification credits from other organizations. This is a true testament to our organization and the quality of the educational sessions offered during our conference.

Summary – This was an active committee with participation from all members and outstanding support from the Executive Director and Education Department. It has been an honor to serve as Chair. I am appreciative of the invaluable assistance provided by Vice Chair Mary Johnston. I also appreciate the committee members’ willingness to promptly provide input and ideas. The Committee appreciates and thanks our Board Liaisons Linda Rappe and Roxanne Schneider.

Recommendation – There are no recommendations from the Conference Committee.

Management’s Comments:

This committee does an excellent job year in and year out regarding all things conference, from the education programs to working through the future conference site

LEGISLATIVE

Chair, **Randi Johl, MMC**

Background

The Legislative Committee has been a standing committee for two years. The Committee is now making the transition from laying its foundation as a new committee, to performing its ongoing function as a committee. Namely, the Legislative Committee is working to monitor and disseminate professionally relevant legislative information to the Board of Director and IIMC members.

Discussion

The Committee meets via conference call and has discussed a variety of topics including the following:

- Legislative cycles and happenings in each region
- Newsworthy content for the next issue of Federal Watch
- Methodology for tracking federal legislation through www.govtrack.us
- Congressional committees in relation to election and FOIA topics
- Federal Legislation – H.R. 1211 (FOIA) and S. 1336 (Voter Registration)
- Creating a standardized legislative form by which to evaluate all federal legislation

The Committee completed its second annual issue of Federal Watch, the annual legislative newsletter designed by and for IIMC members to enhance awareness of legislative matters that affect the municipal clerk profession. The current issue was disseminated in January 2014 and can be found on IIMC’s website.

Summary

The Legislative Committee completed the second annual issue of Federal Watch and continues its focus on providing long-term value to the membership as a standing committee by continuing its above-referenced work.

Recommendation

The Committee does not have a specific recommendation for the Board at this time other than to generally endorse its ongoing efforts.

Continued on page 14

COMMITTEES

Continued

Management's Comments:

The Committee's outreach continues to improve as its foundation grows. Federal Watch is an informative newsletter. There is a strong commitment to continue to provide legislative information to IIMC members

MEMBERSHIP

Chair, **Kristie Smithers, MMC**

Background

The Membership Committee held one teleconference in January.

Discussion

The Large Municipality Membership Drive added 356 new members over the past two years. The Small Municipality Membership drive (population 200 – 2,100) is now underway. Since January 1, we have obtained 67 new members offering a 1 ½ year membership for the price of one year. This is off to a wonderful start for us!

We have been in the process of gathering information for some upcoming *News Digest* articles. Most recently, Bernice Dixon prepared an article on Carol Landau, a retired clerk from Florida who is now is Hospice. Please check out Carol's website at www.carolsadventures.com, simply a remarkable, courageous lady. Look for her article in an upcoming *News Digest*.

Janis Daudt has continued educating our committee and offering her assistance and guidance. The committee was charged with contacting the Soon to be Cancelled Members and encouraging them to "re-think" their non-action on membership.

Summary

The committee is very supportive to have a new vendor provide website services to IIMC. What is needed is a way for members to pay their membership dues, conference fees, etc. online; this option is not available now. It was suggested that IIMC view the CCAC (City Clerks Association of California) and other association websites, as many have had success in this area. We hope the new website will offer many new avenues for our members.

Although, the current membership and renewal materials are in need of update, we feel that much of the improvement in this area will develop as the new website is updated.

Due to this our efforts have been placed on hold. When the new website is launched, much of the renewal and membership materials will be emailed to members rather than mailed, which will also be a budget benefit.

The Membership Committee will continue to work on the task of contacting the soon to be cancelled members. Some committee members have also gone the "extra" mile to welcome new CMCs and MMCs and welcomed new members.

Recommendation

The only recommendation at this time is to support a new upgraded website to help expand membership opportunities.

Management's Comments:

We appreciate this committee's efforts with the Membership Department. Currently, IIMC has no plans to introduce a new web site, at least not for another year; however, we will be researching new modules to use on the current site to handle on line payments, etc. As always, we appreciate any articles for the *News Digest*. We will also look into creating an "interview template" to help in writing these articles.

MENTORING

Chair, **Deborah Miner, MMC**

As we began this year with the attitude that mentoring is without a doubt a very important part of what IIMC mature members can offer its new members, the committee members have not changed their minds at all. Our committee is very excited that the executive committee and the board of directors listened to our suggestions to make the first time attendees to the IIMC Annual Conference an even better experience and we are equally excited to take part in some of those changes.

The committee has continued to contact new members from the information provided by Director of Member Services, Janis Daudt and have enjoyed making them each feel welcome to this great organization. Additionally, Janis has provided us with contact information for the mentor/mentee matches and we've made contact with them to assure each feels the other is a good fit for them and their needs.

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COMMITTEES

Continued

Currently there are 51 Mentors and 52 Mentees enrolled in the program. In addition there are 62 inactive mentors waiting for mentees.

The committee met via teleconference on Thursday, February 6th, and received an update from Janis on some of the changes the executive committee and the board of directors were agreeable to make with reference to our suggestions. The first-time table will be manned again by the mentoring committee and others that also have a passion for the program.

The committee would like to “thank you” for allowing us to share in the first timer experience. And we greatly appreciate your consideration of our suggestions. We respect the work you do to make IIMC the best it can be and we know your decisions are always geared to what’s best for the organization as a whole.

Management’s Comments:

The Milwaukee conference will feature the first timers “meet and greet” reception/session prior to the opening reception on Sunday evening. The mentoring committee is provided a table by the IIMC registration area to greet prospective mentees and discuss IIMC programs with them. We thank the committee for their continued efforts to share their knowledge with IIMC “newbies.”

PUBLIC RELATIONS/MARKETING

Chair, **David F. Bryant III, MMC**

Background

Public Relations & Marketing Committee Purpose:

To market and promote IIMC and its ideals with the dual aims of raising the status and image of local government professionals and attracting new members from all regions.

2013/2014 Goals and Objectives

1. Submit at least 1 article for the *News Digest* in the area of best practices, management and leadership.
2. Develop marketing plan for Program Excellence in Governance Award.
3. Develop existing materials and new marketing ideas for Municipal Clerk's Week.
4. Develop new marketing ideas around promoting attendance at the IIMC Annual Conference.
5. Develop new marketing ideas to promote the value of IIMC's certifications.

Discussion

Concerning goal number one to submit articles for the *News Digest*, best practices, management and leadership, committee members recommend the solicitation of articles from Clerks for the IIMC *News Digest* pertaining to a variety of subjects such as education, certification and best practices to promote the Clerk's role.

Process has been started with some articles already sent in. Committee recommends collecting additional articles for the future if possible.

Concerning goal number two to develop a marketing plan for Program Excellence in Governance Award committee members recommend having prior recipients do a short video clip of what the award has meant to them and their city. Former recipients were contacted and receptive to this idea. The committee recommends establishing a budget for the video with further work suggested at the conference. Committee also recommends working with Rod Didiron, City Clerk/City Auditor with the City of Santa Clara, California concerning the video clip.

Concerning goal number three to develop existing materials and new marketing ideas for Municipal Clerk's Week this goal has been completed. Posters were created and submitted for clerks week and distributed in the January 2014 Digest. Committee members also revisited a former recommendation to apply with the United States Postal Service for a Municipal Clerk stamp issue as another vehicle to promote the municipal clerk and recommend moving forward with that process as well.

Concerning goal number four to develop new marketing ideas around promoting attendance at the IIMC Annual Conference committee members came up with a brochure template created for state associations to use to promote and generate IIMC conference attendance. Other suggestions are working with the IIMC Communications Coordinator concerning the use of social media and getting live feed testimonials from clerks attending the annual conference.

Concerning goal number five to develop new marketing ideas to promote the value of IIMC's certifications committee members recommended doing a Q&A at the annual conference with certified clerks and hearing what the certifications mean to them.

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Financial – The Public Relations and Marketing Committee recommend budgeting funds for a short video clip for goal number two concerning marketing the Program Excellence in Governance Award.

Summary

- Committee will work with the IIMC Communications Coordinator to solicit and maintain articles for future *News Digests* (Goal 1).
- Committee recommends budgeting funds to put together a short video with former Program Excellence in Governance award recipients to market the award (Goal 2).
- Committee updated the Municipal Clerks Week posters and recommends submitting an application to the United States Postal Service for consideration of issuance of a Municipal Clerks postage stamp (Goal 3).
- Committee created a draft brochure template for State Associations to use to promote the IIMC conference (Goal 4).
- Committee recommends IIMC have a Q&A session at their annual conference where certified clerks tell what their certification means to them. IIMC communications staff would video individual testimonials and use as a promotional tool (Goal 5).

Recommendation

The PRMC recommends that the IIMC Board of Directors accepts this final report.

Management's Comments:

We appreciate this Committee's submittal of *News Digest* articles and look forward to future materials. We like the idea of producing short video clips from members regarding Certification, and the Award recipients to upload on our web site for promotional use. The Municipal Clerks Week promotion has grown in the past few years as IIMC's membership Department distributes approximately 4,000 emails to Mayors, City Managers, council members, etc., promoting the Week and importance of the Clerk.

PROGRAM REVIEW and CERTIFICATION

Chair, **Bruce Poole, MMC**

As reported to the 2013 November Board of Directors Meeting The Program Review and Certification Committee has met on two occasions – 21st May 2013 in Atlantic City and on the 23rd July 2013 by way of a Tele-Conference. For the sake of reporting them again we set them out herewith as follows. The first was to discuss the 2013/14 Goals & Objectives and the second in order to discuss two questions posed by the Education Department.

The Committee was pleased to note that the Board of Directors revisited the subject matters brought to its attention through other committee of IIMC.

1. 2013/2014 Goals & Objectives

- (1) Review applications filed for new Institutes.
- (2) Provide staff with ideas and feedback for new educational programs including online programs.
- (3) Work with staff and the International Development Consultant and make recommendations regarding educational needs of Region X and XI members
- (4) Assist IIMC staff in establishing criteria and / or examples for MMC Professional and Social Contributions #8 and #9 and in creating a new category for Volunteer Work:
 - i. Category #8 - Unique on the job performance or achievements that benefit the profession or community at large
 - ii. Category #9 - Personal accomplishments of educational benefit to the profession.
 - iii. Category #13 (new) - Volunteer work that benefits the community

In respect to these goals & objectives it was noted that South Dakota was getting ready to file for a new Institute and they hoped to file by August. To the committee's knowledge this has not happened as yet.

With regards to Goal 3 it was suggested to team up an international speaker with a domestic speaker for a comparative session entitled International General Session.

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As to Goal 4 the committee suggested that Restructure Category 8 should read “Unique on the job performance OR achievements outside daily duties that benefit the profession or community at large.

Also if a Volunteer Category was needed there should be requirements placed on it such as a minimum of eight hours per month must be volunteered to qualify; one (1) point for each volunteer activity; a maximum of three (3) points can be used for this category.

Two Committee Members suggested another goal should centre around reviewing technology classes to see if they should also qualify for points.

2. Technical Bulletins into courses and thereby attaining CMC/MMC points

Useful discussion ensued on this subject where it was readily agreed that assistance should be given to those clerks who need extra help. However it was readily accepted that it should not be achieved at the expense of lowering current standards and should therefore continue to remain as a robust process.

Resolved that before the Programme Review and Certification Committee are prepared to give a conclusive view regarding the IIMC recommendation of turning Technical Bulletins into courses it would wish to ascertain the view of the Education Resource Group.

3. Revise the Athenian Dialogue Points to comply with the Educational Guidelines

It was quite clear from the discussion held on this subject matter that members were divided as to the best approach in resolving the issue. Past history indicated that the appointing of points in the past was only achieved after some difficulty. The consensus was that the situation should remain unaltered.

Resolved that the current points are not increased as recommended and in fact stay as currently provided.

Management's Comments:

We appreciate this committee's input on these topics, some of which still need further discussion. At the mid year meeting in November 2013, staff was asked to create an assessment tool regarding the awarding of points for the Technical Bulletins. Also at the mid year, the Board awarded an additional point for the Dialogue with a cap of 18 total points; Captus Press is in process; and any items for the *Digest* are always welcome.

RESEARCH & RESOURCE

Chair, **Kacie Paxton, MMC**

Background

The purpose of the committee is to assist in surveying the membership on various issues as necessary, and to ensure that members are provided with quick and accurate answers to their inquiries.

Discussion

2013/14 Goals & Objectives:

1. Assist in developing and disseminating surveys and questionnaires as requested by the Board of Directors, Committees, and staff; to also compile, analyze, and report responses.
2. Respond to member questions submitted to the IIMC website and staff.
3. Create content for the Frequently Asked Questions (FAQ) section of the website based on questions received from members.
4. Identify at least 2 issues and create content for the online Resource Centre with ordinances, policies and best practices.

This year the committee accomplished:

- Actively responded to email requests for information from clerks around the country regarding a multitude of topics affecting municipal clerks
- Assisted the IIMC board in reviewing the salary survey and MMC survey
- Began reviewing content for the FAQ section of the website
- Began to discuss content for the Online Resource Center

Summary and Recommendations

The Research and Resource Committee continues to be ready should any questionnaires or surveys be needed, and to respond to all website postings. We are in the process of gathering and reviewing various content for the Resource Center online library; items such as sample ordinances, resolutions, and various policies will be included. We will continue in this effort and will work with the new committee members so that these goals can be accomplished in the upcoming months.

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Management's Comments:

We thank this committee for their expediency in responding to member requests and for providing their perspective on the Education Professional Development committee MMC survey. IIMC would also like to expand its online resource center since it's a value added service to its members.

BUDGET and PLANNING

Chair, **Mary Lynne Stratta, MMC**

Background

The IIMC Budget and Planning Committee (BPC) met at headquarters on August 16, 2013. All members were present as follows: Chair Mary Lynne Stratta, Vice Chair Sharon Cassler, and members Phil Campbell, Brenda Cirtin, Marc Lemoine, Brenda Young and Monica Martinez Simmons.

Each month, the BPC reviews the monthly financial reports provided by staff. Questions are answered and concerns addressed by staff. After review by BPC, the reports are sent to the Board of Directors.

At the August 16 meeting, the BPC reviewed the goals and objectives assigned by President Lemoine, as follows:

1. Develop and identify areas for improvement in the annual balanced budget, to be submitted to the Board of Directors for approval.
2. Develop a three-year financial forecast and five-year capital items projected needs list.
3. Monitor monthly expense and revenue reports from the Executive Director and bring areas of concern to the attention of the Board of Directors, ensuring the adopted budget is adhered to.
4. Review the expenses and revenues associated with the Annual Conference and report on profit/loss.
5. Review and report to the Board of Directors issues raised in the Auditor's Management Letter and Report.

The BPC reviewed the report of Sadd Velazquez Higashi Shammaa, LLP, independent auditors. No major discrepancies or accounting/financial issues were identified.

The BPC submitted a balanced budget that was approved by the Board of Directors at its mid-year meeting. Areas where savings were noted included salary for an Education

Director, election expenses and the building mortgage refinancing. Expense items to note included payment for the services of a professional parliamentarian, Region XI consultant, Education Resource Group payment, the Region XI meeting and symposium, and a \$5,000 increase to the conference planner contract. The 2014 conference budget was based on the expectation of 650 paying delegates. BPC and staff discussed the need to avoid attrition at future conference hotels. It was also noted a policy regarding a set fee for Region X conference registration discount was desirable. Staff recommended academy sessions be reduced from \$195 to \$179 with a \$50 discount for each additional academy session after the first paid session. Staff indicated the reduction in revenue would be offset by utilizing more institute directors and IIMC members (MMC's) to conduct sessions, as well as a speaker fee reduction from \$2,000 to \$1,500. Delegate packet inserts will be discontinued, resulting in a savings of \$1,500. The BPC did not recommend a dues increase in 2014.

During the course of the discussion, the BPC voted to recommend the referral of three items, through President Lemoine, to the Policy Review Committee for formulation or updates of policy. The first recommendation was the Policy Review Committee develops and formalizes a structure for the Education Resource Group (the group's duties and responsibilities, methodology for member selection, term limits, replacement selection, etc.). The second recommendation was the Policy Review Committee be asked to formulate a policy regarding the duties and expectations of the parliamentarian, criteria and method of selection of parliamentarian (suggested the Board appoint with the Executive Director's recommendation), and that a request for proposals for this service be issued every three years. (Board adopted a policy at the mid-year meeting.) Third, the BPC recommended the policy that is in effect but not located in writing as to the composition of the BPC be referred to the Policy Review Committee to be placed into writing. (Board adopted a policy at the mid-year meeting.) Since Sharon Cassler was present as Vice Chair of the BPC and also serves as Chair of the Policy Review Committee, President Lemoine did refer these three items to Policy Review.

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Discussion

Since the BPC meeting, the BPC has continued to thoroughly review monthly financial reports and notes as submitted by staff. Staff has been diligent in answering BPC members' questions in a timely manner.

A teleconference of the BPC was held on January 30, 2014, to address concerns and questions regarding the mid-year Board meeting expenses. The mid-year Board meeting was budgeted at \$41,400. Actual expenses for the mid-year Board meeting were \$56,845, or \$15,445 or 37.3 percent above budget. It was a healthy discussion with recommendations as listed below:

- Have mid-year conference bids available at the BPC meeting in August to help BPC budget accordingly. It was acknowledged BPC probably needs to reasonably increase the budget for mid-year meetings in the future, but having the mid-year conference bids will help BPC do so in a more accurate manner.
- Accept bids from multiple cities to find the best value for IIMC for the mid-year meeting.
- Recommended the President ask the Policy Review Committee to develop a policy that stipulates IIMC will not pay for board member air fare changes to change flights when the change was not caused by IIMC. To not have a policy to address this puts the staff in a bad position. All agreed that unless the change in flight was caused by IIMC, then IIMC should not pay for flight changes because something has come up back home for that Board member.
- Recommended the President ask Policy Review Committee to develop a policy that stipulates that Board members who do not submit expense reports within the prescribed period following return from IIMC travel shall be referred to BPC for consideration. (Discussion indicated it was unacceptable for a Board member to wait a year to turn in receipts for travel and expect IIMC to reimburse him/her, especially after staff has spent considerable time trying to collect the expense report from the Board member.) Board members are informed of the policy during Board orientation. A suggestion was made that at the end of all Board meetings, Board members be reminded of the policy and the deadline by which to submit their expense report.
- It was suggested there may be merit to contacting the cities bidding for the annual conference to determine if IIMC could get more "bang for the buck" by bringing mid-year to the same city. This could also apply after the conference bid has been awarded. Host hotels may be amenable to an economical deal for mid-year. It was suggested that criteria be developed that would help capitalize on the good will generated for IIMC by the mid-year location. The Board should be cognizant of traditionally high cost cities and look for alternatives, perhaps in the same region. Also, it was suggested bidding cities for the annual conference that were not awarded the bid may be very willing to offer a good deal for IIMC for mid-year to get the Board there to see firsthand what that venue has to offer (such as the Omaha example).

It is recommended the Board consider the recommendations above in order to keep the cost of mid-year Board meetings at a minimum.

Financial

Year end financials as of December 31, 2013, reflected a net profit of \$159,399, which is \$153,799 over the projected budget of \$5,600. Increased revenue in membership dues and conference net profit, along with continued diligence regarding spending, resulted in a net profit for IIMC for the seventh consecutive year. December 2013 year end reflected \$93,640 more in profit than December 2012 year end. Of that amount, \$70,585 was placed into restricted reserves. During its annual meeting, the BPC discussed the goal of having \$500,000 in the restricted reserve fund. As of December 31, 2013, there was \$401,585 in restricted reserves and \$168,382 in operating reserves.

Notable factors for the positive change in net profit include: reduction in mortgage interest due to headquarters building refinancing; increase in publications income; reduction in bank analysis fees; dues income increase to \$1,103,355 (exceeded \$1 million for the sixth consecutive year); leasable space in the headquarters building is fully occupied; and the 2013 conference yielded a net profit of \$47,754 due to higher attendance, reduction in food/beverage costs, reduced speaker fees and no hotel attrition.

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Summary

The BPC was pleased to present a balanced budget to the IIMC Board of Directors for adoption. We are pleased to provide December 2013 year end budgetary figures that indicate IIMC continues on the road to financial success and stability. Our only area of concern is noted above relative to mid-year Board meeting expenses being more in line with the budget.

BPC is grateful to the staff, Executive Committee and the Board for continued diligence and frugality in handling IIMC's funds.

The BPC extends its thanks to the staff for their reports and time spent with us at the meeting in August and in preparing monthly financial reports. As Chair, I thank the BPC members for their diligence in reviewing the monthly financial reports.

Recommendation

The Budget and Planning Committee recommends the acceptance of this report and the 2013 year-end financial reports and encourages the Board to consider the recommendations listed above relative to mid-year Board meeting expenses.

Management's Comments:

Dealing with Budget and Planning on a monthly or as needed basis certainly helps with financial perspective. They're an excellent sounding board and offer divergent and insightful perspectives on IIMC's financial health.

As for mid-year meeting bids, staff currently accepts RFPs searching for the most cost effective ways of producing this meeting. We need to be more realistic in determining the mid year meeting budget, considering the time of year it's held (not change the time, but realize the cost of travel in November), less options with airlines regarding certain destinations and miscellaneous costs that vary from hotel to hotel, city to city. There is a policy on how mid-year meetings are chosen:

EDUCATION and PROFESSIONAL DEVELOPMENT

Chair, **Peggy Hawker, MMC**

The goals of the IIMC 2013/2014 IIMC Education and Professional Development Committee were:

1. Identify resources for existing education opportunities and forward to the Education Department for review, both on-line and on-land;
2. Recommend new on-line course topics for consideration by the Education Department including Captus Press;
3. Conduct a survey of members who have achieved their MMC designation to identify their interest, needs, and thoughts on the feasibility of creating a new designation beyond the MMC such as an MMC Platinum program.

During the 2013/2014 year, this Committee reviewed and supported two proposals put forth by IIMC staff:

1. The award of three CMC or MMC educational points for participating in, and completing an assessment for, Athenian Leadership Dialogues, rather than the previous award of two educational points. This was approved by the Board at its mid-year meeting.
2. The award of one CMC or MMC educational point for reading a Technical Bulletin and completing an assessment. The Education Resource Group recommended that a maximum of five bulletins, with an allowance of one point per bulletin, should be approved to earn credit for the CMC or MMC designation, and that in order to receive credit for a bulletin, an applicant would be required to complete and submit a fully developed and standardized learning assessment. Further, that cost recovery connected to IIMC staff review, evaluation, and necessary follow-up should be established with a fee of \$25.00 for each bulletin submitted.

The Committee worked diligently to develop a survey of members who had achieved their MMC designation to identify their interest needs, and thoughts on the feasibility of creating a new designation beyond the MMC such as an MMC Platinum program.

The general consensus of the Committee is that the survey results were inconclusive and that a more targeted audience of active MMC's might provide more conclusive results.

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Further, the Committee generally agreed that continuing education beyond the MMC is of interest, however, there was not a consensus that any continuing education should be mandatory, or that an additional level beyond the MMC should be added.

Recommendation

1. Based on the results of the survey, develop another focused survey targeted to active MMC's, relative to continuing education.
2. Prior to a new survey being conducted, we recommend that other voluntary local government certification programs be reviewed to determine whether there are continuing education requirements associated with certification or credentialing, i.e., the ICMA Credentialed Manager Program, that could be adapted for IIMC's use. This could help guide further surveys and discussion.

Thank you for the opportunity to serve as Chair of the IIMC Education and Professional Development Committee this year. It has been an honor to serve and to have worked with the great group of municipal clerks and recorders who comprised the Committee's membership.

Management's Comments:

We appreciate this Committee's review and recommendations regarding additional points for the Athenian Dialogues and the *Technical Bulletins*. As for the MMC survey, we thought the Committee produced a incisive survey, but agree that the responses were not conclusive. IIMC distributed the survey to all of its MMCs, 1,136, received 417. Although most answers were positive, there was not enough concrete information to move forward. Management agrees with the committee's recommendation to revisit the survey and target audience.

ELECTIONS

Chair, **Richard Kachur**

Background

A revised Elections Manual has been developed. The Elections Manual details the responsibilities of the President, Executive Director, IIMC staff, the Elections Committee and Elections Officers with regard to election processes for electing IIMC Vice Presidents, IIMC Regional Directors, vetting amendments to the constitution and election processes at IIMC Annual Conferences.

Discussion

The Elections Committee has reviewed the proposed revised Election Manual and puts forth the following comments:

1. Under Section 1 VICE PRESIDENT CAMPAIGNING GUIDELINES, candidates are allowed unlimited e-mails to discuss their candidacy. Concerns have been raised about unsolicited e-mail messages going to municipal e-mail addresses. These e-mail messages would be subject to disclosure under public information disclosure laws. Could there be an option for a member to opt out of receiving the unlimited e-mail campaigning?
2. Under Section II ELECTION OF VICE PRESIDENT, the results of the election are to include the percentage of voting members in the region voting. Is this referring to the percentage of total number of voting members in each region? Will there also be a reporting of vote results by region? Given that the Vice President is elected based on all regions, what is the purpose of reporting any voting result by region?
3. Under Section IV PROCEDURES FOR VOTING ON PROPOSED CONSTITUTIONAL AMENDMENTS DURING THE ANNUAL BUSINESS MEETING, deadlines for filing for publishing in the *News Digest* and posting for the Annual Conference are referenced as "in sufficient time". Is it possible to identify more accurate, set deadlines for these, so as to make it easier for the membership to adhere to the amendment process?
4. The Elections Committee appreciates the work undertaken by the Administration in the preparation of this manual.

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Summary

The Elections Committee has reviewed the revised Elections Manual and provided members' concerns.

Recommendation

That consideration be given to the comments in this report for inclusion in the revised Elections Manual.

Management's Comments:

#1 – Vice President Campaign Guidelines -- Unfortunately, we don't have that option of allowing a member to opt out of receiving emails. Perhaps, a limited number of emails instead of unlimited can be provided. Also, IIMC and the Elections Committee vet the information that will be disseminated to the membership, controlling content in that regards.

#2 – Election for Vice President -- This is part of the Policy, but can easily be rectified depending on Board's approval (see attached). Management agrees that we should just report the total number of votes and eliminate the region altogether since it's not applicable.

#3 – Procedures for Voting on Constitutional Amendments. The revised Constitution will have February as the deadline for the March *News Digest*. However, the new constitution will most likely not be ready for distribution until May 2015. We do not have any amendments going to the membership this year, but we will in 2015 and we will allow ourselves plenty of time to announce the proposed changes.



INTERNATIONAL RELATIONS

Chair, **Poonam Davis, MMC**

Background

On behalf of the IIMC International Relations Committee, we are pleased to be serving IIMC and its membership as we work towards strengthening our global network and programming. As chair and vice chair of the 2013-2014 International Relations Committee, we believe communication is vital in our effort to learn, understand, and prioritize what is important for all Region X and XI members.

The purpose of the International Relations Committee is to facilitate the exchange of information, knowledge and experience between IIMC members, assist in developing joint educational programs that lead to various IIMC certifications, and increase the number of members in Regions X and XI.

2013/2014 Committee Members

Denice Cox	HQ	Scott Passey	WA
Poonam Davis	CA	Nick Randle	UK
Susan Domen	CA	Tony Russell	CA
Ronny Frederickx	BG	Melissa Small	FL
Daisy Gomez	CA	Pamela Smith	FL
Tami Kelly	OH	Marc Lemoine	CAN
Howard Midworth	UK	Jaap Paans	NTH
Colleen Nicol	CA	Mary Lynne Stratta	TX
Rick Page	CAN		

DISCUSSION/GOALS UPDATE:

Goal 1 - Develop and undertake a survey or other communication vehicle for Region X and XI members to determine short and long term needs in these regions and advise IIMC on specific immediate and long term steps to undertake to meet these needs.

- September 9th, Marc Lemoine, President of IIMC and Poonam Davis, Chair of IRC discussed the goal 1 set by the executive committee and agreed to modify the goal to: Goal 1 - Develop and undertake a survey or other communication vehicle for Region X members to determine short and long term needs in this region and advise IIMC on specific immediate and long term steps to undertake to meet these needs.

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Survey of Region X members to determine their long and short term needs was not accomplished due to circumstances beyond anyone's control. After discussion with Executive Director Chris Shalby, President Marc Lemoine and President Elect Brenda Young, the goal will be reassigned to the IRC by incoming President Brenda Young in order to allow Region X input into the formulation of the survey instrument.

Goal 2 - Manage and run a booth at the IIMC Annual Conference which promotes international program, provide a focal point for international members and educates conference attendees about cross borders issues affecting the profession in more than one country.

- At the 2013 annual conference held in Atlantic City, there was a booth promoting the International exchange program. The booth was manned by IR committee members; several members donated prizes for conference attendees if they dropped their business cards. We received 95 business cards and over a couple hundred interested people stopped at the booth. 18 prizes were given away.
- A sign-up sheet to assist with setup at the 2014 annual conference held in Milwaukee was distributed to all current IRC members. We have at least 5 IRC members who will be attending and will assist with setup and man the IRC booth. Donations were requested from IRC members to be given away through a drawing at the booth. The committee was advised that a new popup display was ordered for the IRC booth.

Goal 3 - Establish a practical process for welcoming and buddying new international members during their first year with IIMC, to ensure that they are aware of all the benefits that IIMC has to offer.

- Past President Colleen Nicol has sent emails welcoming all new Region X and XI members and invited them to participate, communicate and to become familiar with all that IIMC has to offer.
- Poonam Davis current IRC chair sent an email to all new Region X and XI members and shared education opportunities and information to achieve CMC and MMC.

- IIMC staff liaison sent a timeline as to when international delegates will be present at the 2014 IIMC annual conference in Milwaukee. IRC members attending the conference are encouraged to meet with the first time attendees from Regions X and XI, as well as all first time delegates, and they can be referred to the Mentoring Committee booth in order to have the opportunity to be assigned a mentor.

Goal 4 – Assist in delivering a successful Study Abroad Program in Scotland in 2013.

- There were 25 participants in the 2013 Scotland study abroad program. 9 of those completed the learning assessments and were awarded certification points. The program was educationally sound and very successful. The tour began in Edinburgh and concluded in Glasgow (September 27-October 5, 2013). The tour included an all-day SOLAR conference in Glasgow on October 4th.
 - 11 CMC Education points/ MMC Advanced Education points.

Goal 5 – Work with Region X and XI representatives, and the International Development Consultant to define options for Study Abroad Programs in 2015 and 2017.

- Study abroad for 2015 will be with the IIMC annual conference in Hartford, CT. With assistance and guidance of IIMC Executive Director Chris Shalby, staff liaison Denise Cox, IR Committee members Tami Kelly, Susan Domen, Tony Russell, and Mary Lynne Stratta, they all worked diligently in planning a 6 day Study abroad Tour for 2015 in conjunction with the annual conference in Hartford, CT. Two proposals for the 2015 Study Abroad Program in the New England area of the U.S. were submitted to the IR committee. The IRC chose the tour offered by Notch Tours as the best option. The educational portion of the program still needs to be developed and additional educational sessions be added in order to ensure the program is educationally sound. The proposed itinerary is attached to the final report.
- Gil Litov, President of IAM (Israel Association of Managers) has tentatively offered to host 2017 study abroad program with their annual conference.

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- Richard DelPierre, General Manager at Municipality of Halluin, France has tentatively offered to host 2017 study abroad program.
- 2017 IIMC Annual Conference will be held in Region X, a suggestion was made to include the study abroad program with the 2017 IIMC annual conference held in Montreal, Canada. The committee wants to see how successful 2015 study abroad tour in conjunction with the IIMC annual conference is.

Financial

The following funding requests were identified and submitted in support of committee goals and objectives:

- (1) Funding in the amount of \$3,000 is being requested for the continued support and extension of the Exchange Program for one additional year;
- (2) Funding in the amount of \$700 is being requested for the purpose of securing a travel coordinator for the 2015 Study Tour in support of Goal 5.
- (3) We request the Board continue to allocate MCEF funds to the study abroad program.
- (4) IRC will be considering whether to request the Board to consider offering a discount to those who participate in the 2015 IIMC annual conference/study abroad program.

Committee Summary

In 2013/2014, the IR Committee held 4 scheduled teleconferences with good participation. Committee minutes were distributed and available for reference.

2012/2013 Schedule

August 1, 2013	9:00 - 10:00 PM PDT
November 7, 2013	9:00 - 10:00 PM PDT
April 1, 2014	9:00 - 10:00 PM PDT

The Committee is pleased to report on the five goals and objectives identified for 2013-2014 by the Board of Directors, as well as related initiatives which support and advance the IR committee purpose.

On behalf of the International Relations Committee, I am pleased to report on the progress made toward the established goals and objectives. The participation of the committee was outstanding, and the continued work will be in good hands with the incoming Chairperson, Mary Lynne Stratta (TX).

We are extremely delighted to report that two participants Heidi Brunt, CMC from Township of Middletown, New Jersey (Region II) and Claudia Maria Ramos from Rotterdam, The Netherlands (Region XI) are participating in the International exchange program. Heidi just completed her visit to Rotterdam at end of March 2014. Claudia M. Ramos will be coming to New Jersey in November 2014

We are also very pleased with Region XI Consultant Nick Randle. Communication is critical in our global organization, and Nick Randle's support has yielded great progress in this area.

- July 16th, 2013, Mr. Randle communicated with All India Institute of Local Self Government (AIILSG), introducing IIMC and expressed an interest in exploring the possibility of a future collaborative arrangement between AIILSG and IIMC to serve appropriate local government officers within the Indian Local Government.
- Region XI Newsletter (Sept – Dec 2013), prepared by Nick Randle was greatly appreciated by all IIMC members. (See Attachment 2).
- Mr. Randle developed Region XI Symposium to be held in Brussels, Belgium on June 26 – 27, 2014. To date 64 members have signed up to attend, there are still 3 months left for additional members to attend.

Management's Comments:



Overall, the committee produced a successful 2013 Study Abroad Program in Scotland, promoted the Committee's global objectives at the conference and is currently concluding its plans for the 2015 Study program.

Goal 1 – Now that Region XI seems to be underway with membership recruitment and a Symposium among other things,

Region X will need a survey to determine short and long term needs and how IIMC can be more effective in serving this Region's wishes, i.e., education, membership recruitment, etc. IIMC already affiliates with two national organi-

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COMMITTEES

Continued

zations: AMCTO in Ontario; and LGMA in British Columbia. We agree with the Committee that IIMC will need strong input from Region X Directors and members into creating the survey.

Goal 2 – This is the second year the Committee is marketing its goals and objectives in the exhibit hall. A new display will be part of the booth and there will be materials to distribute.

Goal 3 – Reaching out to welcome new Region XI members is a commendable goal, especially expounding on IIMC's benefits. However, we're not certain it's feasible to continue along this path. IIMC's membership department already distributes to each member, regardless of region, a membership kit that encompasses IIMC's benefits. The personal touch provided by the IRC is wonderful. As for using the Mentoring committee, this committee's objective is to work with new Clerks, those that have limited or no experience in the position, pairing experienced Clerks with less experienced Clerks to benefit the individual and the profession, provide them with direction, answer job-related questions, but not act as a "buddy." One method of expediting the welcome process of Region XI members is to create a template "welcome" letter that can be sent to each new member from the IRC committee. At least, it's one on one communication.

Goal 4 – the 2013 Program was highly successful. MCEF provided \$15,000 toward the education component for this program. These were funds from the Policy 8 dollars that MCEF provides annually to IIMC. Moving forward with future Study programs, there is no guarantee that this type of funding will be available.

As of this writing, we have not yet created a policy that determines how these sites are chosen and who makes that decision, the dollars allocated and how the logistics and procedures work. With the Committee discussing possible sites for 2015 and 2017, management believes that a policy is needed before moving forward with any new programs. The 2015 Program ostensibly is heading for Boston and will conclude at the start of the 2015 Conference in Hartford.

Budget and Planning

As for future funding, Management would like to review the continued feasibility of the International Exchange program prior to the Board continuing its existence and funding. This program was created in 2008 at a time when IIMC's Region XI plans were not as solid as they are today. Could the allocation of \$3,000 be put to better use for Region XI? Currently, this program funds two members, each at \$1,500.

The Committee can easily request \$700 in funding the travel coordinator for future study programs. IIMC informs all committees to submit budget requests for the upcoming budget year to the Budget and Planning Committee. MCEF funding toward this program will also have to be discussed in budget and as new Policy.

Lastly, offering a discount for the Hartford Conference to all 2015 study program participants also needs to be considered by the Budget committee prior to the Board making a decision.

POLICY

Chair, **Sharon K. Cassler, MMC**

Background: The Policy Committee was presented with several Goals and Objectives as we began our new year in Atlantic City. Our Committee was divided in to two sub-committees in order to work through the list of goals in an efficient manner.

Discussion

The members of the Committee are: Colleen Nicol, Vice Chair; Phil Campbell, Sarah Jenkins; Barbara Hogelin; Jerry Lovett-Sperling; Patti McCoy; Shari Moore; Bernie White and Board Liaisons Brenda Cirtin and Shawn Cullinane. Our Executive Director, Chris Shalby served as our Staff Liaison. It has been my pleasure to serve as Chair of this very hard working Committee. I appreciate all of their efforts and thank you, President Lemoine for the opportunity to serve in this capacity.

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COMMITTEES

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Financial

We have/had no financial requests

Summary: There were several matters completed and approved at the Mid-Year meeting. We continue work on the review of the Policy Manual. Title 4 and Title 6 have been completed. Unfortunately, we were unable to complete Title 5 and Title 7, those will be held over to next years Committee. The Committee was also tasked with several items that came out of the Mid-Year Meeting. We addressed those and our proposals are attached for your review and approval.

You will note that we were not able to come to a consensus regarding the Policy pertaining to the Education Resource Group (ERG). There seems to be a difference of philosophy surrounding the appointment of these individuals. Should it be the Executive Director (ED) alone, should it be with a Committee made up of Board members along with the ED? One member of the Committee feels it would be good to have a Municipal Clerk as part of the selection Committee. To quote that member "what better "resource" for our Education Resource Group than an MMC who has gone through our programs, who may sit on their respective Institute's Education Committee, and who themselves have been on the other side of the classroom in the roles of teacher?" Another Committee member is adamant that there should be NO Board involvement and that the ERG appointees should be left to the staff and not be selected by Sub Committees of the Board. The member further noted that best practice would see the Board as authorizing the position(s) in the organizational chart and budget process and allot the funds to make it happen, not for the Board to inject itself in the staff function of recruiting appropriate candidates. We will be presenting a Policy for you to review. This policy was drafted by information received from the Committee by President Lemoine. We fully understand that the Board may choose to go a different direction. One member noted that "Article VIII of the Constitution provides that the Board of Directors must confirm the ED's selection of the Director of Education due to the position's importance to the mission and work of IIMC. In that same spirit, I believe it is proper that the Board of Directors be involved in selection of the ERG members. The Board's intent in forming the ERG was to offer guidance and expertise that a Director of Education would otherwise provide." Five of the current Committee members are in agreement with the drafted policy before you and the

others expressed concerns that would not allow them to support the proposal. In the end, ALL members do agree on one thing, it is time to hire a Director of Education. One member commented "I agree that we should have a Director of Education. IIMC's principle goal is to provide for and support municipal based education and training. A Director of Education speaks to that commitment. The ERG is a suitable alternative if the organization so chooses."

Recommendation

The Policy Review Committee respectfully asks for your approval on the amendments to Title 4 and Title 6, attached.

We further recommend the approval of a new Policy addressing Establishment of Goals and Objectives and Referral to Committees, attached.

We recommend the approval of a new Policy addressing the International Relations Consultant, attached.

The final recommendation is the draft Policy addressing the Education Resource Group, attached.

RECORDS MANAGEMENT

Chair, **Lisa Johnston, MMC**

Background

The Records Management Committee received four tasks for 2013-2014:

1. Recommend Records Management education sessions for the Annual Conference.
2. Prepare a minimum of two articles per year regarding Records Management for the *News Digest*.
3. Identify at least 2 issues and create content for the online Resource Center of ordinances, policies and best practices.
4. Create new records management *Technical Bulletins*.

Discussion

Note: Stephen French resigned as chair effective January 1, 2014. Vice-chair Lisa Johnston assumed the chair position for the remainder of the year.

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COMMITTEES

Continued

Progress on the tasks:

1. Recommend Records Management education sessions for the Annual Conference. [Completed]
2. Prepare a minimum of two articles per year regarding Records Management for the *News Digest*. [In progress]
Former Chair Stephen French reported at mid-year that one article had been submitted (Reality Check: ECM & Transparent Records Management), with others in the works. We will submit at least one more article prior to the Annual Conference. Lisa Johnston is working on an article on “10 Tips for Newbie Records Managers”
3. Identify at least 2 issues and create content for the online Resource Center of ordinances, policies and best practices [No action]
The committee needs direction on the Resource Center and what kinds of information IIMC would like to collect. A number of members have policies that they could submit, however one of the problems is that records management is extremely varied from state to state, so finding uniform policies could be challenging.
4. Create new records management technical bulletin. [No action]

The Records Management technical bulletins have been available for over one year. The set includes 15 of the original 16 proposed bulletins. The last topic: Preparing for eDiscovery, was not able to be completed during the grant cycle. We would recommend that in 2014-15, this committee work with NAGARA to get the bulletin drafted and prepared.

We would also recommend that the committee identify which of the bulletins are the most popular from IIMC, and would recommend contacting NAGARA to find their numbers as well.

Financial

None requested for 2014-2015 – at this time. – If we aggressively pursue the 16th technical bulletin, there may be a request for author honorarium. The cost would be in line with honorariums from previous technical bulletins, but I do not have the amount at this time.

Summary

The committee has completed its assignment for Goal #1 (Recommend Records Management topics for the annual conference) and by the Board meeting, will have completed

Goal #2 (Submit two articles to *News Digest*).

With additional guidance from IIMC, we believe that Goal #3 (Resource Center) can become an on-going action item for this committee.

Goal #4 will require additional time to review what stage the Preparing for eDiscovery technical bulletin was in.

Since assuming the chair in January, the committee has been energetic and responsive as an e-mail committee. We will continue to monitor Records Management topics and issues and bring that information to our IIMC members.

It has been my privilege to complete this year as the Records Management Committee Chair. I look forward to our 2014-15 year and to the continued activity of the committee on records management issues for IIMC.

Recommendation

In previous years, we have tracked attendance at the Records Management Sessions and would recommend continuing that practice – it helps the committee recognize which sessions are most helpful to members and gives direction for future programs.

Other previous suggestions have included recommending increasing staff knowledge on archives (to assist with maintaining the history of the organization) and inquiring on records management practices at IIMC HQ.

Management's Comments:

First and foremost, we thank Lisa Johnston for stepping in as Chair after Steve French's resignation. IIMC will have a Records Management track at the conference. We always appreciate the *News Digest* articles and realize they're difficult to write, so it's an ongoing goal. The Technical Bulletins have been available to an IIMC member for no cost. If the Committee moves forward creating an additional Bulletin, then that would be a budget item for the 2015 budget. We're not certain that one bulletin would qualify for another grant, but working with NAGARA, there is the possibility of collaborating on a new Bulletin.

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COMMITTEES

Continued

Diane Gladwell has been gracious enough to provide IIMC with her services regarding headquarters' records management practices. IIMC does need to do a better job of archiving its history and if that was a goal of this committee, it would be well worth the cost.

CONSTITUTION TASK FORCE

Chair, **Dyanne Reese, MMC**

Introduction

At the 2012 Mid-year Board meeting in Portland, Oregon, the Board directed President Brenda Cirtin, MMC, to create a Constitution Task Force to review, update and rewrite IIMC's Constitution as part of the overall revision process. Along with the review, the Task Force rewrote the document, putting it in active voice, and correcting grammar and syntax throughout the document.

The Task Force is comprised of the following Past Presidents Chair, Dyanne Reese; Mary Lynne Stratta; Colleen Nicol; Sharon Cassler; Tom Roberts; IIMC Parliamentarian Connie Deford and IIMC Executive Director Chris Shalby.



At the 2013 mid-year Board meeting in Savannah, Georgia, the Board made some suggestions and recommendations regarding content, grammar and context. The Task Force accepted those comments and had Parliamentarian Deford make the revisions and rewrite the Constitution to fit in accordance with the recommendations.

Recommendation

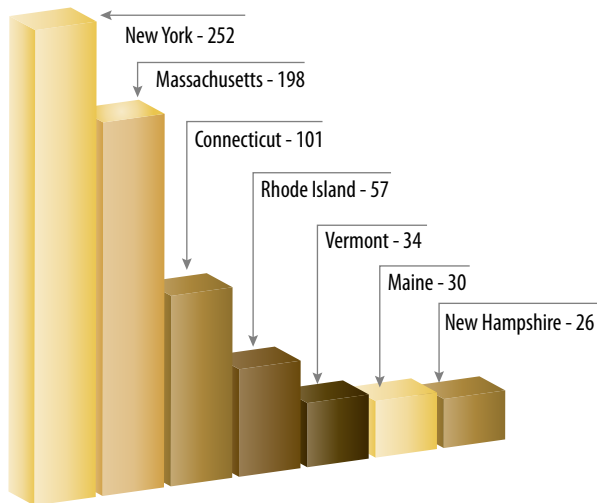
The Constitution Task Force recommends that once the Board approves the Constitution, it moves forward in preparing to present it to the membership in 2015: 1) as an announcement in the March *News Digest*; 2) at the 2015 Annual Business Meeting in Hartford, CT; and 3) to the full membership for ratification.



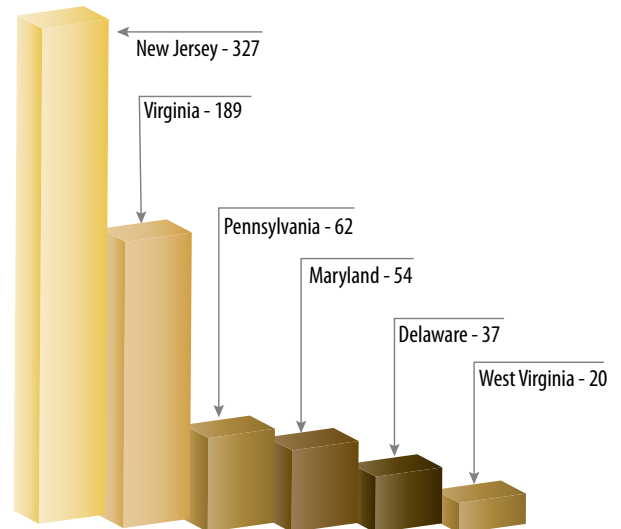
STATE/REGIONAL/NATIONAL MEMBERSHIP

The following chart represents IIMC membership in each state, province and country. As of July 31, 2014, California leads all states in membership with 874. Region III (AL, FL, GA, NC and SC) leads all Regions in total membership with 1,627. British Columbia leads all members in Canada with 110. The Netherlands leads all countries in Region XI with 477 members, followed by England with 72. IIMC's total membership is 9,941, an increase of 630 new members in 2014.

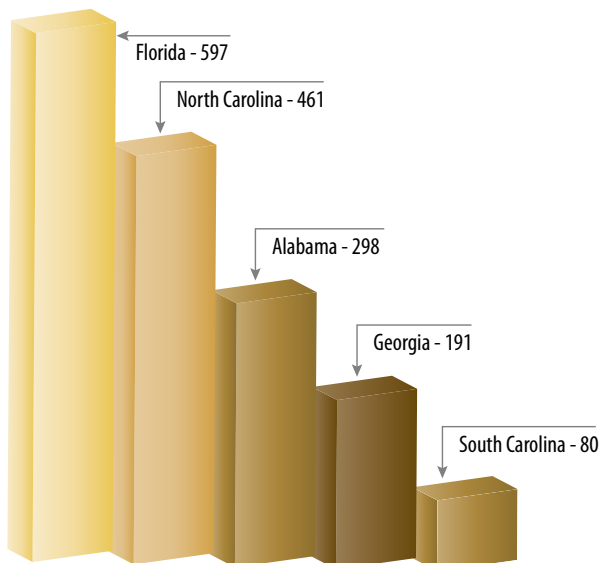
REGION I - 698



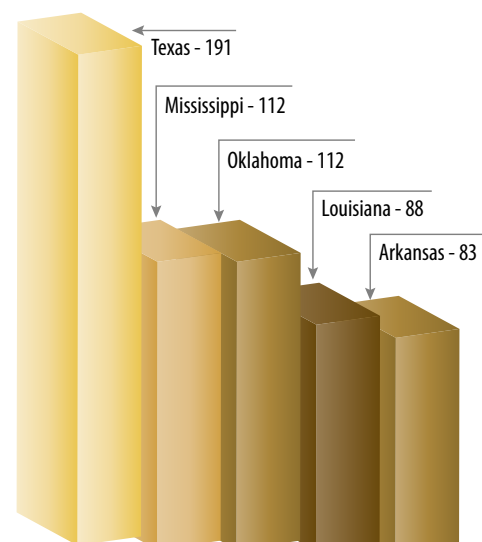
REGION II - 679



REGION III - 1,627

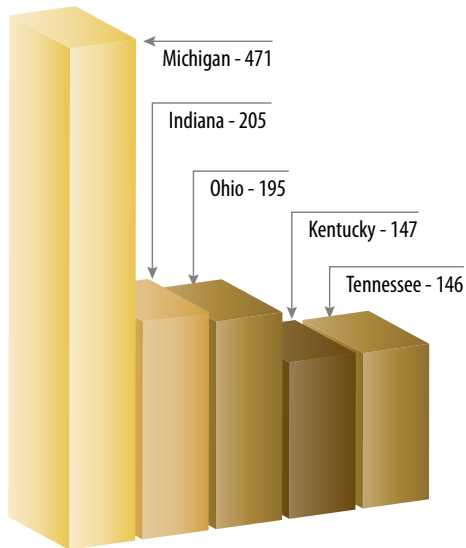


REGION IV - 586

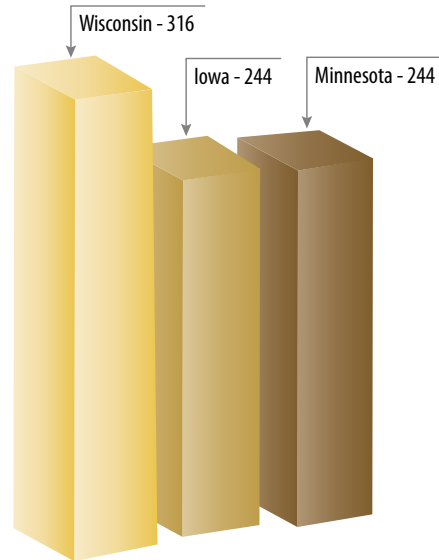


STATE/REGIONAL/NATIONAL MEMBERSHIP

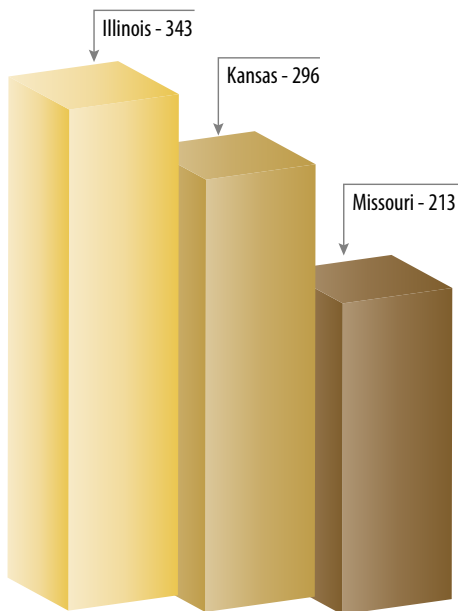
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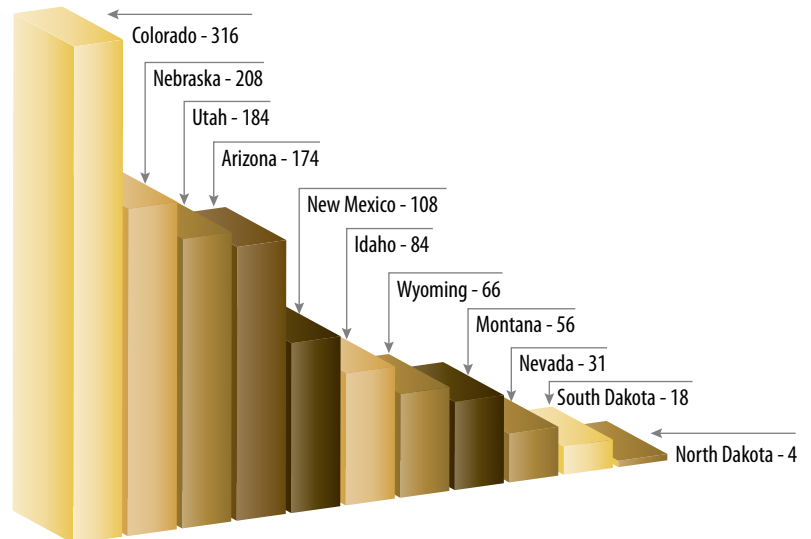
REGION VI - 804



REGION VII - 852

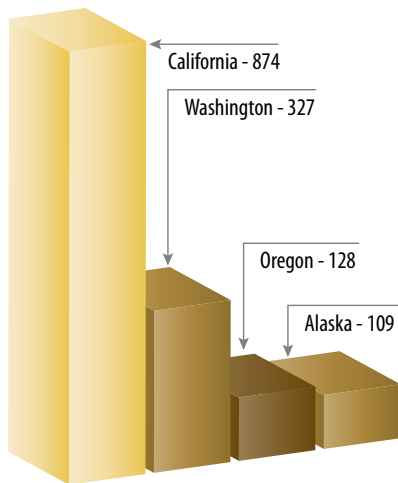


REGION VIII - 1,238

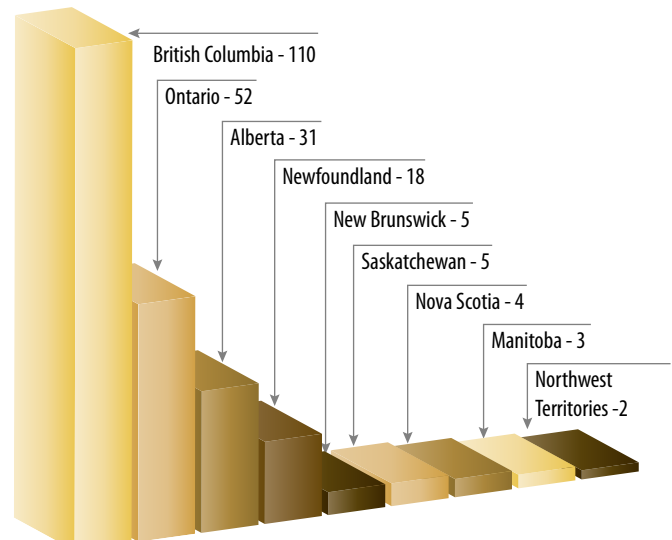


STATE/REGIONAL/NATIONAL MEMBERSHIP

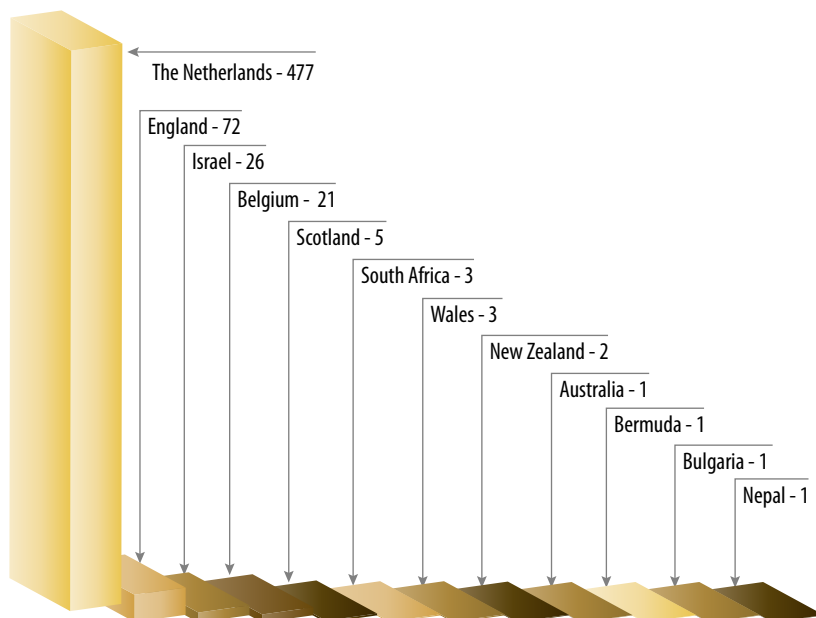
REGION IX- 1,438



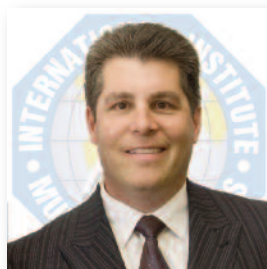
REGION X - 230



REGION XI - 614



BOARD OF DIRECTORS



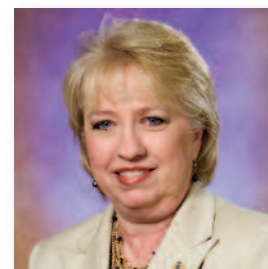
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Marc Lemoine, MMC
Deputy City Clerk
Winnipeg, Manitoba, Canada



PRESIDENT-ELECT
Brenda Kay Young, MMC
Town Clerk/Treasurer
Nashville, IN



VICE PRESIDENT
Monica Martinez Simmons, MMC
City Clerk, Seattle, WA



IMMEDIATE PAST PRESIDENT
Brenda Cirtin, MMC
City Clerk
Springfield, MO

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City Secretary
Fort Worth, Texas
Region IV

Roxanne Schneider, MMC
City Clerk
Dysart, Iowa
Region VI

Kittie Kopitke, MMC
Village Clerk/Collector
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Region VII

Donna Geho, CMC
Town Clerk
Glenrock, Wyoming
Region VIII

Gail E. Pomroy, MMC
Deputy Clerk
Conception Bay South, NF, Canada
Region X

Samantha Shippen, CMC
Council Clerk
Deputy Clerk Seaford, East Sussex, UK
Region IX

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Lindenhurst, New York
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Kelly J. Lovette, MMC
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Goose Creek, South Carolina
Region II

Pattie B. Dupuis, MMC
City Clerk
Breaux Bridge, Louisiana
Region IV

Terri Kowal, MMC
City Clerk
Auburn Hills, Michigan
Region V

Linda M. Rappe, CMC
Deputy Clerk
Kasson, Minnesota
Region VI

Lana R. McPherson, MMC
City Clerk
DeSoto, Kansas
Region VII

Joann Lynn Tilton, MMC
City Clerk
Manteca, California
Region IX

Jaap Paans, MMC
Raadsgriffier
Gemeente Rotterdam
Rotterdam, The Netherlands
Region XI

DIRECTORS - 2016 EXPIRATION

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Nashua, NH
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Kimberely A. Rau, MMC
Clerk to the City Council
Laurel, Maryland
Region II

Lynnette Ogden, MMC
Town Clerk/Treasurer
Millport, AL
Region III

Lanaii Y. Benne, MMC
Assistant City Recorder
Franklin, TN
Region V

Nancy Vincent, MMC
City Clerk
Thornton, CO
Region VIII

Alice Attwood, MMC
City Clerk/Treasurer
Tonasket, WA
Region IX

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