



# IIMC

2013 Annual Report



*Continuing the work...*



## 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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# PRESIDENT'S MESSAGE

2013 IIMC ANNUAL REPORT



## Brenda Cirtin, MMC

A recap of this past year at IIMC can be summed up in three words, "It's all good!" Frankly, IIMC experienced a record year in a number of areas.

We experienced record growth in membership, with the addition of 266 new members as of May. The Board approved the continuation of the special membership drive and as of June 30, we have a total of 294 new members. Of the 266, there were 140 members from Region XI, which is the most that Region has had in its history. This brings us to approximately 9,400 members in all 50 states, 10 Canadian provinces, and 9 other countries. The Membership Department is continuing to reach out to cities with a population of 2,500 or more, and in September will begin targeting the smaller municipalities, towns, and villages.

Along with membership, we experienced a greater than expected year-end financially. IIMC ended the fiscal year with a net profit in excess of \$65,000. This is more than expected and is due in large part to our ability to refinance the Headquarters office building. This refinancing reduced our monthly mortgage payment by approximately \$2,400. While this in itself is a huge relief, it also eliminated a \$750,000 balloon payment that was going to be due in 2016. With that liability no longer facing IIMC, we are able to fully concentrate on meeting the needs of our members. We have established a reserve fund that has in excess of \$330,000, with about \$22,000 of that being designated for building reserves. This will allow us to make any necessary repairs to the building without having to use the reserve funds or cut operating expenses.

As Education is IIMC's main purpose, we are excited about the positive growth we've seen in this area. Wyoming held their first land-based Institute, with approximately 75 in attendance. Before 2012, the Wyoming Clerks had to obtain their education online or go to another state to attend an Institute. Now, they can stay "home" and obtain the credits necessary to become certified. We were delighted to introduce to the delegates in Atlantic City, the first MMC from The Netherlands – Jaap Paans. As The Netherlands now have an approved Institute, we anticipate there will be many more from this area.

Additionally, we made a few tweaks to our Education Guidelines that will give Institute Directors and the State Education Committees some flexibility in meeting the needs of the members. We reworked our Education model to reflect a suggestion that was made at the Education Colloquium in Portland. At that meeting, the question was asked if IIMC really needed an Education Director, or maybe just a coordinator to work with staff and the Institute Directors as the need arose. From that, the Education Resource Group was established. It consists of four long-time Institute Directors that will work with staff to address any concerns that the members or Institute Directors may have. In addition, they will work to develop new educational programs and assist with the classes offered at the Annual Institute. The four members are: Fleming Bell (North Carolina), Jeff Hendry (Florida), Kassie Van Remortel (Wisconsin), and Ina Wintrich (Arizona). The members are excited about this change and I am confident that IIMC will see great benefits in years to come.

My year as President culminated in a truly awesome Annual Conference. The New Jersey Clerks outdid themselves in providing a Conference that will be talked about for years to come. The concert that was part of the Opening Ceremony energized all those attending and set the tone for the rest of the week. The Crucial Conversations that staff engineered and added to this Conference offered a new and exciting opportunity to learn. I expect them to become a vital part of our future conferences. After a week of intense learning and networking, we thoroughly enjoyed the beach party and the music of The B-Street Band.

Lastly, the Live Auction at the Annual Banquet netted an additional \$6,900 for the Municipal Clerks Education Foundation (MCEF). This coupled with the proceeds from the Silent Auction will help fund scholarships so that Clerks' unable to attend the Annual Conference can still receive the education needed for them to serve their communities. Once again, our Clerks came through to help MCEF aid those who need it.

Thanks to IIMC staff, the leadership, and you, the members, for a record year! See, I told you, "It's all good!"

# EXECUTIVE DIRECTOR'S UPDATE

2013 IIMC ANNUAL REPORT



CHRIS SHALBY

The 2012 and 2013 years witnessed IIMC's continued efforts to increase its restricted reserves; build on its successful membership campaign; restructure its mortgage on its building, lessening the monthly burden; capitalize on increased interest in certification programs; embellish on its Regions X (Canada) and XI (Outside of North America) relationships; and continue to provide exemplary and value added customer relations to its members.

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 2012, IIMC signed an affiliation agreement with the Association of Municipal Clerks Treasurers Officers of Ontario, Canada (AMCTO). The reciprocal agreement recognizes AMCTO 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 AMCTO members participation in IIMC and Municipal Clerks Education Foundation (MCEF) education programs, scholarships, grants and other reciprocal membership opportunities.

**Region XI (outside North America)** continues to grow in membership and educational opportunities. To date, IIMC membership in this region is at 171, the most in history. This growth is partly due to increased membership in the Netherlands, Israel and Belgium. Also, the Netherlands Institute (IIMC's third Region XI Institute) has approximately a dozen IIMC members poised to receive their CMC in the coming year. One member, Region XI Director, Jaap Paans, MMC, Rotterdam, received his MMC this March, making him the first IIMC member in that country to reach this honor.

## Continuing the Work

### 2012 – 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. IIMC ended 2012 with a Net Profit of \$65,759, which is \$55,619 over the projected budget of \$10,150. Another stellar year in which IIMC, has for the sixth consecutive year, ended with a Net Profit. In addition, this is the fifth consecutive year that IIMC has surpassed the million-dollar mark with dues revenue – an accomplishment of which everyone should be extremely proud.

### Building - Headquarters

IIMC refinanced its loan in 2012, reducing its monthly obligation by approximately \$2,400 and eliminating a balloon payment of nearly \$760,000 that was due in 2016. With leases that extend through March 2018, IIMC can now focus on increasing its building reserves until such time that it can pay off its mortgage.

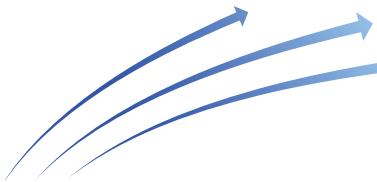
One additional highlight in 2012 included increasing IIMC's restricted reserves from \$310,000 to \$331,000, of which \$21,000 is set aside for building reserves.

### Committees

#### Executive Committee and Board of Directors

Due to more strategic and fiscally responsible planning in travel, the Executive Committee came in under budget by approximately \$10,700, marking it a fifth consecutive year it has been under budget. The Board of Directors is under budget by \$21,000. 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).

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# EXECUTIVE DIRECTOR'S UPDATE

Continued

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

## Membership

Although our 2012-2013 membership campaign continues to meet expectations, we remain focused on membership recruitment and retention and perform due diligence in reaching out to members. The last few years, our membership department has focused on a persistent customer relations outreach program, maintaining current members in light of the economy. The 2012 membership budget figures exceeded the \$1 million mark for the fifth consecutive year. The initial outlay to create and execute the campaign was \$26,000. The figures below provide a breakdown of income generated from this drive:

**\$36,495.00 -- dues revenue – January 2012 through April 12, 2013**

**\$ 2,350.00 -- 2012 conference revenue – new members attending Conference**

**\$ 5,670.00 -- 2013 conference revenue - new members attending Conference**

**\$ 2,035.00 -- education revenue - new members registering for CMC/online programs**

**\$46,550.00 -- Total Revenue from 2012/2013 Member Drive (\$20,550 in extra income)**

For financial details, please refer to the Auditors financial statements in this report (pages 9 and 10).

## Personnel

In January, IIMC officially entered into a contract with our Region XI consultant, Nick Randle. Randle will be primarily responsible to grow Region XI membership; expand on communication; work to create symposiums; and embellish the Institute Programs. To date, Region XI membership is at an all time IIMC high, a symposium is in the works for late 2014 and communication has improved with the Region's second newsletter in the works. This year also realized the creation of the Education Resource Group. The Group is comprised of four Institute Directors assigned to work with the Education Department on a variety of education components. The Group includes: Kassie van

Remortel, Green Bay, WI; Fleming Bell, North Carolina; Jeff Hendry, Florida; and Ina Wintrich of Arizona State University.

## Conference

The 2012 Annual Conference in Portland, Oregon, despite lower than expected attendance still netted a healthy bottom line. Many thanks to the Portland host committee for their fundraising efforts which helped alleviate costs.

## Education

Our Education Department continues to operate efficiently and strives to provide excellent customer service to our members while working with them through the various certification processes. The Department visited the CEPO Institute in California in March and attended a full day at the City Clerks Association of California's conference in April in Long Beach, CA (45 minutes drive from HQ). Our overall goal with the Department is to visit a minimum of five Institutes in a year's time, depending on budget.

## Marketing/Communications

Along with coordinating IIMC's social media platforms, Education Department and General E-Briefings and generating new ideas for communications, IIMC created the online credit card payment option for conference and Education. IIMC also worked with NAGARA in producing new Technical Bulletins on Records Management that are complimentary to IIMC Members. Special thanks to IIMC Region I Director Paul Bergeron and the Records Management Committee, MCEF for their grant and staff for coordinating these efforts.

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

Our monthly E-magazine – the News Digest – is either opened or clicked on by approximately 20 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.

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# EXECUTIVE DIRECTOR'S UPDATE

Continued

IIMC communicates with its members weekly with E-briefings. These E-Briefings provide timely information on IIMC activities and education programs.

Stay in touch, visit [www.iimc.com](http://www.iimc.com) OR follow us on [twitter.com/ediimc](https://twitter.com/ediimc).

## Member Services

As IIMC searches for original venues to increase the value of its membership, it continues to expand on its already solid foundation. IIMC currently provides members with:

- *Roberts Rules of Order*;
- NAP's -- *Parliamentary Procedures in Local Government*;
- Eli Mina's *Guide To Minute Taking*; and
- Avis Rent A Car discounts.

IIMC continues to explore for new affinity programs that will add value to membership.

## Administration

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. Staff includes nine full time employees whose tenure ranges from three to approximately 20 years, bringing with them plenty of IIMC experience and history. Staff is comprised of the following individuals:

**Chris Shalby** – *Executive Director*

**Ashley Carroll** – *Verification Specialist*

**Denice Cox** - *Office Manager*

**Janis Daudt** - *Director of Member Services*

**Emily Maggard** – *Communications Coordinator*

**Maria Miranda** - *Administrative Assistant*

**Janet Pantaleon** - *Finance Specialist*

**Tammy Schultz** - *Member Services Representative*

**Jennifer Ward** - *Associate Director of Education*

IIMC also contracts with three individuals to provide financial, information technology and event management services.

## Outreach

IIMC's President and Executive Committee continued their outreach program by traveling to State, Provincial and National Association meetings. This past year, the Executive Committee was committed to visiting Associations that have not been visited in previous years and witnessed IIMC President attend the first-ever Institute in Wyoming. This practice continues, as IIMC's goal is to visit at least each Association in the next five years if possible.

IIMC thanks all those Associations who have provided financial assistance in the form of accommodations, complimentary registrations and meals. This collaboration allows IIMC to continue with its outreach program while maintaining fiscal health.

# FINANCIALS

2013 IIMC ANNUAL REPORT

## *Independent Auditor's Report*

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

We have audited the accompanying financial statements of the International Institute of Municipal Clerks (a non-profit organization), which comprise the statements of financial position as of December 31, 2012 and 2011, and the related statements of activities, and cash flows for the years 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 misstatement. 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 assessments, 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 policies 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.

In our opinion, the financial statements referred to present fairly, in all material respects, the financial position of the International Institute of Municipal Clerks, Inc., as of December 31, 2012 and 2011, 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  
March 31, 2013

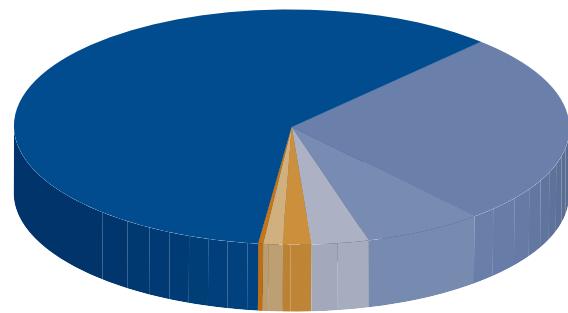
# FINANCIALS

2013 IIMC ANNUAL REPORT

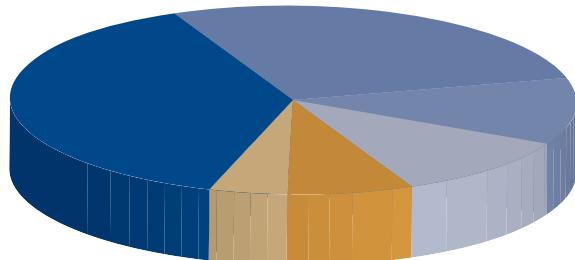
## Revenue & Expenditure Chart

### Revenue

Membership Dues.....	1,071,410
Conference .....	471,768
Education .....	122,873
Building.....	59,011
Marketing Development .....	32,609
Administration .....	21,000
Interest .....	571
<b>TOTAL.....</b>	<b>\$1,779,242</b>



### Expenses



Supporting Services.....	659,350
Conference .....	474,069
Education .....	194,648
Member Services .....	185,478
Marketing .....	123,862
Building.....	75,030
<b>TOTAL.....</b>	<b>\$1,712,437</b>

# STATEMENT OF ACTIVITIES - 2012

2013 IIMC ANNUAL REPORT

## INTERNATIONAL INSTITUTE OF MUNICIPAL CLERKS

### STATEMENT OF ACTIVITIES

For the year ended December 31, 2012

#### UNRESTRICTED NET ASSET

##### Unrestricted Revenues and Gains

Membership dues	\$ 1,071,410
Conference	471,768
Education	122,873
Marketing development and promotion	32,609
Building rental	59,011
Administration	21,000
Interest	571
<b>TOTAL UNRESTRICTED REVENUES and GAINS</b>	<b><u>1,779,242</u></b>

#### EXPENSES

Program Services	
Education	194,648
Conference	474,069
Member services	185,478
Marketing development and promotion	123,862
Building	75,030
Supporting Services Administration	659,350
<b>Total Expenses</b>	<b><u>1,712,437</u></b>

Decrease in Unrestricted Net Assets	66,805
Contributions - MCEF Grants - Study Abroad	<u>15,000</u>
Increase in Temporarily Restricted Net Assets	15,000
Permanently Restricted Net Assets	----
 Decrease in Net Assets	 81,805
Net assets, Beginning of Year	(86,466)
 Net Assets, End of Year	 <u>\$ (4,661)</u>

# STATEMENT OF FINANCIAL POSITION

2013 IIMC ANNUAL REPORT

## INTERNATIONAL INSTITUTE OF MUNICIPAL CLERKS

### STATEMENT OF FINANCIAL POSITION

December 31, 2012

#### ASSETS

##### CURRENT ASSETS

Cash and cash equivalents	\$ 421,958
Accounts receivable	1,972
Inventory	13,800
Prepaid expenses	48,278
Conference prepaids	28,579
Total Current Assets	<u>514,587</u>
PROPERTY AND EQUIPMENT, net of accumulated depreciation	1,001,577
CAPITALIZED LOAN FEES, net of accumulated amortization	<u>4,974</u>
Total Assets	<u>1,521,138</u>

#### LIABILITIES AND NET ASSETS

##### CURRENT LIABILITIES

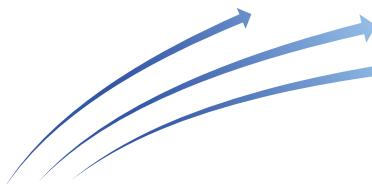
Accounts payable	\$20,520
Accrued liabilities	64,319
Deferred revenue	701,247
Mortgage note payable - current portion	23,014
Total Current Liabilities	<u>809,100</u>

##### LONG TERM LIABILITIES

Mortgage note payable	716,699
Total Liabilities	<u>1,525,799</u>

##### NET ASSETS

Unrestricted net assets	(19,661)
Temporarily restricted	15,000
Permanently restricted	--
Total Liabilities and Net Assets	\$1,521,138



# 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 2012 and 2013, 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 2012-2013 Committees submitted reports REQUIRING NO ACTION:

- Conference
- Education and Professional Development
- Election
- International Relations
- Legislative
- Membership
- Mentoring
- Policy Review
- Program Review and Certification
- Public Relations and Marketing
- Records Management
- Research and Resource

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

- Budget and Planning
- Blue Ribbon 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 REQUIRING NO ACTION BY THE BOARD

### CONFERENCE

Chair, **Mary Johnston, MMC**

Vuce Chair, **Stephanie C. 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:** Vice Chair, Stephanie C. Kelly, John Bazzano, Denise Carey, Susie Corbitt, Tracy Davis, Joyce Mascena, Pamela Morley-Chappelle, Kassie Van Remortel, Kate Wall, and Vikki Zuehike. Board Liaisons: Vincent Buttiglieri and Roxanne Schneider. Staff Liaisons: Chris Shalby, Emily Maggard, Ashley Carroll and Jennifer Ward.

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. Recommend Annual Conference education sessions to the Education Department by 7/1/12.
3. Evaluate and review changes in conference practices (as needed).

This report is a follow-up to the September 24, 2012 Mid Year report submitted to the IIMC Board.

### Discussion

**Goal #1** - The Committee reviewed and rated the Conference Education Proposals for the 2013 annual conference. Results were forwarded to the IIMC Education Department. Completed.

**Goal #2** - Suggestions were forwarded to the Education Department and included in the concurrent session recommendations. Completed.

**Goal #3** – The Committee has been asked by the Education Department to provide input on the suggested “Conference Innovations” for the 2013 Conference. Completed.

### 2013 Conference Innovations

The Committee provided input on proposed education session changes for the 2013 Annual Conference. These interactive roundtable sessions hope to re-energize our current session format. This new format will engage delegates and allow for an exchange of ideas. The Conference Committee provided input on suggested topics, length of sessions and ideas to enhance this type of format. The Conference Committee embraced the new concept and looks forward to receiving the delegate's response after the conference. The Education Department scheduled these roundtable sessions as part of the curriculum during the 2013 conference on Wednesday.

### 2017 Conference Site Selection

A schematic prepared by Director Shalby of the three finalists for the 2017 conference site was distributed to the members of the Conference Committee. Director Shalby went over each line item during the November 8, 2012 telecon call and answered questions. The three finalists were identified as City A, City B and City C. A summary of the telecon call was distributed to those members unable to participate. Committee members again complimented Executive Director Shalby on the fairness of this process. The Committee unanimously selected City C which turned out to be Montreal, Canada.

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## 2013 Conference Education Update

The education program is complete and 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 education programs that we offer to be recognized by so many organizations.

**Summary** – This has been an active committee with full participation from all committee members and assistance from the Education Department. It has been an honor to serve as Chair and I am appreciative of the assistance provided by Vice Chair Stephanie Kelly. I also appreciate the willingness of the committee to provide input and ideas when asked to respond. The Conference Committee also appreciates and thanks our Board Liaisons Vincent Buttiglieri and Roxanne Schneider.

**Recommendation** – There are no recommendations from the Conference Committee.

### Management's Comments:

We thank this Committee for their support, input and feedback of the education process as it relates to the Annual Conference. For the third consecutive year, the committee was extremely helpful in working with the Executive Director on finalizing the process for future conference site selection. Testing this process with the committee works out all the glitches prior to the Board's presentation.

## EDUCATION AND PROFESSIONAL DEVELOPMENT

Chair, **David Calder, CMC**

Vice Chair, **Peggy Hawker, MMC**

### Assigned Goals for 2012-2013

The Education and Professional Development Committee was assigned three goals for the year:

1. Identify resources for existing education opportunities and forward to the Education Department for review, both online and on-land.
2. Recommend new online course topics for consideration by the Education Department.

3. Provide the Education Department with quarterly feedback on:
  - a. Specific unmet educational needs;
  - b. Current educational opportunities that members find valuable;
  - c. Certification celebration models;
  - d. Education concerns;
  - e. New trends in education; and
  - f. Questions from the membership.

### Meetings

The Committee met on May 22, 2012, during the IIMC Conference in Portland; by telecon on November 28, 2012 and April 4, 2013.

### Committee Activities

The Committee reviewed, discussed, and endorsed a staff proposal to develop online courses provided by Captus Press.

The Committee suggested rather than providing quarterly feedback to IIMC; it provide feedback twice annually. IIMC staff agreed to create a “question of the week regarding educational and professional development,” to be included in the IIMC E-Briefings. Staff followed through very nicely on this. Thanks, Emily.

The Committee discussed the translation of on-line courses for international members, and recommended that \$1,500 be budgeted for this service. This request was denied, however, there is an electronic translation tool on the IIMC website that translates into many different languages, and applies to pages on the site. More study is needed as to whether translation of on-line courses is warranted; which languages would be translated; which courses would be translated. This is an issue that warrants further study.

The Committee discussed democracy planning (the development of a civil society through more active citizenship). IIMC has scheduled an education session on democracy planning, on May 20, during the annual conference.

Education Committee member Jaap Paans will lead this session. It also was suggested that the International Relations Committee may be working on this topic, and that it might be a good topic for a *News Digest* article.

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# COMMITTEES

Continued

## Management's Comments:

We thank this Committee for their work and collaboration with the Education Department. The translation services have been up and running on our web site for several months; Captus Press is in process; and any items for the Digest are always welcome.

## ELECTIONS

Chair, **Sandy Hart, MMC**

Vice Chair, **Richard Kachur**

The Elections Committee has not had cause for any action at this time

### Summary -- 2012/2013 Goals & Objectives

1. Oversee Vice President and Region Director elections and procedures; and provide for voting tabulation and tellers for the Annual Business Meeting.

IIMC has two candidates nominated for the office of IIMC Vice President. They are Stephanie Kalasz, CMC, City Clerk for the City of Moscow, ID and Monica Martinez Simmons, MMC, City Clerk for the City of Seattle, WA.

The Election Committee has reviewed and presented suggestions for revisions to the Ballot to distribute to all eligible IIMC Members to vote on April 2, 2013.

Deadline for return of ballots will be April 30, 2013.

2. Review wording of publication/notice to members regarding Constitutional amendments to be presented at the Annual Business Meeting prior to publication to ensure compliance with the Constitution.

There were no Constitutional Amendments submitted for review and the committee does not expect any voting during the Annual Business Meeting in Atlantic City. However, the committee will be prepared to take a vote if the need does arise.

3. Conduct elections for Constitutional amendments at the Annual Business Meeting, provide voting tabulation and Election Officers.

The Elections Committee will be ready in Atlantic City for any possible election that may be required during the Annual Business Meeting.

4. Approve all elections results to be disseminated to the membership.

Final results will be announced during the Annual Business Meeting on May 23, 2013.

## Management's Recommendation

We thank the committee's input and suggestions regarding the final ballot for the Vice President's election.

The Elections Manual still needs minor revisions, but that is mostly due staff's time for not meeting the deadline. This will be a priority after the conference.

## INTERNATIONAL RELATIONS

Chair, **Monica Martinez Simmons, MMC**

Vice Chair, **Poonam Davis, MMC**

## Background

The purpose of the International Relations Committee is to facilitate the exchange of information, knowledge and experience between IIMC members, recommend to IIMC'S Education Department educational programs that would benefit Regions X and XI and increase the number of members in Regions X and XI.

## 2012/2013 Committee Members

Denice Cox, HQ-CA	Nick Randle, UK
Poonam Davis, CA	Sam Shippen, UK
Susan Dorman, CA	Monica Martinez
Simmons, WA	
Ronny Frederickx, BGM	Lisa Small, FL
Tami Kelly, OH	Mary Lynne Stratta, TX
Howard Midworth, UK	Charles Tokar, IL
Tony Russell, CA	

## Committee Summary

On behalf of the International Relations Committee, I am pleased to report on the progress made toward the established goals and objectives. Participation of the committee was excellent, and efforts of the committee this year will continue with the leadership of incoming Chairperson, Poonam Davis (CA). Of particular mention for 2012/2013, is the diligent work of Tami Kelly and Neville Dundas in planning the Scotland Study Abroad program. With the excellent support of IIMC's Education Department, their

Continued on page 15

efforts helped produce another outstanding study program for our members in 2013. IIMC's new Region XI Consultant, Nick Randle, was an excellent addition to the organization. Communication is critical in our global environment, and Nick's expertise will greatly support initiatives focused on our international membership and affiliations.

The full Committee held four scheduled teleconferences with excellent participation, and minutes are available for reference.

The Committee is pleased to report on the five goals and objectives identified for 2012-2013 by the Board of Directors, as well as related initiatives that support and advance the IR Committee purpose.

## Goals & Objectives

### Goal 1

Assist in developing acquiring information, materials, and education content for the 2013 Study Abroad Tour and submit to the Executive Director

\* The Scotland Study Abroad Program was developed and finalized in 2012/2013

- Dates of Study Tour: September 27-October 6, 2013
- Program approved for 11 CMC Education points
- Program approved for 11 MMC Advanced Education points

\* Program information is currently available on the website, and IIMC (as of 4/1/13) has received 14 registrations for the program. The Municipal Clerks Education Foundation will be providing funds toward the education portion of the program. The program cost is estimated at \$1,705. The cost could fluctuate with the currency exchange at the time of finalizing. A program brochure has been developed for marketing purposes.

\* Participants will have until November 18 to submit a 750-word essay.

Additional program details can be found at:  
[www.iimc.com/index.aspx?nid=164](http://www.iimc.com/index.aspx?nid=164)

### Goal 2

Create and/or identify content for the "Global Exchange" component of the IIMC website

\* The Exchange program was promoted at the Region XI meeting and will also be promoted in Atlantic City. Committee members have recommended the increased promotion of this program in the off-years of the Study Abroad programs in an effort to avoid confusion over the two programs. Global Exchange would be featured during future conference exhibits, in the digest, and in other communications more prominently after each Study Abroad program wraps-up.

### Goal 3

Prepare a plan and recommendations for a study tour of the United States for 2015

\* Information and suggested U.S. study tour destinations were discussed at great length by the Committee and communicated to the Executive Director for consideration and further development. Staff will communicate program development with the Committee as plans develop. The 2012/2013 Committee focus has been on a successful Scotland study tour in September and October.

### Goal 4

Explore options for the Study Abroad program for 2015 and 2017

European Study Abroad 2017 Update

\* The Board approved that all future study abroad programs will be handled by staff with input from the International Relations Committee. Staff plans to establish procedures which ensure IIMC is in a failsafe mode. Our Region XI Consultant's input will be valuable in presenting additional recommendations and options to the Board.

### Goal 5

Explore holding an Annual Conference in Region X (Canada) in 2017

\* The Board previously approved researching the viability of holding a conference in Canada in 2017, and the decision to hold the conference in Montreal has been confirmed.

# COMMITTEES

Continued

## Financial

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

- (1) Funding in the amount of \$3,000 was requested for the continued support and extension of the Exchange Program for one additional year;
- (2) Funding in the amount of \$700 was requested for the purpose of securing a travel coordinator for the 2013 Scotland Study Tour in support of Goal 1.

## RELATED MATTERS INVOLVING IR COMMITTEE

### Region XI Consultant, Nick Randle

Nick joined IIMC in his new consultant role at start of 2013. Nick's responsibilities are far reaching and include the development of Region XI membership. Nick will be focused on European countries where English is widely spoken (e.g. the Nordics) and also commonwealth countries. There are 52 commonwealth countries in Africa, Caribbean and Far East considering they are primarily English speaking, and he is focused on increased membership through existing associations. The Israeli region purchased a bulk membership, and one goal is to develop bulk membership opportunities so additional countries can also participate. Overall, Nick is working to better understand Region XI desires from its membership, and gathering that information from the members is key. Nick's efforts will support expanded communication with our global membership.

### IRC Exhibit Booth in Atlantic City

We are working with HQ to host an Exhibit Booth for the purpose of promoting IRC programs in lieu of hosting a scheduled program session. IIMC has purchased a flag for the booth, and our Scotland affiliates are providing promotional items such as posters and brochures. A drawing has been discussed for the booth, and that effort will be coordinated with our Executive Director. Various suggestions were considered during our April 3, committee telecom and will be developed. The Committee suggested the involvement of our Region XI Consultant, along with past participants of the Global Exchange and Study Abroad Programs. Global Exchange articles will be available for distribution along with Study Abroad details. The staffing sign-up sheet for the exhibit booth will be distributed this week.

### Region XI Directors: Shippen/Frederickx

Ronny Frederickx, Essen, Belgium was elected Region XI Director joining the UK's Samantha Shippen as the second international director. IIMC welcomed its third Institute in Region XI, making the Netherlands the newest addition to this Region along with the UK and Bulgaria.

Sam and Ronny have developed the Region XI newsletter, which is available online under the Global Network/ Region XI Newsletter. The most recent newsletter was approximately 13 pages. Information on the annual conference and study abroad was included. An action plan is in place for moving forward, and all associations have been requested to review the global network.

### Communication

Region XI members Rodabe Rudin (UK), Bruce Poole (UK), Jaap Paans (Netherlands), and Tom McClean (New Zealand) were contacted by our committee members in 2012, inviting each to submit articles promoting a global information exchange.

### Management's Recommendations

This Committee was extremely active this past year. The Scotland Study Abroad program surpasses all similar programs with the most education points ever provided; Nick Randle's addition to the IIMC team will develop into a more fruitful collaboration with Region XI; the Region XI newsletter was a standout this year, and providing the IRC a booth at future Annual Conferences should generate excitement into what this committee is doing to improve overall collaborations between Regions I through XI.

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## LEGISLATIVE

Chair, **Randi Johl, MMC**

### Background

The Legislative Committee has had standing committee status for one year. The Committee members are as follows: Millicent A. McGinnes (Region 1), Kimberly Rau (Region 2), Bea Meeks (Region 3), Mary Ann Hess (Region 4), Michael Griffin (Region 5), Debra Mangen (Region 6), Bruce McKinney (Region 7), Carol Intlekofer-Martin (Region 8), Randi Johl (Region 9), Robert Carnegie (Region 10), Terri Kowal (Board Liaison) and Chris Shalby (Staff Liaison).

### Discussion

The Committee has met via conference call several times over the last year and discussed a variety of topics including the following:

- Creation and implementation of Federal Watch, an annual legislative newsletter
- Opportunities to monitor legislation and trends throughout the various regions
- Broader application issues including elections, FOIA, legal notices, open meetings laws, electronic records retention and requests, and unfunded mandates

The first inaugural issue of Federal Watch was released in February 2013 and electronically delivered to all IIMC members. Federal Watch is an annual legislative newsletter designed by and for IIMC members to enhance awareness of legislative matters that affect the municipal clerk profession. The current issue can be found on IIMC's website.

The Committee continues to conduct an inventory of legislation-related processes in the different regions and states as background to help the Committee better understand and develop a frame of reference for its ongoing work. The Committee is also in the process of developing a legislative reference sheet for its members.

### Summary

The Legislative Committee has been busy and is focused 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.

### Management's Comments:

This Committee began as an Ad Hoc and it has taken a consistent effort to reach their stride in becoming a vehicle for members to learn about new legislation in their states and regions. The inaugural launch of the informative Federal Watch newsletter was well received.

## MEMBERSHIP

Chair, **Bernice K. Dixon, CMC**

Vice Chair, **Lynnette Ogden, MMC**

### Since May 8, 2012:

The Membership Services Department worked hard to assist our committee with our goals and tasks. We found it such a pleasure to work with the Staff in an attempt to increase and retain IIMC Members. The Staff should be commended for their efforts as they are an important part of the Membership Committee and much of our success, as a committee, is due to their work with us and other members of IIMC.

New 2013 Membership Drive – We are very excited and delighted to report the up-to-date

(03-26-2013) results from the Membership Services Department as follows:

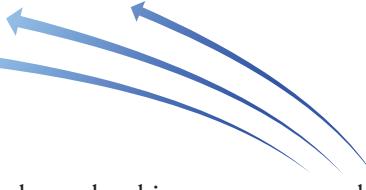
- New Clerks that have joined IIMC through the Membership Drive 2013 = 60
- Recruit A Member – July 1, 2012 to April 1, 2013 = 4 new members
- Region Director Challenge = 37 new members

Total Members as of March 31, 2013 = 9,396

The last 10 months have shown an increase in membership over the prior year's numbers for the first time since 2009. We believe that much of this increase is attributable to the personal telephone calls made by staff and committee members to IIMC members who have not renewed their

Continued on page <None>

# COMMITTEES



Continued

membership. The result is either renewed memberships or new memberships from individuals who have replaced the former members in their place of employment. We have also had an increase of 70 certified clerks since April 2012.

The Committee has enjoyed supplying articles for the IIMC News Digest highlighting our own "Inspirational Heroes." However, quarterly articles, rather than monthly, may be a more manageable goal for this committee. This goal is one that was accomplished without any monies and we believe it that it should be continued to promote membership in this great organization.

It has been a pleasure to work with such dedicated individuals who know the importance of our IIMC membership in all of our regions. We are encouraged by the new member numbers and are looking forward to further growth in 2014.

## Management's Comments:

This Committee and the department continue to work off each other, especially in relations to recruitment. Our membership numbers have increased in the last year and a half and that's part of the overall team effort exerted by both of these entities. IIMC's 2012 membership campaign continues to thrive in a variety of ways including recruitment and increasing brand awareness. We welcome any and all articles for the Digest and realize that writing these for some members can be time consuming. Quarterly as opposed to monthly articles are also fine. We will leave that option to the committee, but we want to stress that IIMC members truly enjoy reading articles from their colleagues.

## MENTORING

Chair, **Pamela Smith, MMC**

Vice Chair, **Deborah L. Miner, MMC**

**Background:** Mentoring Committee has continued to work to contact mentors/mentees, as well as all new IIMC members.

Committee members participated in a committee conference call on February 7, 2013.

Discussion was relative to mentoring committee liaison report to the Board, mentoring/mentee assignments working out well, mentoring articles for the *News Digest*,

attendance at the IIMC Conference and sign-up sheet to man the first-timer table.

We now have 42 Mentees and 38 Mentors with 60 Mentors waiting to be matched with Mentees.

## Management's Comments:

Per the Committee's suggestions, we've printed IIMC Mentoring Committee business cards for mentors to provide contact information and distribute at conferences. We welcome all articles for the *Digest*.

## POLICY

Chair, **Shari Moore, MMC**

Vice Chair, **Sharon Cessler, MMC**

## Background

The Policy Review Committee's purpose is to monitor and provide policy guidance to ensure purpose, consistency, accuracy and fair application. To review policies, positions, and perspectives regularly and recommend appropriate revisions to the IIMC Board of Directors.

## Discussion

Several past presidents of IIMC and former board members served on the Policy Review Committee. We used this wealth of knowledge to tackle our issues rather quickly. This group was highly motivated and used our time wisely.

The Policy Review Committee ended up working as a team on all matters this year instead of utilizing the committees that were originally formed. This may not necessarily be the best way of operating this committee for the future, but it worked for this year.

## Financial

No funding was needed for the Policy Review Committee. We made use of teleconferencing and email to conduct our business.

## Summary

Most of the work of the Policy Review Committee was completed in the first half of the year. The Committee tackled the following issues of which were presented to you in our midyear report:

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1) A constitution item to basically eliminate the step that allows for a vote on constitutional amendments to take place at the annual business meeting before it is sent to the entire membership. The committee recognized that the Board of Directors has some concerns and wanted more language changes, but we felt this was a good first step. If the language does go to the membership for a vote and it is approved, we suggested that further language changes be looked at by next year's PRC.

2) Another constitutional item was language for an amendment that corrected an inconsistency in the Constitution regarding elections.

3) The third item was regarding the Task Force report and survey results on Associate membership and certification. Due to the concerns expressed by the Task Force, we felt it would be best to redo the survey with simpler, clearer questions. It was suggested that the Task Force be reconvened to oversee the new survey.

No assignments were given to the committee from the Board of Directors' midyear meeting. There was, however, an assignment that resulted from an early year Board teleconference.

We were asked to evaluate Article X, Ethical Standards, of the IIMC Constitution, to determine if there needs to be clarification as to who may request an investigation regarding a possible violation of IIMC's Code of Ethics.

The committee recommends Article X Section A.4 be amended to say that complaints against a member for a violation of the Code of Ethics may be submitted by IIMC members only. The Article with the recommendation is...



## ARTICLE X

### ETHICAL STANDARDS

A. Comprehensive Code of Ethics.

**1. Statement of Intent and Principles of Conduct for Members of the International Institute of Municipal Clerks:**

The following Code of Ethics was adopted by the membership of IIMC on May 26, 2007.

IIMC members are required to carry out their duties on an impartial and objective basis so as to reinforce confidence in their integrity and their dedication to IIMC's best interests.

This Code of Ethics clarifies IIMC's expectations of its members, reaffirms its commitment to caring for the members' needs and provides a guide for a fair and consistent behavior by its members.

It is critical to IIMC that its members be committed to the highest standards of ethical behavior. It is in this spirit that this Code of Ethics was adopted.

**2. Conflict of Interest:**

For the purposes of this Code of Ethics "conflict of interest" is defined as any situation in which a member has a personal or financial interest that may affect the performance of their duties and/or adversely affect the reputation of IIMC, such as:

- a. engaging in any business or transaction or having financial or other personal interest which is incompatible with the discharge of member's official duties;
- b. any activity that adversely interferes or conflicts with a member's duties;
- c. the use of IIMC's name, property or information in any form whatsoever in the pursuit of personal gain;
- d. any activity, representation or conduct outside of the course of a member's official duties which could appear to be official acts of the IIMC Board or could appear to represent the policy of IIMC without the official sanction or approval of the Board; and
- e. the acquisition of goods, services or facilities in the name of IIMC from any entity/vendor without the consent of the organization.

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# COMMITTEES

Continued

### 3. Fraud and Breach of Trust:

Members shall not engage in behavior that is fraudulent or that constitutes a breach of trust. Such behavior includes without limitation:

- a. using deceit to gain a personal advantage or benefit for oneself or others;
- b. illegally obtaining money, including the solicitation and/or acceptance of bribes;
- c. intentionally providing false or incomplete information;
- d. intentionally falsifying official records; and/or
- e. intentionally circumventing IIMC policy or procedures to gain personal advantage for oneself or others.

### 4. Code of Ethics Violations:

References in this Code of Ethics to guidelines and policies reaffirm IIMC's commitment to integrity, objectivity and professionalism. Maintaining confidence and trust in IIMC is primary. The high standards of this Code of Ethics are intended to insure that the public trust is not compromised in any manner.

Every member is expected to be aware of, shall act in compliance with, and shall disclose to the Ethical Standards Committee of IIMC any conflict of interest in respect to this Code of Ethics and its related policies. Complaints against a member for a violation of the Code of Ethics may be submitted by IIMC members only. Violations of this Code of Ethics and its related policies shall be dealt with in accordance with Article X, Section B of the IIMC Constitution.

The committee also felt that this needed to be clarified in the Policy Manual. An amendment to Chapter 6 is copied below which says all members shall abide to the IIMC Code of Ethics. An IIMC member may file a request to investigate an allegation of improper conduct of another member by filing a complaint with the Executive Director.

## Chapter 6.05

### CODE OF ETHICS

Sections:

- 6.05.010 Purpose.
- 6.05.020 Scope.
- 6.05.030 Policy.

#### 6.05.010 Purpose.

To establish a code of ethics for members of IIMC. [November 2008; December 6, 2002. Policy M-2].

#### 6.05.020 Scope.

All members shall abide to the IIMC Code of Ethics. An IIMC member may file a request to investigate an allegation of improper conduct of another member by filing a complaint with the Executive Director . [November 2008; December 6, 2002. Policy M-2].

#### 6.05.030 Policy.

The International Institute of Municipal Clerks hereby adopts the following Code of Ethics for all classes of membership:

International Institute of Municipal Clerks  
Professional, Personal Code of Ethics

Believing in freedom throughout the World, allowing increased cooperation between public officials, and others, nationally and internationally, I

#### Member;s Name & Title Employer

Do hereby subscribe to the following principles and ethics which I affirm will govern my personal conduct as a member of IIMC:

To uphold constitutional government and the laws of my community;

To so conduct my public and private life as to be an example to my fellow citizens;

To impart to my profession those standards of quality and integrity that the conduct of the affairs of my office shall be above reproach and to merit public confidence in our community;

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To be ever mindful of my neutrality and impartiality, rendering equal service to all and to extend the same treatment I wish to receive myself;

To record that which is true and preserve that which is entrusted to me as if it were my own; and

To strive constantly to improve the administration of the affairs of my office consistent with applicable laws and through sound management practices to produce continued progress and so fulfill my responsibilities to my community and others.

These things I, as a member of IIMC, do pledge to do in the interest and purposes for which our government has been established.

#### 6.05.030 CODE OF ETHICS

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(member signature)

This certificate granted by the authority of the International Institute of Municipal Clerks.

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IIMC President

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IIMC Executive Director

[November 2008; December 6, 2002. Policy M-2].

### Recommendation

The Policy Review Committee voted unanimously to recommend amending Article X of the constitution and also amending Chapter 6 of the Policy Manual, as copied above. The recommendation has been forwarded to the President's Constitution Task Force. No action is needed at this time by the Board of Directors.

### Conclusion

It has been an honor to serve again on the Policy Review Committee and act as the chairperson this year. The level of service and dedication the members of the committee have is a testament of the high quality of people we have in our organization. I would especially like to thank Vice Chair Sharon Cassler for her help and guidance.

### Management's Comments:

In regards to the Code of Ethics, Management agrees with the Committee's recommendation that only IIMC members can bring forth an ethical complaint regarding another member (noted for the Task Force review). As for the other reviews regarding the Constitution, the Constitution Task Force continues to assess and revise the entire Constitution for board review and approval at the November 2013 mid year meeting.

As always, this committee's work reaches beyond current policies and looks outward toward future situations that may affect IIMC's guiding principles.

### PROGRAM REVIEW and CERTIFICATION

Chair, **Denise Chisum, MMC**

Vice Chair, **Bruce Poole, MMC**

The Committee respectfully submits the following report on the progress for established goals.

#### 1. Review applications filed for new Institutes.

As reported mid-year, the Committee reviewed the Wyoming Association of Municipal Clerks and Treasurers (WAMCAT) program plan and after performed a thorough review of the proposal, recommended acceptance.

Based upon the Division of Duties document contained within the WAMCAT packet, this proposal appeared to be a true partnership between the University and the clerks' association. Members of the Committee congratulated WAMCAT and the University for a truly excellent, outstanding proposal.

#### 2. Provide ideas and feedback for new educational programs.

In order to fulfill the growing demand for online courses, the Education Department researched and examined online course programs that could benefit the IIMC membership. The Committee reviewed the program information and provided feedback with encouragement, questions, concerns and suggestions.

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# COMMITTEES

Continued

Staff responded to the Committee and successfully answered all questions and concerns. (See attached.) We concurred with Staff's suggestion to contract with Captus Press for online courses and the attached letter explains the other issues.

### **3. Assist IIMC staff in providing input for the Educational Ambassador Program.**

Committee members feel this is a worthwhile goal and are anxious to begin, with assistance from Staff.

### **4. Provide the Education Department with quarterly feedback on:**

1) unmet educational needs; 2) current educational opportunities that members find valuable; 3) certification celebration models; 4) education concerns; 5) new trends in education; and, 6) questions from the membership

The Committee and the Education Department work very well together and there is excellent, open communication. As shown in the attached communication, both staff and the PR/C continue to find ways to improve the educational opportunities provided to members of IIMC.

### **5. Assist IIMC staff in establishing criteria and/or examples for MMC categories relating to "unique on the job performance or achievements" and "personal accomplishment of educational benefit to the profession or community."**

This goal is on-going and the Committee is eager to begin.

### **Management's Comments:**

As always, this Committee is extremely helpful to IIMC's Education Department. While this past term may not have been as busy as prior years, a good part of that has to do with the current balance of the education programs and staff's growing capabilities and its work with the Institutes. However,

The Committee's goal to assist IIMC staff in providing input for the Educational Ambassador Program is no longer an objective for this Committee. We recommended this goal several years ago when IIMC needed assistance in implementing its education program. However, with the changes made in 2010, this goal is now obsolete.

## **PUBLIC RELATIONS**

Chair, **Susan M. Phillips, MMC**

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

### **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.

### **2012/2013 Goals and Objectives**

1. Review and update the Five- Year Marketing Plan. (Completed- incorporated into Staff's duties)
2. Submit articles for the News Digest; e.g. best practices, management and leadership.
3. Develop marketing plan for Good Governance Award.
4. Develop marketing plan for MCEF and to encourage contributions from the membership.
5. Develop a Poster to promote Municipal Clerk's Week

### **Discussion**

It was noted that the Five-Year Marketing Plan was completed and incorporated into IIMC staff's duties.

Concerning the goal to submit articles for the News Digest, best practices, management and leadership, it was noted articles that are most welcomed and favored by the IIMC membership are those written by our own colleagues (IIMC members). It was also noted for a way someone to get published. The PRMC will continue to search and seek out members who might be interested in providing an article.

The PRMC reviewed the application submitted for the Program Excellence in Governance Award and recommended that it be granted to the City of Corvallis, Oregon.

The PRMC was directed to postpone consideration of developing a marketing plan for MCEF, as there are experiencing some restructuring.

The PRMC developed several posters to promote Municipal Clerk's Week. The posters were made available via the IIMC website for the members to download and post throughout their community to promote the profession.

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## Summary

The Committee continues to work toward the creation of a marketing plan for the Good Governance Award to be reviewed by the Committee 2013. In addition, the PRMC continues to review promotional materials and suggestions to promote Municipal Clerk Week and will continue to work with staff and MCEF to work on a more modernized marketing plan in November for MCEF.

## Management's Comments:

The Committee did an excellent job creating two new Municipal Clerks promotional posters in hopes of raising Municipal Clerk awareness. The Good Governance Award was thoroughly reviewed and awarded to Corvallis; however, IIMC still needs a more extensive method of promoting this Award. We thank the Committee for their overall service and look forward to working on new goals and objectives.

## RECORDS MANAGEMENT

Chair, **Diane R. Gladwell, MMC**

Vice Chair, **Stephen M. French, MMC**

## Background

The Records Management Committee established the following goals for 2012-2013:

1. Recommend records management educational sessions for the Annual Conference.
2. Prepare a minimum of two articles regarding best practices for records management.
3. Cooperatively, with the Executive Director, monitor implementation of the grant for records management technical bulletins.
4. Continue to work to analyze the survey of the membership to determine their most challenging records management issues. Continue to develop the analysis and recommendations for the future.
5. Gather data and anecdotes about cities' most costly records management problems in order to utilize that information to educate City Managers and City Councils about the cost of poor records and the value of good records management practices.

## Discussion

The committee has achieved the vast majority of its goals, with just two technical bulletins in their final stages prior to publication.

1. Recommend records management educational sessions for the Annual Conference.  
**Status:** Completed.
2. Prepare a minimum of two articles regarding records management for the News Digest.  
**Status:** Completed.
3. Cooperatively with the Executive Director, monitor implementation of the grant for records management technical bulletins.  
**Status:** 98% Completed (a three-year, very complex project managed by Paul Bergeron)

MCEF received a grant from NHPRC to publish the bulletins, with joint assistance by National Association of Government Archives and Records Administrators (NAGARA.). The grant did not require any funds from IIMC; our grant costs were in-kind (26 reviews of each bulletin and formatting for on-line presentation.)

The IIMC's Records Management Committee has been working on the project three years. Many of the Records Management Committee members served as authors of the bulletins.

IIMC members completed the required 26 reviews for 15 bulletins as our "in-kind" contribution, which ended up being a huge undertaking, as it was not easy finding members willing to review the bulletins and complete the required review form.

There were 177 different IIMC reviewers who completed 390 reviews of the 15 bulletins.

NAGARA required various review forms, including an "in kind contribution form."

**Current Status:** IIMC has published six titles. Another eight should be published by the end of April. Another bulletin is in its final review prior to submission to IIMC for publication.

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# COMMITTEES

Continued

The attorneys who had committed to writing the bulletin on E-discovery did not produce a draft. Since this bulletin was not published, we have \$1,000 in NHPRC grant funds that will be returned to the Commission.

In lieu of this bulletin, the Committee received a request to write a more technical bulletin regarding document imaging. Project Manager Paul Bergeron is currently reviewing this bulletin; it will then be sent to the NAGARA Board and the IIMC Records Management Committee for comments. Because there are no matching grant requirements for this potential bulletin, it does not require the 26 reviews that the other bulletins required.

4. Continue to work to analyze the survey of the membership to determine their most challenging records management issues. Continue to develop the analysis and recommendations for the future

**Status:** The committee has reviewed and analyzed the survey.

5. Gather data and anecdotes about cities' most costly records management problems in order to utilize that information to educate City Managers and City Councils about the cost of poor records and the value of good records management practices.

Status: An initial compilation has been done. It is recommended further compilation of these stories and publication of them (which will assist other municipal governments in investing in, and making progress with, their records management projects, be continued by next year's committee.

## Financial

The funding for the Records Management Technical Bulletin project came from NAGARA, and the project was managed at no charge by Paul Bergeron, so there was no expenditures by IIMC for the committee for the year.

## Summary

The completion of the Records Management Technical Bulletins is a prestigious, important, high-profile project that IIMC should be proud of, as it was funded by NAGARA, who partnered with MCEF and IIMC. The bulletins will benefit IIMC members and others by improving their knowledge, and the efficiency and effectiveness of their Records Management programs.

The committee has accomplished all of their goals for the year, and we appreciate all the contributions made by our many members.

## Recommendation

*Suggestions for Goals for Next Year's Records Management Committee:*

1. Recommend records management educational sessions for the Annual Conference.
2. Prepare a minimum of two articles regarding best practices for records management.
3. If not completed prior to the end of the term for this Committee, complete the review and comment for the potential bulletin regarding the technical aspects of document imaging technology.
4. Continue to gather data and anecdotes about cities' most costly records management problems in order to utilize that information to educate City Managers and City Councils about the cost of poor records and the value of good records management practices.

## Management's Recommendation:

We thank the committee for their outstanding work on the Technical Bulletins. The Bulletins are on our web site and have been promoted in the E-Briefings and News Digests. The April Digest also featured an article by this Committee. As of this writing, there are six Bulletins uploaded to our web site that are complimentary to IIMC members.

We extend a special thank you to Paul Bergeron, the Project Manager of the IIMC/NAGARA Records Management Bulletin project for his efforts, direction and overall contribution to this complex, important, multi-agency, and multi-year project.

As always, we appreciate and publish any Digest article regarding Records Management.

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## RESEARCH AND RESOURCE

Chair, **Buster Brown, CMC**

Vice Chair, **Kacie L. 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

Research and Resource Committee met in May 2012 in Portland, Oregon in conjunction with the 66th Annual IIMC Conference.

### 2012/13 Goals & Objectives:

1. Assist in developing and disseminating surveys and questionnaires as requested by the Board of Directors, other Committees and Staff; and compiling, analyzing and reporting responses.
2. Utilize the new website by uploading questions and answers and creating an FAQ Library.
3. Provide content for the online Resource Center of ordinances, policies, best practices, etc.
4. Track and respond to website posts.

The main goal that the Committee has been actively working on has been in the area of tracking and responding to website posts. This type of ListServ Inquiry is a resourceful tool for many IIMC members as well as a quick and informative way to gather information on a variety of topics which also includes a variety of responses from committee members.

**Summary:** The Research and Resource Committee did not receive any request for surveys or questionnaires and we did not receive any inquiries from other clerks. We are in the beginning stages of developing a Resource Center of ordinances, policies, and best practices..

**Recommendation:** The Committee still needs to provide content for the online Resource Center of ordinances, policies, best practices etc. .

### Management's Comments:

We realize this committee is more reactive than proactive, thus the somewhat slow year. We've talked about creating an online Resource Center and we believe this should be a priority with the Committee going into the next year.

## COMMITTEES REQUIRING BOARD ACTION BUDGET AND PLANNING

Chair, **Philip J. Campbell, MMC**

Vice Chair, **Mary Lynne Stratta, MMC**

### Background

The purpose of the Budget and Planning Committee is to provide sound financial advice to the IIMC Executive Committee and the Board of Directors.

A set of five goals were establish for the committee and are as follows:

1. Develop and ensure that IIMC adheres to an annual balanced operating budget
2. Monitor monthly expense and revenue reports from the Executive Director and brings areas of concern to the attention of the Board of Directors
3. Review the expenses and revenues associated with the Annual Conference and report on profit/loss
4. Review and report to the Board of Directors any issues raised in the Auditor's Management Letter and Report
5. Develop a three-year financial forecast and five-year capital items projected needs list

The other members of the committee are as follows:

**Sharon K. Cassler, MMC**

**Brenda M. Cirtin, MMC**

**Marc Lemoine, MMC**

**Brenda Kay Young, MMC**

**Colleen J. Nicol, MMC**

**Chris Shalby**

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# COMMITTEES

Continued

My compliments to Executive Director Chris Shalby; Financial Specialist Janet Pantaleon and Finance Director Pilar Archer for their devotion to IIMC and their untiring efforts to properly maintain and improve the financial well-being of our Organization.

As you can see by the make-up of this committee, this is a group of no nonsense colleagues that have only the very best interest of IIMC and our membership. This is a very knowledgeable group who do not hesitate to speak their mind 'on and off the playing field.'

**Monthly Statements:** The Board of Directors is forwarded monthly statements on a regular basis and given the opportunity to review and ask questions to any of the members of this committee or of staff. I am not aware of any outstanding requests for information or questions from the Board.

**Projected Budget Profit:** IIMC ended 2012 year with a Net Profit of \$65,759, which is \$55,619 over the projected budget of \$10,150. Another stellar year in which IIMC has for the sixth consecutive year, ended with a Net Profit. In addition, this is the fifth consecutive year that IIMC has surpassed the million-dollar mark with dues revenue.

Although IIMC was faced with several challenges throughout the 2012 fiscal year, including but not limited to, fraudulent credit card activity, hotel attrition incurred at 2012 conference, as well, as excessive bank analysis fees, several key factors helped to maintain a healthy bottom line and still provided excellent service to IIMC constituents. Such specific key factors included eliminating the part time position of Director of Education, reduction in conference expenses, no election expenses for VP candidate, and overall due diligence in spending.

**Restricted Reserve Funds:** Our restricted reserve funds are \$331,000 of which \$21,000 is allocated to the Building Reserve. We were able to add \$20,000 at year-end to increase the restricted reserves from last year's amount of \$310,000. This is the Fund that is restricted to Board approval only.

**Headquarters:** Headquarters building, in Rancho Cucamonga, underwent a refinance in late 2012. Staff was able to reduce the monthly mortgage by approximately \$3,000 and eliminate a balloon payment of approximately \$700,000 due in 2016. The renters have signed new lease

extensions through March 2018. A complete report on the lease arrangements is part of the Executive Director's Update.

**Committees:** It is projected that the Executive Committee travel budget will be on target of \$26,000 for 2013. This amount has remained steady since 2008 (plus or minus), cementing the Executive Committee's commitment to maintain a strategic travel plan. Efforts continue to keep Region XI travels to only those associations with which IMC has strong presence or working toward an Institute.

**2012 Conference - Portland:** It was originally anticipated that the Portland conference would generate a profit of over \$48,000. Our actual net profit was \$10,600. The projected attendance was below target, IIMC incurred attrition at one of the conference hotels. IIMC Management was able to negotiate a final attrition settlement of \$72,332.

**Education:** The Education Department continues to operate well and improve on its education processes. In 2013, IIMC with Board approval negotiated affiliate agreements with four Institute Directors to act as IIMC's Education Group, thus saving a full time Director of Education salary and employing the monies into program development and creating on line courses.

**Membership Campaign:** The 2012 Membership Campaign exceeded the rate of return on its initial investment. As of this writing, the new campaign has realized 258 new members.

## Budget Committee Recommendation:

The Budget and Planning committee recommends that the Board approve the year-end 2012 budget and adopt any revisions to the 2013 budget, if necessary.

Continued on page 27

## Management's Comments

Management agrees with the Committee's recommendation regarding the approval of the 2012 and 2013 budgets. The collaboration between staff and this Committee continues to grow and improve with one singular purpose of keeping IIMC on solid financial footing. We appreciate this Committee's approach and collegiality and realize at times that although some of the decisions may not be the most popular, they certainly are always in the Organization's best interest.

## BLUE RIBBON COMMITTEE

Chair, **Colleen J. Nicol, MMC**

### Background

Following the mid-year Board meeting, the Education Blue Ribbon Committee (BRC) met one final time to wrap up the remaining matters in their scope of work. At the mid-year meeting the Board of Directors conceptually approved an amendment to the Institute Guidelines regarding the process for Institutes that are not in compliance. The final recommended policy language is shown on Attachment A.

Directly related to the Committee's remaining work was the Board's mid-year decision shown below regarding structure of the Education Department:

“Reallocate the salary of the Director of Education into the following areas:

- Funding work with 3 Institute Directors to
  - Provide education visioning to keep IIMC education programs on the cutting edge of emerging education practices and emerging Municipal Clerk topical areas of study; and
  - Provide assistance with course review and annual institute report reviews; and
  - Funding new programs – on line; and
  - Providing additional responsibilities for the Associate Director of Education to work with Institute Directors, Institutes, exploring raising the MMC program to a higher level, etc.; and
  - Verification Specialist to take on more conference responsibilities; and

- Hiring, as needed, a consultant/company to produce IIMC on-line programs/webinars; and
- Hiring, as needed, a company proficient in certification/accreditation programs to audit IIMC programs if necessary.”

As to the remainder of the BRC's work plan, the Committee considered the bolded items below collectively. In light of the Board's decision to endorse the strategy presented above, the BRC agrees and supports the direction and determined that the strategy addressed these remaining items.

### 1. Institute Annual Reports

- a. Content/documentation
- b. *Review process*
- c. Non compliance

### 2. State/Provincial/National Association course review

- a. Content/documentation

### 3. Teaching methods

- a. Institutes
- b. Athenian Dialogues
- c. State/Provincial/National Associations

### 4. Expand course topics list

- a. Additions
- b. Process for future additions

### 5. Referral (Appeals) Process

On January 31, 2013, President Cirtin requested the Committee convene to review and forward a recommendation on the following:

#### Amend the Institute Guidelines:

- *Eliminate the “Topics Not Accepted” list from the Institute Guidelines. If the coursework is relevant, credit will be given (this includes notary).*
- *Health and wellness topics are deemed – and always have been – “relevant to the municipal clerk profession” and an acceptable topic for CMC and MMC credit.*
- *Training for software commonly used or potentially useful in support of municipal clerk work is “relevant to the municipal clerk profession” and an acceptable topic for CMC and MMC credit.*

Continued on page 28

# COMMITTEES

Continued

- Rigor of content, not topic, determines CMC and MMC levels of coursework. As such, all topics are acceptable for both CMC and MMC.*

After discussion, the BRC offers the recommendations below to replace the “topics not accepted” (see immediately below) with positive statements and descriptive words explaining how health and wellness, software applications, and other topics are appropriately incorporated into coursework for CMC and/or MMC credit. Replacing the list with explanatory paragraphs serves as an aid to developing credential programming, rather than offering prohibitions.

“Topics not accepted:

Computer training (i.e. – Microsoft Office, or other software training)

E-mail

Notary”

This report concludes the work of the Education Blue Ribbon Committee. The Committee thanks President Cirtin and the Board of Directors for the opportunity to serve on these matters of high priority to the membership and IIMC Institutes. Monitoring of these measures over the next year will be key to evaluation of their effectiveness and what policy adjustments, if any, are needed in the future.

The Committee extends its appreciation and gratitude to staff for their time, understanding, thoughtful deliberation, and contribution of solution ideas.

## FISCAL IMPACT

There is no fiscal impact associated with these recommendations.

## Recommendations

1. Amend the Institute Guidelines regarding Institute non-compliance as shown in Attachment A (see below);
2. Request the Executive Director to evaluate and report the effectiveness of the new Education Department model semi-annually to the Board of Directors with Board Member feedback; and
3. Amend the Institute Guidelines to replace the “Topics Not Accepted” list with these statements:

## Acceptable Courses Using Technology:

Courses that are built around and focus on applicable topics may be enhanced by using technology and computer software. For example, a session on “Budgeting” may utilize Microsoft Excel as a tool to enhance learning, with the focus of the session being creation or presentation of the Budget itself. A session on “Presentation Skills” may utilize Microsoft PowerPoint, with the focus remaining on creating presentations that are both clear and engaging.

Computer Training (i.e. Microsoft Office, vendor software or other software specific training):

In support of achievement of a municipal clerk credential, coursework should always have a connection to the profession. Standalone software training used across many professions does not meet this test, unless incorporated with its specific application to the duties and responsibilities of a municipal clerk. IIMC and its approved Institute programs do not endorse software specific products. Examples of unacceptable courses would be: how to send e-mails; how to create spreadsheets; basic word processing applications; vendor product usage; creating a database; and similar courses when not incorporated into study of its application to municipal clerk duties.

## Health and Wellness:

Health and wellness content is relevant to the municipal clerk profession and an acceptable topic for CMC and MMC credit when tied back to the municipal clerk profession, e.g., risk management, stress management, etc.

## CMC/MMC Level

Rigor of content, not topic, determines CMC and MMC levels of coursework.

## Management’s Comments:

**Recommendation #1** – non-compliance: Management’s comments are part of Attachment A below.

**Recommendation #2** – Complete updates on the Education Group model will be part of the Board’s Agenda at the mid year and annual Board meetings. Of course, the Board will be apprised with any developments by the group regardless of when they occur.

## ATTACHMENT A

### EXCERPT FROM INSTITUTE GUIDELINES INSTITUTE ANNUAL REPORT, PAGE 9

#### Noncompliance

The Director of Education may determine that an Institute is not in compliance with the provisions of the IIMC Education Guidelines. In such case, the following steps will be taken:

1. The Director of Education will bring the non-compliance issue to the attention of the Institute Director and try to collaboratively work towards a solution.
2. If a solution is not resolved with the Institute Director within 30 days, the Director of Education will bring the non-compliance issue to the attention of the State/Provincial/National Education Chair in the hope that they can assist in resolving the issue.
3. If a solution is still not resolved within 30 days, the Director of Education will bring the non-compliance issue to the attention of the Program Review and Certification Committee and ask for their review of the issue and provide a recommendation for a resolution.
4. The Program Review and Certification Committee will forward the results of its deliberations to the Director of Education within 30 days.
5. If compliance has not been timely met, a teleconference will be conducted with the Director of Education; Institute Director; State/Provincial/National President and Education Chair; and Chair, Institute Director liaisons, and Board liaisons of the Program Review and

Certification Committee. If still unresolved, a second teleconference with the same parties will be conducted. Such teleconferences shall be scheduled by the Director of Education.

If unresolved within thirty days of the second teleconference, the Director of Education will then render a judgment regarding the extent of noncompliance and the appropriate course of action, and inform the Institute Director and the State/Provincial/National Education Chair. The written communication from the Director of Education should specify the nature of noncompliance with the Education Guidelines and offer recommendations to bring the Institute in compliance.

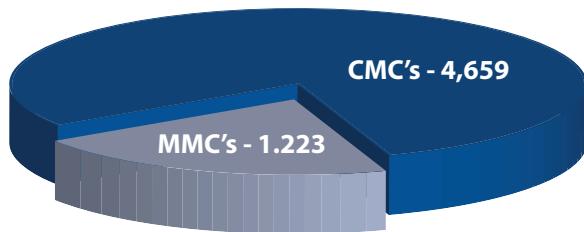
The Institute Director in collaboration with the State/Provincial/National Education Chair may respond to the decision within 30 days, by contacting the Director of Education in writing. A nonresponse is construed as the acceptance of the decision. A Continued noncompliance may result in revocation of the Institute's approval by IIMC, the Director of Education.

#### Management's Comments:

We believe these changes regarding non-compliance places IIMC in a strong and proactive, yet conciliatory, role regarding non-compliance. These steps outline IIMC's process in moving forward with any Institute that puts IIMC's Certification programs in jeopardy.

## Certification and Master Municipal Clerk Academy Figures The Certified Municipal Clerk program began in 1971.

Total active clerks as of June 1, 2013 - 9,433



**NOTE:** In January 2010, IIMC's Education Guidelines were revised to reflect major changes including the elimination of Recertification. Since 2012, IIMC's CMC's program has increased by four percent and MMC participation has increased by 18 percent.

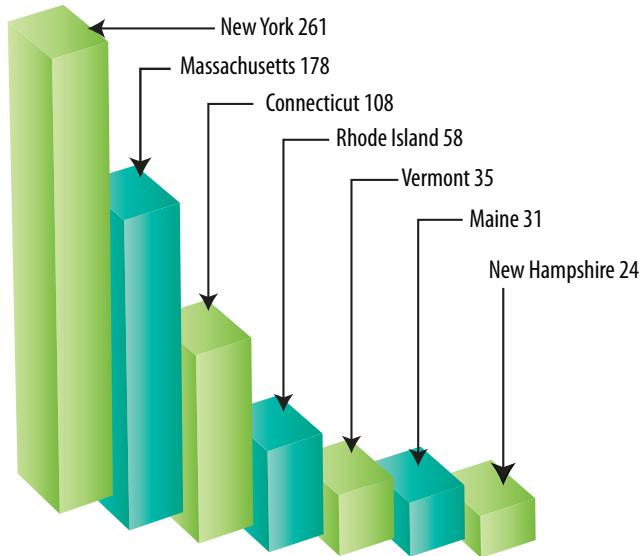
Since the Programs' inception, there have been more than 10,000 members in the CMC program and more than 5,600 in the MMC.

# STATE/REGIONAL/NATIONAL MEMBERSHIP

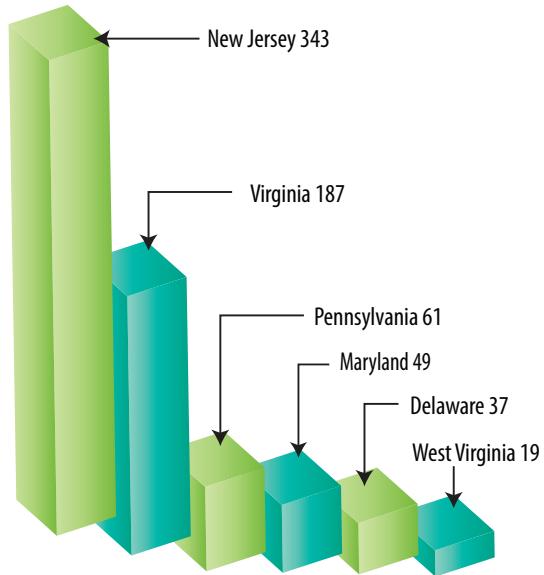
2013 IIMC ANNUAL REPORT

The following chart represents IIMC membership in each state, province and country. As of July 1, 2013, California leads all states in membership with 860. Region III (AL, FL, GA, NC and SC) leads all Regions in total membership with 1,579. British Columbia leads all members in Canada with 112. England leads all countries in Region XI with 68 members, followed by the Netherlands with 32. IIMC's total membership is 9,413, an overall increase of 102 members from one year ago.

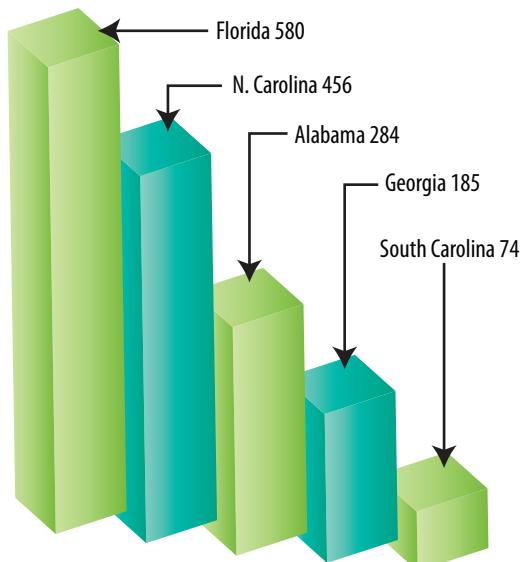
## REGION I - 695



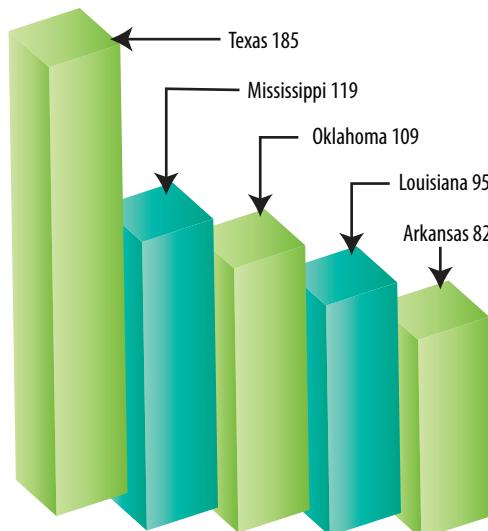
## REGION II - 696



## REGION III - 1,579



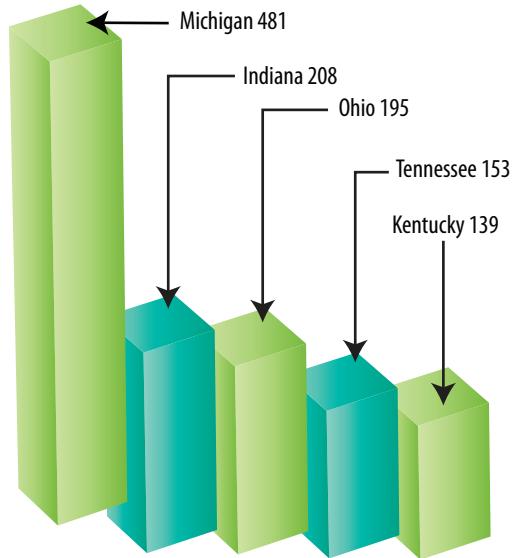
## REGION IV - 590



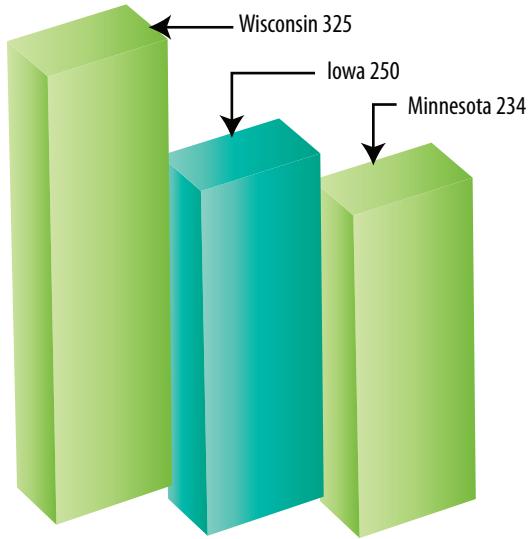
# STATE/REGIONAL/NATIONAL MEMBERSHIP

2013 IIMC ANNUAL REPORT

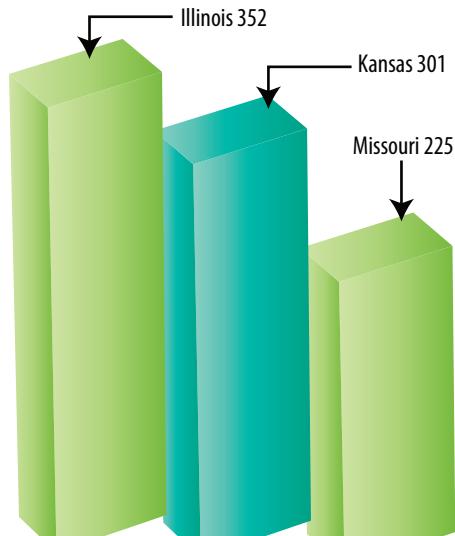
## REGION V - 1,176



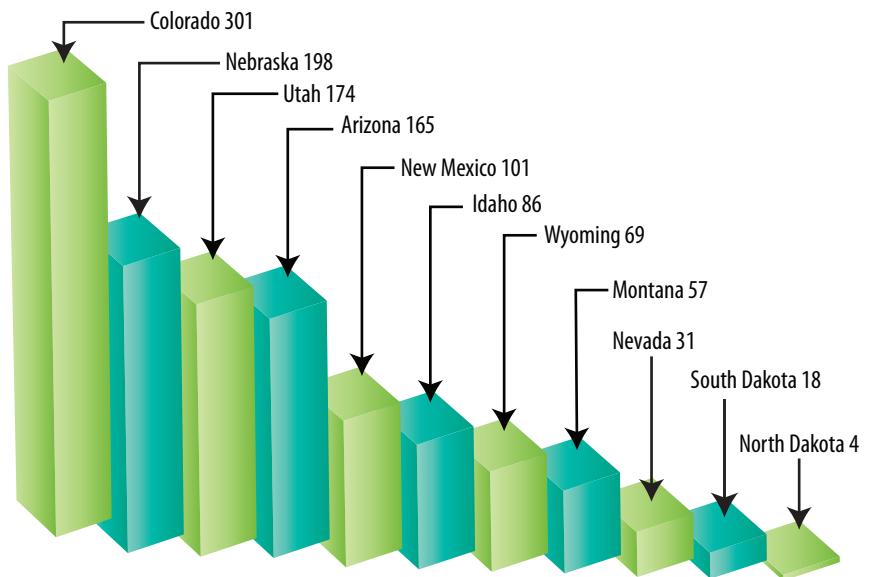
## REGION VI - 809



## REGION VII - 878



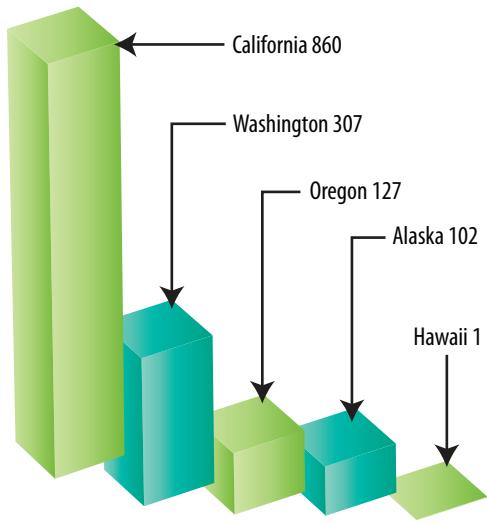
## REGION VIII - 1,204



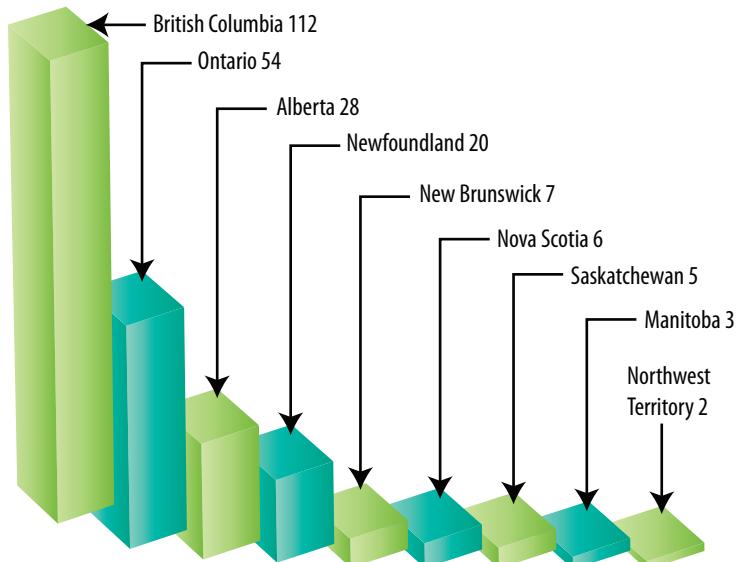
# STATE/REGIONAL/NATIONAL MEMBERSHIP

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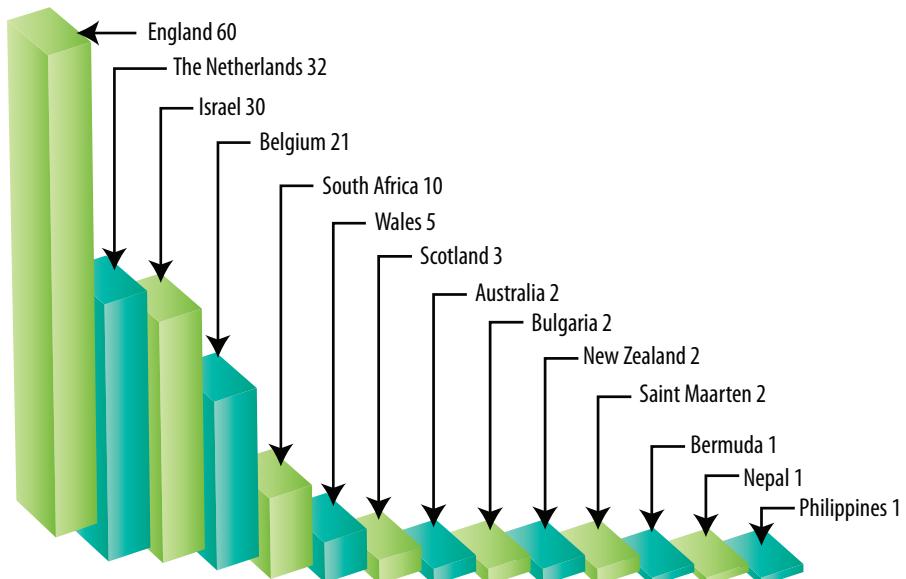
## REGION IX- 1,397



## REGION X - 237



## REGION XI - 172



Region I	695
Region II	696
Region III	1,579
Region IV	590
Region V	1,176
Region VI	809
Region VII	878
Region VIII	1,204
Region IX	1,397
Region X	237
Region XI	172

**TOTAL MEMBERSHIP - 9,433**

# BOARD OF DIRECTORS

2013 IIMC ANNUAL REPORT



PRESIDENT  
**Brenda Cirtin, MMC**  
City Clerk  
Springfield, MO



PRESIDENT ELECT  
**Marc Lemoine, MMC**  
Deputy City Clerk  
Winnipeg, Manitoba, Canada



VICE PRESIDENT  
**Brenda Kay Young, MMC**  
Town Clerk/Treasurer  
Nashville, IN



PAST PRESIDENT  
**Colleen J. Nicol, MMC**  
City Clerk  
Riverside, CA

## DIRECTORS - 2013 EXPIRATION

### **Linda L. Spence, MMC**

Town Clerk  
Manchester, Vermont  
Region I

### **Kimberely A. Rau, MMC**

Clerk to the City Council  
Laurel, Maryland  
Region II

### **Tiny B. Washington, MMC**

City Clerk  
Columbus, Georgia  
Region III

### **Debra Batliner, MMC**

City Clerk  
Simpsonville, Kentucky  
Region V

### **Stephanie Kalasz, CMC**

City Clerk  
Moscow, Idaho  
Region VIII

### **Kristie L. Smithers, MMC**

City Clerk  
Wasilla, Alaska  
Region IX

## DIRECTORS - 2014 EXPIRATION

### **Vincent Buttiglieri, MMC**

Municipal Clerk  
Township of Ocean, New Jersey  
Region II

### **Mary J. Kayser, MMC**

City Secretary  
Fort Worth, Texas  
Region IV

### **Roxanne Schneider, MMC**

City Clerk  
Dysart, Iowa  
Region VI

### **Kittie Kopitke, MMC**

Village Clerk/Collector  
Streamwood, Illinois  
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 XI

## DIRECTORS - 2015 EXPIRATION

### **Shawn Cullinane, MMC**

Administrative Clerk/Treasurer  
Lindenhurst, New York  
Region I

### **Kelly J. Lovette, MMC**

City Clerk  
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

### **Ronny Frederickx**

City Secretary  
Essex, Belgium  
Region XI

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