

# ***IIMC...Building Blocks to Success***



2015 Annual Report



## **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.*

Online-Click here to go to...



# Brenda K. Young



What a great opportunity it was for me to follow the leadership of Past President Marc Lemoine, MMC. Marc led IIMC with professionalism, passion, dignity and heart. He was a true leader who not only moved IIMC forward into the future but also used his talents listening to you, our members. Congratulations to Marc on a job well done.

At the 2014 IIMC Annual Conference in Milwaukee, I asked our membership, whether they had been in public service for many years or were just beginning their career in public service, to commit to believing that each one could make a difference. “**Believe** in yourself, **Believe** in our Municipal Clerks Profession and **Believe** that we can make a difference.” I began my term as President by challenging each member to become re-energized in local government. Financier J.P. Morgan said “Go as far as you can see: when you get there, you’ll be able to see farther.” We as Municipal Clerks are an integral part of local government and we must strive to dedicate, preserve and protect our profession.

As we move our great organization into the future, may we keep our focus on raising the awareness of the Municipal Clerk and explore every opportunity to grow our network of colleagues throughout the world.

What a **stellar year** IIMC experienced as we co-hosted the first ever Joint Symposium between the International Institute of Municipal Clerks and the European Federation of Chief Executives in Local Government (UDITE) in Brussels, Belgium! The history-making Symposium broadened our horizons as we learned about the European Perspective on Local Democracy and Multi-Level Governance. The international gathering allowed opportunities to network with our colleagues from twelve countries, respectively, as we joined together in the home of the Committee of the Regions. It was truly exciting to me that our Symposium was hosted by the European Union-Committee of the Regions where 353 members from 28 different EU countries united to aim for multi-level governance. What an honor to have joined our colleagues in the very special place where local and regional government is represented for so many countries. The Symposium was

IIMC’s first significant event in Europe since our 2000 Rotterdam Conference. I am thrilled IIMC is growing internationally, and I hope this is the first of many future events. Our congratulations go out to our retired International Consultant Nick Randle and a big welcome to Tom van der Hoven, UK, as the new Region XI Consultant.

**IIMC Membership soars above 10,000 members!** We are members of an amazing group of Clerks that span the United States, Canada, Australia, Belgium, Bermuda, Bulgaria, Israel, Nepal, New Zealand, Scotland, South Africa, the Netherlands and the United Kingdom. The Society of Local Council Clerks (SLCC) joined IIMC using our bulk membership program this year raising our Region XI membership to approximately 800 members! We truly live in a small world once you decide to “Broaden Your Horizons” and network with colleagues from around the globe.

**Dr. Jane Long became our Director of Professional Development** in January 2015. During the 2014 Board Development/Strategic Session, the Board provided staff with direction to pursue bringing in an individual in the position of Director of Professional Development to reflect IIMC’s current philosophy regarding education for our members. We were excited to welcome Dr. Long as part of our team.

**IIMC Annual Conference program** information became available on the smartphone application. Attendees were able to view local maps, speaker bios, meeting room information as well as sponsors and exhibitors right at their fingertips. Special thanks to our Certification Manager Ashley DiBlasi for bringing the conference app to us!

**The Constitution Task Force** - Along with their review, the Task Force rewrote the Constitution, putting it in an active voice, and correcting grammar and syntax throughout the document. At the 2014 IIMC Board of Directors mid-year meeting in November, the Board approved the Constitution with the attorney’s suggested recommendations and directed the Task Force to move forward with the process of bringing it to the membership. This process has been completed and the Proposed New Constitution has

## PRESIDENT’S MESSAGE

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## PRESIDENT'S MESSAGE *(continued)*

been sent to the entire membership for approval (Constitution voting deadline was August 20, 2015).

My sincere congratulations and gratitude goes out to you the Members, the Staff and Contractors, the Executive Committee, the Board of Directors, the 13 Standing Committees, the Ad-Hoc Committee, the MCEF Board, the Vendors and Sponsors and those leaders that have gone before us. Today, we stand tall with pride and confidence in this amazing Organization as it grows and embraces "Seasons Change and So Do We."

IIMC has a solid foundation that is willing and ready to embrace

the ever-changing world as we look for ways to share best practices to better serve our communities and to continue the journey of lifelong learning.

My heartfelt thanks goes out to each and every one of you for allowing me the opportunity to serve you. May you always accept the challenge to "Believe in yourself, and Believe that you can make a difference."

So grateful,

Brenda K. Young, MMC, IIMC President 2014-2015



Pictured from left: Director of the Mayor's office, Saliem Ghomeed; IIMC President Young; and IAM President Gil Litov



Nazareth City Hall group. Pictured to the right of IIMC President Young is Nazareth Mayor Ali Salam (black suit and tie)



Pictured left is former IIMC Region XI Director, Ronny Frederickx, listening to an IAM session through translation services.



# Chris Shalby

## IIMC – Beyond Its Years

**A**s IIMC approaches its 70th anniversary in 2016, much has changed – operationally, organizationally, demographically, financially – yet, IIMC’s initial mission of serving the needs of Municipal Clerks everywhere has not wavered from the Organization’s inception.

From education to annual conferences, from Institutes to online and webinar programs, IIMC continues to monitor itself, thanks to its Board, as it searches for new ways of immersing itself in its membership.

As a non-profit professional association dedicated to Municipal Clerks, IIMC understands that it exists to serve and support its members. We have a sincere commitment to customer service, and that commitment is reflected in all of our education programs, conferences and membership activities. In this pressurized world where customer service is all too often an afterthought or an exaggeration of the latest marketing campaign, we place the needs and wants of our members at the top of our “to do list.”

All areas of your Organization: Board of Directors; Membership; Administration; Conference; Finance; and Education are operating well and experiencing growth and success.

### Board of Directors

The IIMC Board of Directors is an engaging group, solidified in their efforts and responsibilities to ensure that every decision is sound tactically and financially. Over the years, their prescience and vision have manifested into increased Region XI membership, the hiring of a Director of Professional Development to better reflect members’ education needs, a four-day conference to reduce costs for Delegates, financial stability and growth, and oversight into all IIMC governance decisions.

Due to more strategic and fiscally responsible planning in travel, the Executive Committee and the Board of Directors made 2014 the eighth consecutive year the Organization’s Board of Directors has been under budget. The Organization’s commitment regarding non-domestic travel and efforts of those Presidents the past few years played an integral role in financial prudence. IIMC continues to keep

Region XI (Outside North America) travel to only those Associations with which IIMC has a strong affiliation.

IIMC also utilizes, whenever possible, American Express points to help reduce travel expenses. IIMC also was successful in having State/Provincial/National Associations help when possible, and we thank them for their assistance.

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

### Membership

IIMC embarked on two highly successful membership engagement campaigns. The first one was directed at municipalities with population of more than 2,100. The second campaign involved populations with less than 2,100. Over the past few years, both of these engagement campaigns have brought in more than 500 new members and more than \$180,000 in revenue, proving that IIMC is an attractive option to Municipal Clerks.

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

### Administration Building - Headquarters

One out of the two offices at Headquarters is fully leased through 2017. We continue to search for our second tenant. The lease pays approximately 25 percent of the monthly mortgage with IIMC tackling the rest of the mortgage. However, with the rental of the second office, IIMC’s mortgage liability will be reduced to minimum payments.

One additional highlight in 2014 included increasing IIMC’s restricted building reserves to \$24,000. IIMC remains proactive in maintaining the upkeep on the premises. Headquarters is in good shape, and the building was painted in November 2014.

### Finance

A first in its history, IIMC now has accumulated \$500,000 in a restricted reserve fund, which can only be used with the Board of Directors approval. This nest egg is imperative to



EXECUTIVE DIRECTOR'S UPDATE

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## EXECUTIVE DIRECTOR'S UPDATE *(continued)*

non-profits since membership numbers tend to fluctuate and the economy takes a toll on renewals. This reserve is IIMC's emergency account if ever needed. Getting to this figure a good year or two ahead of what the Board projected means there was a compulsion to reach financial health.

Thanks to existing policies and processes that steer us in a positive direction. We're diligent about administering the Organization's finances. The 2014 Year End Budget ended with a profit of \$204,000. When you think of the impact the economy has had on our membership and conference attendance these past years, IIMC's financial accomplishments are a strong indication of an Organization's collective efforts and willingness to adhere to a set budget, while continuing to broaden its horizons and provide members with valuable services.

### National Highlights – Regions X and XI

This past year, IIMC recognized a few historical firsts -- Membership numbers in Region XI (outside North America) grew to an all time high with more than 794 members with the Netherlands bringing in more than 460 new members. Thanks to many of our Region XI affiliates, IIMC held its first ever Region XI Symposium in Brussels, Belgium, attracting more than 100 attendees from the United States, England, Spain, Scotland, The Netherlands, Belgium, France, Israel, South Africa and Wales. IIMC's 2016 Region XI Symposium is slated for summer 2016.

The 2014 year also witnessed IIMC President Young visiting the Alberta Municipal Clerks Association Annual Conference, another first for this Organization.

### Education

The Department hired Jane Anne Long, Ed.D., as its Director of Professional Development in January 2015. The Department continues to work on creating and developing new IIMC-approved online

courses, webinars and to search for new methods of improving access to education programs for its members. Conference education sessions fall under this Department's purview.

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

IIMC is averaging a 27% open rate on email announcements such as the weekly E-Briefings and *News Updates*. The industry association average is 18%. Our click rate is 23% (members clicking on links within the announcements) and our bounce rate is 5% (emails that bounce back to IIMC). We have 10,053 active contacts. These numbers depict 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, Flickr, Instagram and Facebook.

### Conference

The 2015 Conference in Hartford, CT, was IIMC's first 4-day annual conference. Although attendance just fell short of projections, the Conference was hugely successful in terms of its education programs. The four-day conference survey did not reveal an overwhelming response to return to a five-day conference; however, Delegates certainly appreciated one less night of hotel costs. IIMC looks forward to its 2016 Conference in Omaha, where it will celebrate its 70th anniversary.

In all, it's an honor and a pleasure serving as your Executive Director.

Chris Shalby, *Executive Director*



Attendees at the 27th Alberta Municipal Clerks Association Annual Education and Conference in beautiful Canmore, Alberta



Business meeting at 2015 Conference, Hartford, CT.





JOHN LERIAS, CPA  
STEPHEN C. WILLIAMS, CPA  
JOSEPH O. ROMERO, CPA

April 15, 2015

To the Board of Directors  
International Institute of Municipal Clerks  
Rancho Cucamonga, California

We have audited the financial statements of International Institute of Municipal Clerks for the year ended December 31, 2014, and have issued our report thereon dated April 15, 2015. Professional standards require that we provide you with information about our responsibilities under generally accepted auditing standards, as well as certain information related to the planned scope and timing of our audit. We have communicated such information in our letter to you dated December 4, 2014. Professional standards also require that we communicate to you with the following information related to our audit.

*Qualitative Aspects of Accounting Practices*

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by International Institute of Municipal Clerks are described in Note 1 to the financial statements. No new accounting policies were adopted and the application of existing policies was not changed during 2014. We noted no transactions entered into by the Institute during the year for which there is a lack of authoritative guidance or consensus. All transactions have been recognized in the financial statements in the proper period.

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected. The most sensitive estimates affecting the financial statements were:

Inherent with many not-for-profit organizations is a process to allocate cost based on an overall cost allocation plan. We evaluated the key factors and assumptions used to develop the cost allocation plan and allocations in determining that it is reasonable in relation to the financial statements taken as a whole.

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## Financials

International Institute of Municipal Clerks  
Communication with Board of Directors  
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Management's estimate of depreciation is based on a depreciation schedule. We evaluated the key factors and assumptions used to develop the depreciation schedule in determining that it is reasonable in relation to the financial statements taken as a whole.

The financial statement disclosures are neutral, consistent, and clear.

### *Difficulties Encountered in Performing the Audit*

We encountered no significant difficulties in dealing with management in performing and completing our audit.

### *Corrected and Uncorrected Misstatements*

Professional standards require us to accumulate all known and likely misstatements identified during the audit, other than those that are trivial, and communicate them to the appropriate level of management. Management has corrected all such misstatements. The attached schedule summarizes the corrected misstatements of the financial statements. Management has determined that their effects are material in the aggregate to the financial statements taken as a whole.

### *Disagreements with Management,*

For purposes of this letter, a disagreement with management is a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditor's report. We are pleased to report that no such disagreements arose during the course of our audit.

### *Management Representations*

We have requested certain representations from management that are included in the management representation letter dated April 15, 2015.

### *Management Consultations with Other Independent Accountants*

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to the Institute's financial statements or a determination of the type of auditor's opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.



CPAs & Business Consultants



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*Other Audit Findings or Issues*

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as the Institute's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

*Other Matters*

This information is intended solely for the use of the Board of Directors and Senior Management of International Institute of Municipal Clerks and is not intended to be and should not be used by anyone other than these specified parties.

*BY 1 Deauwer LLP*

GYL DECAUWER LLP  
Ontario, California

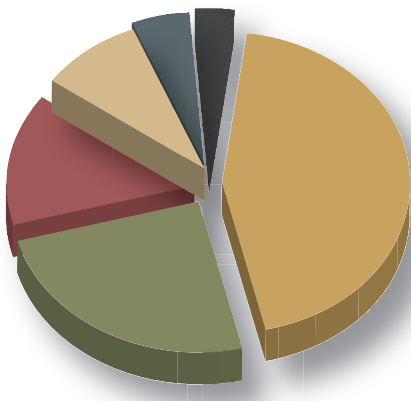
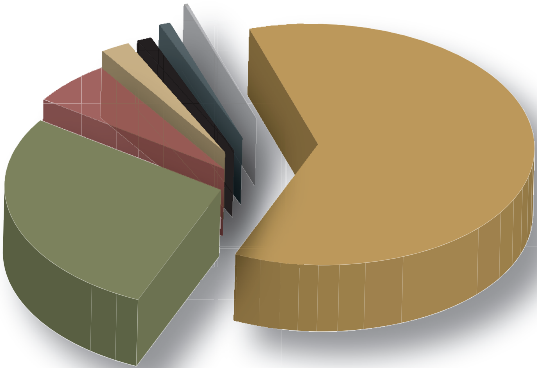


FINANCIALS

Revenue & Expenditure Chart

Revenue

Membership Dues.....	1,156,477
Conference .....	529,027
Education .....	110,967
Building Rental.....	43,470
Marketing Development .....	23,048
Administration .....	15,000
Interest .....	784
<b>TOTAL.....</b>	<b>\$1,863,788</b>



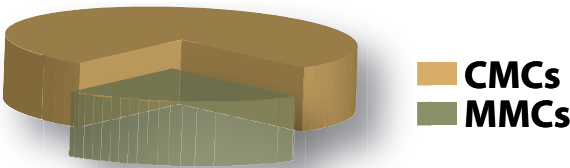
Expenses

Supporting Services Admin.....	732,742
Conference .....	406,121
Member Services .....	233,296
Education .....	148,511
Marketing .....	84,859
Building.....	50,799
<b>TOTAL.....</b>	<b>\$1,656,328</b>

Changes in Net Assets .....	\$ 207,460
Net Assets, beginning of year .....	\$ 150,206
Net Assets, end of year .....	\$ 357,666

Certification and Master Municipal Clerk Academy Figures

The Certified Municipal Clerk program began in 1971.



As of July 31, 2015, there were 4,672 CMCs and 1,303 MMCs active worldwide.

Total active clerks as of July 31, 2015 - 10,053

# STATEMENT OF ACTIVITIES

## INTERNATIONAL INSTITUTE OF MUNICIPAL CLERKS

### STATEMENT OF ACTIVITIES

For the year ended December 31, 2014

#### REVENUE

Membership dues	\$ 1,156,477
Conference	529,027
Education	110,967
Marketing development and promotion	23,048
Building rental	43,470
Administration	15
Interest	784
<b>TOTAL REVENUES</b>	<b><u>1,863,788</u></b>

#### EXPENSES

Program Services	
Education	148,511
Conference	406,121
Member services	233,296
Marketing development and promotion	84,859
Building	50,799
Supporting Services Administration	<u>732,742</u>
<b>TOTAL EXPENSES</b>	<b><u>1,656,328</u></b>

Change in Net Assets	207,460
Net Assets, beginning of year	<u>150,206</u>
<b>Net Assets, End of Year</b>	<b><u>\$ 357,666</u></b>



## STATEMENT OF FINANCIAL POSITION

### INTERNATIONAL INSTITUTE OF MUNICIPAL CLERKS

### STATEMENT OF FINANCIAL POSITION

December 31, 2014

#### ASSETS

##### CURRENT ASSETS

Cash and cash equivalents	\$ 890,194
Accounts receivable	13,915
Inventory	
Prepaid expenses	27,288
Conference prepaids	51,213
	<hr/>
Total Current Assets	982,610
Property and Equipment, net	932,664
Capitalized Costs FEES, net	4,474
	<hr/>
Total Assets	1,919,748
	<hr/>

#### LIABILITIES AND NET ASSETS

##### CURRENT LIABILITIES

Accounts payable	\$7,259
Accrued liabilities	45,554
Deferred revenue	815,721
Mortgage note payable - current portion	24,798
	<hr/>
Total Current Liabilities	893,332

##### LONG TERM LIABILITIES

Mortgage note payable	668,750
	<hr/>
Total Liabilities	1,562,082

##### NET ASSETS

Unrestricted net assets	357,666
Temporarily restricted	--
	<hr/>
Total Liabilities and Net Assets	\$1,919,748
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# COMMITTEES

## A DRIVING FORCE

IIMC members who volunteer to serve on Committees reap great rewards as volunteers realizing their service and commitment are 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 2014 and 2015, standing committees and one Task Force worked toward common goals and objectives, providing input on direction and were 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 Committees submitted reports **REQUIRING NO ACTION**:

- Budget and Planning
- Conference
- Education and Professional Development
- Elections
- Legislative
- Membership
- Mentoring
- Program Review Certification
- Records Management
- Research and Resource

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

- Public Relations and Marketing
- International Relations
- Constitution Task Force
- Policy Review

The following are reports of each Committee 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 members for their insight and collaborative efforts in meeting their goals and objectives.

# ACTION COMMITTEES

## Public Relations and Marketing

**Chair: Peggy Hawker, MMC**

### Background

Assigned goals for the 2014/2015 Committee year are:

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

### Discussion

The Committee met three times, via telephone, on: 7/25/15; 9/23/14; and 2/6/15.

**Goals 1 and 4** were combined, and accomplished through an article written by Helen Cospolich, and published in the October 2014 *Digest*. Further, Robert Ritsema reported that he has contacted several Dutch Clerks and has four to five articles available for upcoming *Digests*.

**Goal 2.** The Committee agreed that the Program Excellence in Governance Award could be discussed by the next Committee. The program was initiated in 2005 under a different Board. It was suggested that the Committee could discuss whether the program is working; whether to eliminate it; revamp it; or go in a completely different direction. Some of the discussion that ensued relative to this issue included the potential of a prize for winning the award, including: monetary award; complimentary conference registration; and a traveling trophy.

**Goal 3.** Suggestions included the expansion of the database of e-mail addresses of mayors and city managers to allow for greater dissemination of the existing press release; a video update, at some point in the future, which might incorporate the information contained in the two existing videos; getting information to state presidents possibly utilizing the region directors to make this happen; sending the press release to state municipal leagues, ICMA, and the NLC; and developing new posters. Anthony Mejia, utilizing the

services of an intern, produced two new posters – one more traditional and one more contemporary. Anthony Mejia and David Bryant have embarked on a long-term project of working with the U.S. Postal Service to develop a "Municipal Clerk's Week" stamp. This project could take up to five years, or longer, and involves submitting the idea to the USPS in a compelling way. Work continues on this.

**Goal 4.** Robert Ritsema also started a promotion campaign in the Netherlands to interest Dutch Clerks in attending the annual conference in Hartford. He wrote, on February 6, 2015, that "you can count on at least twelve Dutch Clerks who will join the conference, and one Clerk will also join the Exchange Program."

**Goal 5.** Lee Woodward and Denise Tucker developed a short survey that IIMC made available from October 8 – 22, 2014. It was sent to individuals who had received their CMC or MMC within the last twelve months. The goal of the survey was to determine how the certification correlates to a pay increase and whether communities require a certification for the position. Although this was not a Committee discussion, the Chair received an e-mail from Robert Ritsema: "in the Netherlands, we had the opportunity of the International Window, which gave Region XI Clerks the opportunity to bring in educational points for CMC as well as MMC. The window was open till the end of December 2014, and as a result, we have 52 Dutch Clerks who sent in their CMC application. That is almost 20% of the total group of Clerks in the Netherlands! IIMC becomes more and more known in the Netherlands, and also the value of an international acknowledgement and certification is becoming more appreciated. One of the new ideas was to let one of the certified Clerks write a column on the importance of certification, and that column was published in a well-known magazine for Clerks."

**Goal 6.** It was the consensus of the Committee to postpone this goal until after May of 2015.

### Summary

The work of the Committee is summarized above. Thank you to the IIMC Board of Directors for supporting the goals of this Committee throughout the year.

### Recommendation

Continue working toward fulfilling the goals established this year with consideration given to removing Goal 6 from the work of this Committee.

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## ACTION COMMITTEES *(continued)*

### Management's Comments:

We look forward to more articles, especially those with a Region XI bent. Management agrees that The Program in Excellence Award needs to be reviewed. Goal 6 was to review the strategic plan and that can be accomplished with the incoming PR/Marketing Committee. The stamp has been a long-term lofty goal of the Organization and demands a strong commitment.

### International Relations

**Chair:** Mary Lynne Stratta, MMC

#### Background

The International Relations Committee (IRC) was assigned the following goals and objectives by President Young:

1. Collaboration with Symposium Region XI Management Partners.
2. Manage and run a booth at the IIMC Annual Conference which promotes international programs and provides a focal point for international members.
3. Assist in delivering a successful Study Abroad Program in Boston in 2015.
4. Work with Regions X and XI representatives and the International Development Consultant to define options for future Study Abroad Programs.

Two additional goals were assigned to the Committee since the annual conference:

5. Develop and undertake a survey or other communication vehicle for Region X members to determine short and long term needs in this region and advise IIMC on specific immediate and long term steps to undertake to meet these needs.
6. Develop a policy on Study Abroad Program – New Policy (should also be sent to Policy Review Committee for input)
  - How cities are chosen
  - How is the program on site coordinator chosen
  - Allocation of dollars to the program.

#### Discussion

**Goal 1:** The International Symposium held in Brussels in June was a great success. Jaap Paans submitted a written report regarding the symposium, which was submitted to the IIMC Board with the IRC mid-year report.

**Goal 2:** The IRC assembled, decorated, manned and disassembled a booth at the IIMC annual conference in Milwaukee. The booth

was well visited and there was a great deal of interest in the 2015 Study Abroad Program, as well as other future programs, and the International Exchange Program. IRC members brought door prizes that were awarded during the exhibit hall functions. IRC Member Jaap Paans also displayed booth components at the June International Symposium held in Brussels in order to increase members' awareness of IIMC international relations and programs.

Plans are underway to man the IRC booth in the exhibit hall at the Hartford conference, with door prizes and information about IRC initiatives.

**Goal 3:** The educational program for the 2015 study abroad program was submitted to the Board with the IRC mid-year report. To date, 20 people are registered to participate in the 2015 program. Many thanks are extended to Tami Kelly and Susan Domen for their work on the educational program. IRC Vice Chair Susan Domen will serve as the on-site tour coordinator this year.

**Goal 4:** A link to Chair Stratta's email was added to the IIMC website for any group or country that wished to express an interest in serving as a future Study Abroad Program host. To date, no communications of interest have been received by Chair Stratta or IIMC headquarters. Executive Director Shalby recommended that he contact our friends in Canada to ascertain interest in hosting the 2017 study abroad program in Canada in conjunction with the 2017 conference to be held in Montreal.

The IRC held a teleconference on December 2, 2014, to address our final two goals (5 and 6) below.

**Goal 5:** IRC Member Scott Passey chaired a subcommittee to address this goal. His subcommittee obtained the Region XI survey that was previously distributed in 2012 and used it as a starting point. The survey developed by his subcommittee and approved by the entire IRC on December 2, 2014, is attached to this report. The survey was submitted to President Young on December 2, 2014, for referral to the Research and Resource Committee for vetting before distribution to Region X members. To date, the IRC has not seen the survey responses. (A phone call placed to IIMC headquarters on April 1, 2015, indicates the survey has not as yet been distributed to Region X members.) We recommend the survey be distributed as originally planned.

**Goal 6:** A subcommittee worked on this goal and based upon their suggestions and the suggestions of the entire IRC, policy recommendations were developed and sent to President Young on January 28, 2015, for referral to the Policy Review Committee to be refined and placed into proper policy format. The report the IRC

Continued on page 16

## ACTION COMMITTEES *(continued)*

submitted is attached to this email. After submission to the President for referral to the Policy Review Committee, the Executive Director asked that additional components relative to the study abroad program, outside the scope of the assignment to the IRC, be examined for possible policy recommendations. President Young assigned those additional policy questions to the Policy Review Committee for inclusion in the scope of their work. To date, the IRC has not seen the Policy Review Committee's final report on these issues.

This year's international exchange has taken place. Heidi completed her trip first and then Claudia visited New Jersey to wrap up the second half of the exchange for this year's program. An article appeared in the *News Digest* about the exchange. This was the last exchange to take place since the funding for this program has been reallocated for other international initiatives.

### Financial

The IRC submitted a budget request for consideration by the Budget and Planning Committee. The request included: International Exchange Program - \$3,000; Study Abroad Program On Site Coordinator - \$1,500; and Teleconferences Cost - \$250. The Budget and Planning Committee recommended the discontinuance of funding for the International Exchange Program in future years, and approximately \$9,500 of excess funds from the last Study Abroad Program was allocated to help offset the costs of the 2015 Study Abroad Program, thereby lowering the costs for all participants.

### Summary

The IRC has completed all of our assigned goals. Two of our assigned goals required additional work by other committees following the completion of our work.

### Recommendations

Due to the tremendous success of the 2014 International Symposium, it is recommended plans proceed for another symposium in 2016. The IRC did not have an opportunity to work with the new International Development Consultant this year, but looks forward to future opportunities. It is recommended that next year's IRC have input into the site for the 2017 Study Abroad Program. It is recommended the IRC continue to host a booth in the exhibit hall at future conferences. The international bulk membership appears to be a tremendous success and it is recommended this option or a similar option be continued to grow international membership. It is also recommended the Region X member survey prepared by the IRC and submitted on December

2, 2014, be distributed to Region X members for their feedback as originally intended.

### Management's Comments:

Plans for a 2016 Symposium is already in the works. The 2017 Study Abroad Program and policy will be discussed during the Policy Committee's report. An IRC booth will be provided for the committee at this conference. The Region XI bulk membership scheme will be discussed in the Executive Director's report and the Region XI consultant's report. We agree that the plan is working and we are optimistic that embellishments to the existing structure will enhance the plan overall and increase membership in this region. The Region X survey can be disseminated this summer to all members in Canada.

### Constitution Task Force

#### Chair: Dyanne Reese, MMC

Background: After nearly two years of reconstructing the IIMC Constitution, the Board of Directors, at the 2014 Mid-Year Board meeting in Riverside, CA, approved moving forward with the revised IIMC Constitution. The Task Force created a presentable working copy to distribute to the membership. Once that copy was final, it was sent and approved, with slight modifications, to the Elections Committee. According to the current Constitution, IIMC has met the requirements of presenting the Constitution to the membership.

### ARTICLE XIII AMENDMENTS TO THE CONSTITUTION

- A. Proposed Amendments to the Constitution shall be made in writing, setting forth the particular change or changes proposed and shall be filed with the Executive Director and the President.
- B. Proposed amendments filed in accordance with the provisions in Section A above shall be submitted to the membership for consideration when filed under either of the following procedures:
  1. A copy of proposed amendments, with the name of the author, who shall be a voting member, and a statement of the reason the proposed changes are being recommended is filed in sufficient time to be published in the *News Digest* not later than the month immediately preceding the month of the Annual Conference; or
  2. A copy of any proposed amendments is filed in sufficient time to be posted in a prescribed place prior to the official opening

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## ACTION COMMITTEES *(continued)*

of the Annual Conference. Amendments so filed shall include the proposed amendment, the existing language being changed (if any), an explanation of the urgency of the amendment, and a statement explaining the intent of the proposed amendment. The posting shall include the name of the author, who shall be a voting member, and the name of at least one other voting member who supports the change.

IIMC staff began to promote the new Constitution beginning with the weekly E-briefings, starting in February 2015. With the online February *News Digest*, the revised Constitution was officially distributed to all IIMC members, three months prior to what the Constitution states. The March, April and May issues will also carry the Constitution.

### Management's Comments:

The Constitution will be presented at the ABM. Elections Committee Chair Shari Moore will present, with CTF Chair Dyanne Reese and Parliamentarian Connie Deford on hand to answer questions. The next steps in the process as prescribed by the Constitution will be (a) to post at the conference, (b) present at the ABM, and (c) if approved there, issue ballots to the entire membership for a vote.

### Policy Review

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

#### Background

The Policy Review Committee (PRC) met in two subcommittees, then together with all members to finalize these recommendations to the Board. All assignments referred by President Young are complete and attached.

#### Items of Business Introduced at Annual Business Meeting - Chapter 2.110

Parliamentarian Connie Deford was consulted in the drafting of the policy to guide handling of items of business introduced by members at the Annual Business Meeting (Attachment 1). A distinction was made between items that can be handled by providing information at the time and items involving changing policies or procedures which will be referred to the Board of Directors for consideration/investigation and report. All items of business referred to the Board of Directors require a report back to the membership within 120 days on the results of the Board's consideration.

#### Study Abroad Program - Chapter 2.300

President Young requested the Policy Review Committee to work with the International Relations Committee (IRC) to formalize procedures for the Study Abroad Program with respect to how cities are chosen, how the program on site coordinator is chosen, and allocation of dollars to the program. Attachment 2 is the IRC recommendations to the PRC. Subsequently, the Executive Director identified additional components advisable to be included in the written policy. President Young was consulted and concurred in the expanded scope of work. Attachment 3 is the more comprehensive policy developed by the PRC.

#### Decertification - Chapter 5.25

The PRC and staff recommend repeal of Chapter 5.25 (Attachment 4) that provides for decertification of members under certain circumstances. In practice, upon inquiry of those members holding a CMC or MMC designation and no longer eligible to hold such designation, those inquiring are advised that IIMC no longer recognizes the designation. A formal process to decertify is not practical and may not be legally defensible. Chapter 5.25 is never invoked and, therefore, is recommended to be repealed.

#### Institute Guidelines - Chapter 5.50

The title "Director of Education" has been replaced with "Director of Professional Development" throughout Chapter 5.50 and minor typos corrected (Attachment 5). No other substantive changes are recommended.

#### Membership Contact - Chapter 6.20

Chapter 6.20, formerly titled "Mailing List" has been expanded to address dissemination of information and surveys to the membership from government or non-profit agencies (Attachment 6). The policy provides that the information must be beneficial to all members and the relevance of any survey will be determined by the Research and Resource Committee with input by the Executive Director.

#### Conference Request for Proposal (RFP) - Chapter 7.15

Chapter 7.15 governs the RFP process for solicitation and award of IIMC annual conferences and mid-year Board meetings (Attachment 7). The PRC reviewed the recommendation of the Conference Committee to add a sentence providing that preference shall be given to cities bidding with non-casino/hotels over cities with casino/hotel venues when all else is equal. This preserves consideration of related expenses and potential revenue which may or may not be significant.

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## ACTION COMMITTEES *(continued)*

### Conference Discount Program - Chapter 7.30

Chapter 7.30 has been updated to reflect current practices for discounts offered for conference registration and to clarify language (Attachment 8). There are no new provisions beyond current practice.

### Fundraising at Conference - Chapter 7.40

The PRC recommends that the President request the PRC to work with the Conference Committee and MCEF to discuss and forward recommendations on fundraising at the annual conference to (a) define opportunities for host committees; and (b) coordinate all fundraising efforts. Communication between parties regarding fundraising efforts at the conference is limited, if at all. Use of similar events by more than one party can create confusion for conference attendees and may create competition for limited dollars. Coordination of event types and venue may enhance the success of all efforts. (Attachment 9)

### Conference Grant Procedure - Chapter 7.70

Chapter 7.70 codifies the current practices for the conference registration grants administered through the Region Directors and staff (Attachment 10). No changes to current practices are recommended.

### Recommendations

The Policy Review Committee recommends:

1. Approval of new Chapter 2.110 Items of Business Raised at Annual Business Meeting
2. Approval of new Chapter 2.300 Study Abroad Program
3. Repeal of Chapter 5.25 Decertification
4. Approval of amended Chapter 5.50 Institute Guidelines
5. Approval of amended and retitled Chapter 6.20 Membership Contact
6. Approval of amended Chapter 7.15 Request for Proposal (RFP) for annual conferences as recommended by the Conference Committee
7. Approval of amended Chapter 7.30 Discount Program for annual conference registration
8. That the President, on behalf of the Board of Directors, request the Policy Review Committee to work with the Conference Committee and MCEF to discuss and forward recommendations on fundraising at the annual conference to (a) define opportunities for host committees; and (b) coordinate all fundraising efforts for codification into Chapter 7.40.
9. Approval of new Chapter 7.70 Conference Grant Procedure

Attachment 1 - Chapter 2.110 – Items of Business Raised at annual Business Meeting

Attachment 2 - IRC Recommendations on Study Abroad Program

Attachment 3 - Chapter 2.300 – Study Abroad Program

Attachment 4 - Chapter 5.25 Decertification

Attachment 5 - Chapter 5.50 - Institute Guidelines

Attachment 6 - Chapter 6.20 - Membership Contact

Attachment 7 - Chapter 7.15 - Request for Proposal (RFP)

Attachment 8 - Chapter 7.30 - Discount Program

Attachment 9 - Chapter 7.40 – Fundraising at Conference

Attachment 10 - Chapter 7.70 - Conference Grant Procedure

### Management's Recommendations:

Management concurs and recommends adoption of all policies that are presented in this report.

1. Approval of new Chapter 2.110 Items of Business Raised at Annual Business Meeting – This policy is long overdue. IIMC has been fortunate the past several years in that no major items have come forward during the ABM. However, IIMC does need a policy that allows for members to raise items that are not on the Agenda and have a process in place as to how the Board deals with those items.
2. Approval of new Chapter 2.300 Study Abroad Program – The Study Abroad Program has been in operation without a policy since its inception in 2007. The policy presented by the Policy committee, initially written by the International Relations Committee, is the one that management recommends for it provides more detail into how the Program is developed, who coordinates the Program, how the Board chooses a site, contracts, etc.
3. Repeal of Chapter 5.25 Decertification – IIMC has never engaged in Decertifying members. Our Policy states: In order for IIMC to recognize a certified municipal clerk (CMC/MMC) designation, membership must be current (November 23, 2013). This was researched and discussed with several non-profit attorneys and presented to the Board in 2013.
4. Approval of amended Chapter 5.50 Institute Guidelines – Agreed with the revisions
5. Approval of amended and retitled Chapter 6.20 Membership Contact – Agreed with the new policies explaining third party request.
6. Approval of amended Chapter 7.15 Request for Proposal (RFP) for annual conferences as recommended by the Conference

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# No-ACTION COMMITTEES

## Budget and Planning

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

**Background:** The Budget and Planning Committee met on Friday, August 15, 2014 at IIMC's Headquarters in Rancho Cucamonga. Our agenda was as follows:

1. Review 2014/2015 Committee's Goals and Objectives
  - a. Auditors Findings and Status - 2013 year-end audit
2. 2014 YTD projections with Notes
3. 2015 Annual Budget
  - a. 2015 Management's Notes/Recommendations
  - b. Staff Assessments (salary structure for 2015 budget)
4. Membership Report
5. Education Report
6. Personnel
  - a. Administration/Finance
  - b. Education Department/Education Resource Group
  - c. Membership
  - d. Marketing/Communications
7. Miscellaneous
  - a. Medical insurance costs
  - c. 2015 Hartford Conference discount for Study Abroad participants
  - d. International Exchange Program

**Discussion:** The Committee accepted balanced budgets for 2014 year-end and the 2015 projected budget.

**Summary:** January 2015 Year To Date reflects a Net Profit of \$39,687. This is 432,463 over projected year to date budget of

\$186. Comparing January 2015 with January 2014 - 2015 reflects approximately \$25,097 more in profit than 2014. All departments with the exception of Building are under budget with expenses. Staff has made one minor adjustment, they are now listing conference revenue and expenses as they receive them for that month. In the past, they waited to input them in May when the conference is held. This will give us a better picture of the conference from start to finish. These were initiated by Connie and Janet. We have also been advised by our Executive Director that they will be looking to streamline other parts of the budget this summer.

Sometime last Fall, Executive Director Shalby advised that we received a letter from the IRS saying we owed \$12,000 in fines for not filing our 2013 taxes in time. He explained that our auditors did not send us the paperwork prior to the deadline so we had no way of knowing. He continued to go back and forth with the IRS and in February, we received notification that they (IRS) were waiving the \$12,000 penalty. We owe a huge debt of thanks to Chris for his persistency!

In December of last year, Executive Director (with the blessing of this Committee), made the following changes:

## Auditors

The firm of Gyl Decauwer, LLP, Ontario, CA, as IIMC's new auditors. They began work in January 2015.

## Finance Consultant

Connie Parker, CPA, Los Angeles, CA, as IIMC's new financial consultant. Connie began in January.

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## ACTION COMMITTEES *(continued)*

- Committee. Agreed with the new policy's flexibility in clarifying conference bids and casino hotels.
7. Approval of amended Chapter 7.30 Discount Program for annual conference registration IIMC has been adhering to the Conference Discount Program for several years, now. We are happy to have a policy in place that details all the discount programs available for the annual conference.
  8. That the President, on behalf of the Board of Directors, request the Policy Review Committee to work with the Conference Committee and MCEF to discuss and forward recommendations on fundraising at the annual conference to (a) define opportunities for host committees; and (b) coordinate all fundraising efforts for codification into Chapter 7.40. IIMC's

current policy allows for three groups to vie for delegate dollars at the conference: 1) MCEF, 2) the current host committee, and 3) the future host committee. Having three entities asking delegates for contributions presents several problems for both the groups raising funds and the attendees. We agree we need to define a better method of fundraising at the conference.

9. Approval of new Chapter 7.70 Conference Grant Procedure – Since we implemented the Conference Grant Procedures, IIMC was in need of a policy that details the process and eligibility requirements.

## NO ACTION COMMITTEES *(continued)*

2014 ended the year on a positive note, confirming that the EC, Staff and Board are all doing a meticulous job of monitoring the finances of IIMC. We should all take great pride of all that was accomplished this past year, especially with our first Region XI Symposium, a decent conference, reduced staff and frugal spending by our EC and Board.

Overall, it has been a fantastic year financially for IIMC. Much credit is due to our Executive Director, staff, Executive Committee and Board. It is a great feeling for this Organization to be able to do some visioning and planning to sustain our future.

I want to thank President Young for entrusting me in the position of Chair of this very hard working Committee. This group of people has been dedicated to the financial stability of IIMC and have been very mindful of every decision made relating to our budget. Thank you to Vice Chair Phil Campbell, members Allen Susen, Brenda Young, Monica Simmons, Vincent Buttiglieri, Marc Lemoine and Chris Shalby for your dedication and commitment to IIMC. You were great to work with. It was an honor and privilege to serve along side all of you.

**Recommendation:** We have no recommendations at this time.

### Management's Comments:

Year in, year out, this Committee is invaluable with budget and financial development, and also acting as advisors on all things financials regarding the Organization. We look forward to our Budget and Planning meeting this August and presenting some new ideas regarding IIMC's budget, process and monthly reports.

### Conference

**Chair:** Mary Johnston, 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 reviewing the overall conference design and how to improve upon existing formats.

The 2014-2015 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 learning experience.

The goals set for the committee this year are:

1. Evaluate and review the content and suitability of the proposed educational sessions of the Annual Conference collaborating with IIMC's Education Department to ensure that the

varying levels of education, experience, and job responsibilities of all IIMC members are being met. Forward any recommendations for improvements to the Education Department.

2. Discuss and evaluate sessions from the 2014 conference attended by Committee Members and provide direct feedback to the Education Department.
3. Recommend Annual Conference education topics and presenters to the Education Department by July 1, 2014.
4. Work with the Executive Director to review future conference submissions and provide information to the Board of Directors.
5. Assist the Education Department in recruiting conveners and scanners.
6. Review of suitability of casino/hotels for conference venue.

### Discussion

**Goal #1** - The Committee reviewed and rated the Conference Education Proposals for the 2015 annual conference in Hartford, CT. Results were forwarded to the IIMC Education Department. Completed.

**Goal #2** - The Committee discussed and evaluated sessions from the 2014 conference attended by Committee Members and provide direct feedback to the Education Department. Completed.

**Goal #3** - The Committee provided rankings of the proposed 2015 Education topics to the Education Committee in August. Completed.

**Goal #4** - The Committee held a teleconference meeting in November to discuss and review the 2019 Conference Bid Proposals provided by the Executive Director. The Committee provided their recommendation to the Board at the Mid-Year meeting. Completed. The Committee recommended "City C" (Birmingham, AL) for the site of the 2019 Annual Conference.

**Goal #5** - The Committee assisted the Education Department in the recruitment of conveners and scanners for the 2015 Annual Conference. Completed.

**Goal #6** - The Committee discussed the suitability of casino/hotels for future conference locations. Completed - Recommendation to the Board.

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## NO ACTION COMMITTEES *(continued)*

### Additional Discussion Items

The Committee had been tasked with additional items from IIMC staff. They are as follows:

- **Review 4-Day Conference Schedule** – The committee reviewed the proposed 2015 4-Day Conference Schedule and provided some good suggestions. IIMC staff will review the suggestions and make changes where appropriate.
- **Third Party Event Management Company Proposal** – The Committee held a Teleconference meeting on July 24, 2014 to discuss a proposal from Helms-Briscoe. Helms-Briscoe has assisted IIMC staff in the past with conference and meeting planning. In the proposal Helms-Briscoe would provide services at no cost to IIMC, which raised some concerns of the Committee. During the telecon, it was mentioned that Helms-Briscoe would retain all rebates and commissions as payment for their services. The Committee felt this was a huge amount to lose from conference revenues. The current event planner can handle some of the proposed items and past host committees have been able to provide some items at a low or no cost to IIMC. IIMC staff has relied on host clerks and committees when planning conferences in the past. The Committee agreed that IIMC should retain the rebates/commissions and to use Helms-Briscoe only as needed.
- **2015 Annual Conference App** – The Committee reviewed the new Annual Conference App that will be available via smart phones or tablets for all delegates in Hartford. The Committee was very excited about this new tool and feels it will be well received by the membership. The Committee thanks Ashley DiBlasi, Certification Manager, for her hard work creating this valuable application.
- **4-Day Conference Article** – The Committee reviewed the 4-Day Conference article that will be used to promote the new conference schedule in 2015. The Committee felt the article was well written and does a good job of explaining the reason for the no reduction in the conference registration fee.

**Recommendation for Goal #6**– The Committee reviewed and discussed Goal #6 related to the suitability of casino/hotels for conference venue. After discussion by the Committee, the Committee unanimously recommends to amend Chapter 7.15-Request For Proposal (RFP) of the IIMC Policy Manual by adding the following language:

“~ Preference shall be given to cities bidding with non casino/hotels over cities with casino/hotel venues when all else is equal.”

The proposed policy language was forwarded to the Policy Review Committee for their review and they unanimously recommended this language be added to Chapter 7.15-Request For Proposal (RFP) of the IIMC Policy Manual. A copy of the proposed policy amendment is attached and made part of this report.

**Summary** – This has been an active committee with full participation from all committee members who provided valuable feedback/suggestions. This Committee is to be commended for their hard work and support of IIMC. The Committee also received outstanding support from the Executive Director and Education Department. It has been an honor to serve as Chair and I am appreciative of the invaluable assistance provided by Vice Chair Roxanne Schneider. The Conference Committee also appreciates and thanks our Board Liaisons Anne Uecker and Brenda Young.

### Management's Comments:

The Committee reviewed the 2015 conference education program, the 4-day schedule and its marketing/promotional article and working with the Policy Committee to embellish on an existing policy regarding the suitability of casino/hotels for conference venues. This policy, which Management supports, will be discussed further during the Policy Committee's report.

The Committee will be involved in reviewing the survey from the Delegates regarding the 4-day conference. Their recommendations and comments will be part of an overall report that staff will produce for the Board later this summer.

### Education and Professional Development

**Chair: Jerry Lovett-Sperling, MMC**

**Background** – This committee was given 3 goals, one of which has been tabled for this year. The remaining objectives are to identify education resources for existing education and professional development opportunities to be reviewed by the Education Department and to review MMC continuing education survey results and explore options for a professional development program beyond the MMC.

**Discussion** – Through discussions with Jane Long and the Executive Committee, it was determined to use a survey that Jane developed giving all IIMC members the opportunity to respond, resulting in more usable data to meet the requirements of our goal. That survey has been sent out and we are awaiting the results in order to move forward and present recommendations.

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## NO ACTION COMMITTEES *(continued)*

**Summary** – The remaining goal of identifying education resources for existing education and professional development opportunities is an ongoing process and will be addressed in the coming year. We do what we do as an organization very well and continue to look for more and excellent sources of education for our members for certification and life-long learning.

**Recommendation** – We have no recommendations at this time.

### Elections

**Chair:** Shari Moore, MMC

#### Background

The Elections Committee was tasked with the following goals and objectives.

1. Oversee Vice President and Region Director elections and procedures
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
3. Conduct elections for Constitutional amendments at the Annual Business Meeting, provide voting tabulation and Election Officers
4. Approve all election results to be disseminated to the membership
5. Review and recommend changes to the Elections Manual to the Board of Directors.

#### Discussion

The Elections Committee met early in the year to review the notice to the members for the revised Constitution that will be unveiled at the annual business meeting in May. After discussion over emails, the committee asked Executive Director Chris Shalby for another format that would show a comparison of the current constitution with the new proposed constitution. ED Shalby formatted a side by side version that the committee felt was much clearer to the voting membership.

#### Summary

The elections committee, along with volunteers, will conduct the election for the constitutional amendment at the 2015 annual business meeting. A passage by two thirds of the voting members present will result in the revised constitution being submitted to the entire voting membership for ratification.

### Management's Comments:

Many thanks to the Committee for vetting the revised Constitution and suggesting changes in the delivery method to present a streamlined and readable document. The bulk of their work will come at this year's Annual Business Meeting, as IIMC unveils the revised Constitution.

### Legislative

**Chair:** Michael W. Griffin, MMC

#### Background

The Legislative Committee has been a standing committee for three years. The inaugural chair, Randi Johl-Olson is deemed by this committee to have been an exemplary leader bringing the committee from an ad hoc concept to full realization as a standing committee. The committee's work now is highly informed from the work of the first committee and its Inaugural Chair. The Committee is performing its ongoing function to monitor and disseminate professionally relevant legislative information to the Board of Directors and IIMC members.

#### Discussion

As previously reported, the Committee met via conference call on Thursday, September 16, 2014. Committee members present discussed the following topics:

- Legislative cycles and happenings in each region including:
  - Campaign finance and financial disclosure laws
  - Changes to election cycles (even years or change in time of year)
  - Managing increases to data requests
- Method for content collection for the next issue of Federal Watch
- Methodology for tracking federal legislation through [www.gotrack.us](http://www.gotrack.us)

**Work product or Activities:** The Committee did develop and update the legislative resources by IIMC Regions, to allow a quick reference to key actors in each state or province that monitor legislation and related activities. These will be filed under separate cover with IIMC Headquarters to be added to any previous resources. It is hoped that this will be the seeds for a minor legislative library and archive that will be of value for IIMC over time. It is expected that this will be true even as some of the contact data will change from year to year.

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## NO ACTION COMMITTEES *(continued)*

The committee has been delayed in producing its third annual issue of *Federal Watch*, the annual legislative newsletter designed by and for IIMC members to enhance awareness of legislative matters that affect the municipal clerk profession. The previous issues can be found on IIMC's website. While the newsletter continues to be what it was conceived to be, owing to its delay from its preferred distribution time of January or February, this edition may proffer a survey of legislative trends and perhaps a single issue of national import, that also affects the profession either in practice or policy. It is hoped that this edition will be soon forthcoming.

The Committee continues to explore the ways and means toward establishing a standardized legislative review process by which the Committee can evaluate federal and other legislation and make recommendations to the Board of Directors for potential action on legislation in the future. Further, it is hoped that each successive committee will continue the exploration.

### Summary

While still in what can be described as its nascent period, this chair commends the Legislative Committee as a valuable and worthy standing committee of the IIMC. I believe as its patterns of work product become more established, the committee will be a valued added component of the IIMC and can potentially be a helpful resource for the membership in grappling with policy making of pith and moment developed in the local, state, provincial, national and international jurisdictions.

### Recommendation

In earlier iterations, while not required, the committee enjoyed membership selected from each of the eleven or at least ten regions of the IIMC. One of the challenges to the committee's work in the current term was that not all regions were represented in the composition of the committee. The committee highly recommends that leadership consider making appointments to the committee that have at least one member from each of the several regions of the Institute. The multiple jurisdictions under the purview of the IIMC are vast. With committee membership comprised for representatives from all IIMC regions, the work load of key legislative issues surveying and reporting will be much more manageable.

### Management's Comments:

The Committee's growing pains will continue for a few more years as it finds a way to establish itself. Two areas that are key will be building a Legislative Library as part of our online Resource Center and, of course, the *Federal Watch* newsletter that members find informative.

### Membership

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

### Background

The committee mourned the passing of our Chairman Linda L. Spence in June. Vice Chairman Bernice K. Dixon became Chairman and Lori McWilliams became Vice-Chair. The Membership Committee held one teleconference during the year. The committee primarily works independently from their offices utilizing telephone and e-mail contact with our membership and IIMC staff.

### Discussion

March 2015 membership showed 10,100 members. We continue to welcome new members to IIMC and reach out to cancelled members for reinstatement via personal phone calls and e-mails. The personal touch is proving to be successful in retaining membership or finding potential new members who have replaced those that have retired or moved to other careers.

The Committee supplied an article for the *IIMC News Digest* highlighting one of our own "Inspirational Heroes." Joseph Quartiero, CMC was honored for his designation as Connecticut Town Clerk of the Year.

The Membership Services Department worked with our committee to assist us in reaching our goals. They are an integral part of the Membership Committee and much of our success is due to their guidance and hard work with us. They should be commended for their efforts. It has been a pleasure to work with the dedicated individuals of the committee and staff who know the importance of our IIMC membership. We are encouraged by the new member numbers and continue to look forward towards further growth in 2016.

### Summary

This has been a challenging year for the Membership Committee. The Committee continues its success by actively reaching out to our membership. Although technology is helpful, personal contact seems to prevail.

### Recommendation

The Committee supports expanding membership opportunities via our website and continuing with the proven method of human contact, as well.

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## NO ACTION COMMITTEES *(continued)*

### Management's Comments:

We believe membership numbers will increase in the next 24 months. We will rely on this committee's efforts along with our Membership Department to find new ways of growing and serving our membership base. The article on Joseph Quartiero was published in the March *News Digest*. These types of articles are always welcome, celebrating our own membership and the good deeds they've done.

### Mentor

**Chair: Barbara Blackard, MMC**

### Background

To bring together experienced members with less-experienced members for the benefit of both individual and the profession. At this time we have 36 Mentees and 33 Mentors. There are 89 Mentors that are waiting to be assigned. The Mentor/Mentee Brochures go out in each new member packet, is on the website and is attached to all conference confirmations.

### Financial

Refreshments for Annual Conference's First Time Orientation - Budgeted

### Summary

The Mentor Committee Provides a "Welcome First Timers" table at the Annual Conference to share information to maximize the benefits of their conference attendance and promote the Mentoring Program. Provide refreshments and networking opportunities at the "First Time Attendee Orientation". IIMC will be creating a Task Manager automated letter to all Active Mentees and Mentors verifying that they are in contact with each other and all is working well. This letter will go out quarterly.

### Management's Comments:

IIMC will provide the First Timers' table at the conference along with blank business cards for the Mentors to distribute to Mentees. The First Timer "meet and greet" will be on Sunday evening prior to the Opening Reception and will be facilitated by Immediate Past President, Marc Lemoine. This is the second year that we've held a "meet and greet" type of reception instead of an afternoon session.

### Program Review and Certification

**Chair: Tami Kelly, MMC**

### Background

Goals and Objectives assigned this Term are:

1. Review applications filed by new institutes.
2. Identify education resources for existing education and professional development opportunities to be reviewed by the Education Department.
3. Assist IIMC staff in establishing criteria and / or examples for MMC Professional and Social Contributions #8 and #9 and in creating a new category for Volunteer Work:
  - a. Category #8 - Unique on the job performance or achievements that benefit the profession or community at large
  - b. Category #9 - Personal accomplishments of educational benefit to the profession.
  - c. Category #13 (new) - Volunteer work that benefits the community

### Discussion

This Committee met at the Annual Conference in May to review the Goals & Objectives for the term. The Committee had two (2) Conference Calls prior to Mid-Year and notes of those calls were submitted with the Mid-Year Report.

Since Mid-Year, the Committee has reviewed three (3) additional items via e-mail and recommendations were submitted to the Education Department immediately following the discussion and review of each.

**Goal #1** - This year the Committee reviewed an application from South Carolina (Mid-Year) and one for the California MMC Academy.

**Goal #2** - The Committee made recommendations for: 1. the Educational Points to be awarded to the 2015 Study Abroad Program and 2. the addition of new on-line courses through the University of Phoenix.

**Goal #3** - Recommendations were made to the Board with the Mid-Year Report.

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## NO ACTION COMMITTEES *(continued)*

### Summary

The Committee requested that the Board take action on the following recommendations at Mid Year:

1. South Carolina Institute Application – The Committee recommended approval of this application, as submitted. There were no requests for additional information, on the comment that the Committee encourages and looks forward to the addition of a MMC program.
2. MMC Professional and Social Contributions, #8 & #9, and possible new Volunteer Category –  
 #8 – The committee recommends that #8 be amended to read:  
*Unique on the job performances or achievements outside daily duties that benefit the profession.*  
 #9 – The committee recommends No Change.  
 New Volunteer Category – The committee recommends No Additional Category.  
 The Committee also recommends that the title for this category be amended to read:  
*Professional and Social Contributions*
3. Point Structure for MMC Professional and Social Contributions, #8 & #9 –  
 #8 – The committee recommends this be amended to read:  
~~2 points per year~~ **1 point per 8 hours, with a TOTAL allowed in the category of 12 points.**  
 #9 – The committee recommends that the language stay the same with the educational benefit requirement and the point structure be amended to read:  
~~2 points per year~~ **1 point per accomplishment.**

### Recommendations to Board with Annual Report:

1. The Committee is in agreement with the Education Department's recommendations of 11.5 points, with the exception of the Assessment Tool and that the attached be used instead. Board to affirm.
2. The Committee voiced support for adding courses from the University of Phoenix to the on-line options. There was some discussion about the price and a concern that IIMC makes sure participants understand that these courses are non-credit courses that could not be used toward a Degree. Board to affirm.

3. The Committee recommended approval of the new California MMC Academy Program, as submitted. Board to affirm.

### ASSESSMENT TOOL

#### 2015 Study Abroad Program

DATE: \_\_\_\_\_

SESSION: \_\_\_\_\_

In 250 words or more, please explain the knowledge/experience you acquired from this Session; ***Compare and Contrast the knowledge with the workings of your municipality/office;*** and how you might use/share that knowledge in your office/local community:

#### Management's Comments:

The Program Review/Certification Committee works cooperatively with the Education Department throughout the year to review courses and other items that fall under the Committee's purview.

The Committee's three points posted in this report's

**Recommendations to the Board** were action items that only needed the Committee's input for the Education Department to move forward. The Committee's recommendations are for the Board's information.

### Records Management

Chair: Patricia Little

#### Background

The Records Management Committee received four tasks for 2014-2015:

1. Recommend records management educational sessions for the annual conference.
2. Prepare a minimum of two articles regarding records management for the *News Digest*
3. Identify at least two issues and create content for the online Resource Center on Ordinances, policies and best practices
4. Create a new topic as a records management technical bulletin

Continued on page 26

## NO ACTION COMMITTEES *(continued)*

### Discussion

Progress on the tasks:

1. Recommend Records Management education sessions for the Annual Conference. (Completed)
- Implementing Records Management in a Small Organization. Topics covered will include key components of a records management policy, purpose of a records inventory; components of a retention schedule, reading a retention schedule and developing a disposition/preservation plan
- Meeting the Challenge of Electronic Records Management. This session will provide an overview of the key concepts and challenges of managing municipal electronic records, best practices associated with developing an electronic records management strategy, and options for the preservation of electronic records with lengthy or permanent retention requirements
2. Prepare a minimum of two articles per year regarding Records Management for the *News Digest*. [No action]
3. Identify at least 2 issues and create content for the online Resource Center of ordinances, policies and best practices [No action]
4. Create new records management technical bulletin. [No action]

### Summary

This is my first involvement with the Records Management Committee. I am very impressed with their talent and willingness to assist. IIMC is fortunate to have such a dedicated group of municipal clerks serving on this committee. Many of them have significant expertise in the records management field and several have the credentials of Certified Records Manager.

### Recommendation

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

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

### Management's Comments:

As for *News Digest* articles on Records Management, we were able to enlist the help of Robert Blatt and his colleagues to produce several articles that we published in *News Digest*. Blatt and his group will also be presenting at the Conference. Blatt has also volunteered his experience to produce more articles that we could archive in our Resource Center library.

Staff would appreciate help with maintaining IIMC's history. We are not certain of how to proceed with that assignment, so we'll need a discussion with the committee.

The financial request of \$1,000 was not in the budget since IIMC's conference speakers are accounted for in the Conference budget.

We will keep track of which Records Management sessions are popular at the conference to help determine direction for future conference Records Management sessions.

### Resource and Research

**Chair:** Tiny B. Washington, MMC

**Background:** The Resource and Research Committee responds to numerous requests from the IIMC membership on various subject matters. Once the responses are received from each member of the Committee, they are then forward back to the members and/or IIMC.

**Summary:** There have been a total of five (5) different requests for information received from the membership of IIMC, which are outlined below.

- 1) What are the different categories of memberships the regions have, and what are the amount of membership dues for each category.
- 2) Electronic Voting for Council
- 3) Council Rules
- 4) Structure of State Associations
- 5) Surveys for MMC's

### Management's Comments:

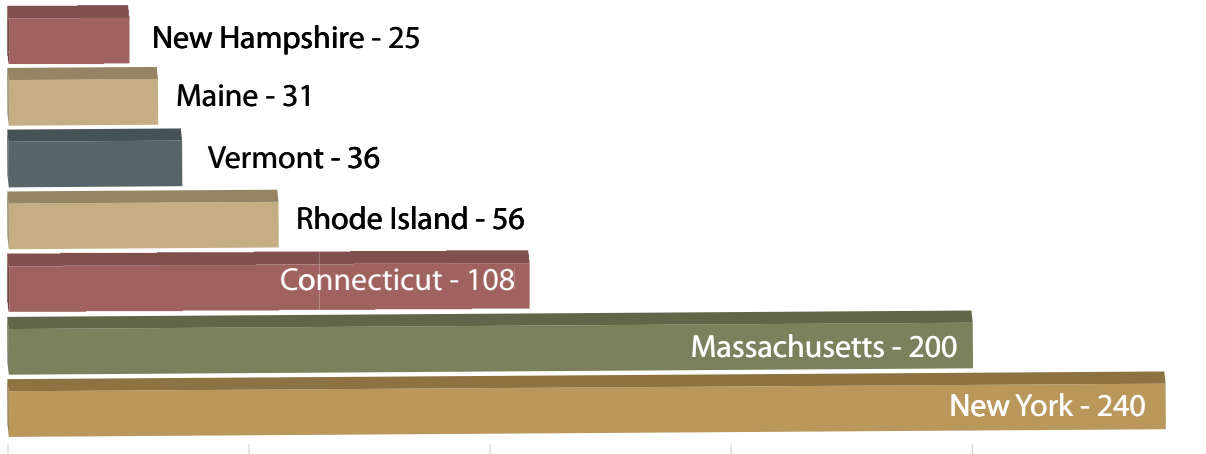
Staff continues to work with the committee on building an online resource library. The committee does an excellent job of vetting surveys prior to distributing them to the membership.

IIMC has enlisted the help of Robert Blatt and his colleagues to produce Records Management articles to publish in *News Digest*. Those articles will also be used to build the Resource Center online library.

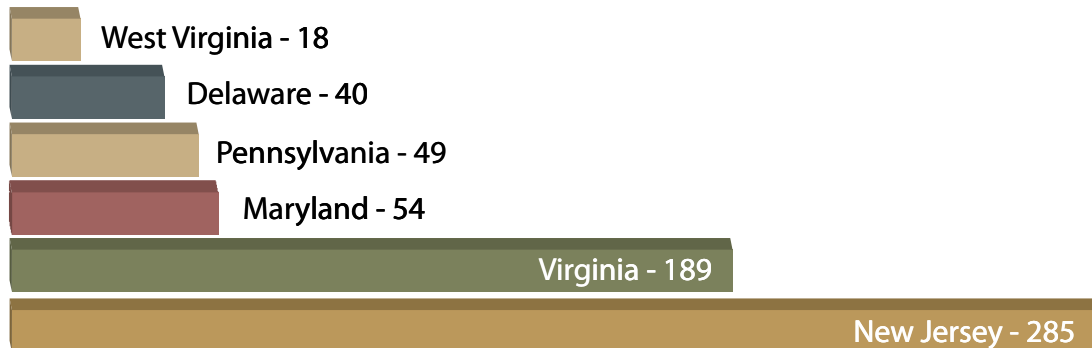
## STATE/REGIONAL/NATIONAL MEMBERSHIP

The following chart represents IIMC membership in each state, province and country. As of July 31, 2015, California leads all states in membership with 894. Region III (AL, FL, GA, NC and SC) leads all Regions in total membership with 1,617. British Columbia leads all members in Canada with 111. The Netherlands leads all countries in Region XI with 462 members, followed by the England with 286. IIMC's total membership is 10,053, an increase of 112 new members in 2015.

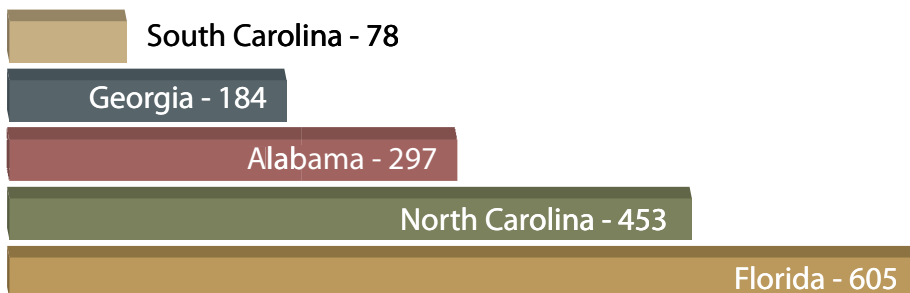
### REGION I - 696



### REGION II - 635

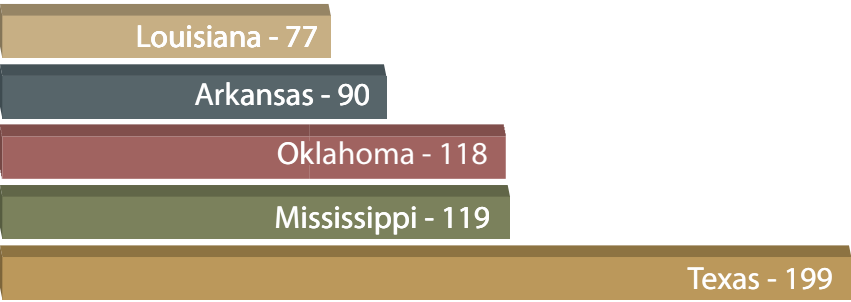


### REGION III - 1,617

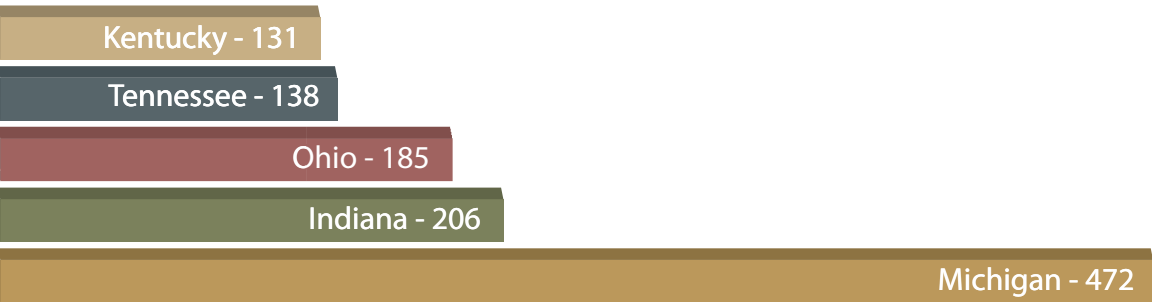


STATE/REGIONAL/NATIONAL MEMBERSHIP *(continued)*

REGION IV - 603



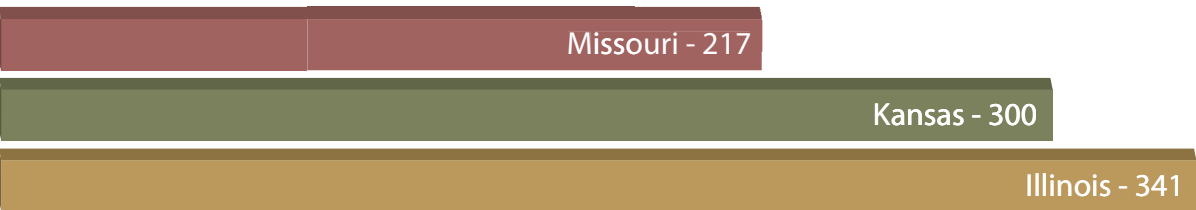
REGION V - 1,132



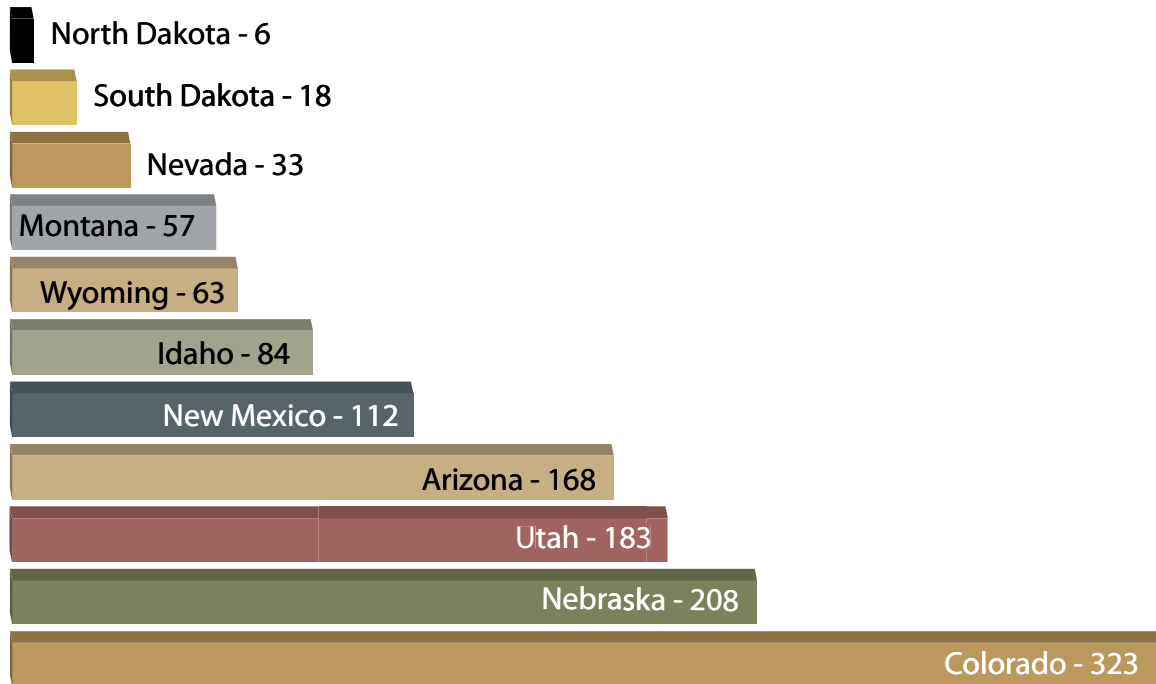
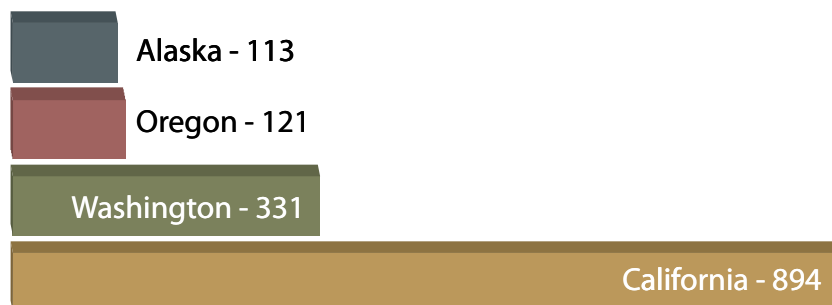
REGION VI - 769



REGION VII - 858

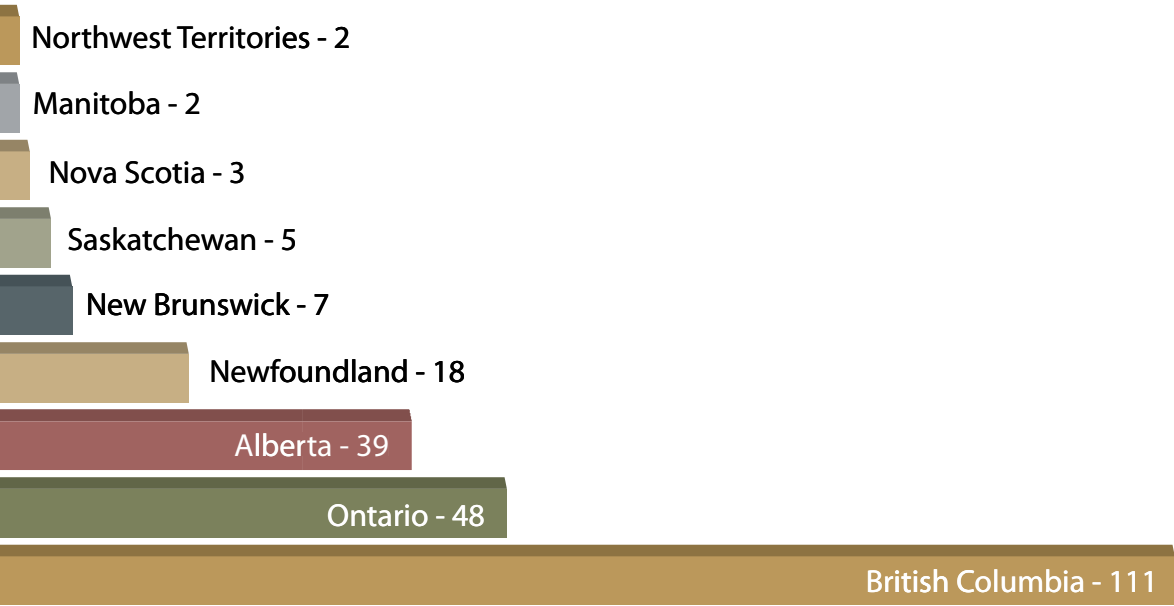




**STATE/REGIONAL/NATIONAL MEMBERSHIP** *(continued)***REGION VIII- 1,255****REGION IX - 1,459**

STATE/REGIONAL/NATIONAL MEMBERSHIP *(continued)*

REGION X - 235



REGION XI - 794



# BOARD OF DIRECTORS



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



**PRESIDENT-ELECT**  
**Monica Martinez Simmons, MMC**  
*City Clerk, Seattle, WA*



**VICE PRESIDENT**  
**Vincent Buttiglieri, MMC**  
*Municipal Clerk*  
*Ocean-Monmouth County, NJ*



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

## 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 III**

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

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

**Linda M. Rappe, MMC**  
*City Clerk*  
*Kasson, Minnesota*  
**Region VI**

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

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

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

## DIRECTORS - 2016 EXPIRATION

**Paul Bergeron, MMC**  
*City Clerk*  
*Nashua, NH*  
**Region I**

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

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

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

**Nancy Vincent, MMC**  
*City Clerk*  
*Thornton, CO*  
**Region VIII**

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

**Karla Graham, MMC**  
*City Clerk*  
*North Vancouver, BC, Canada*  
**Region X**

## DIRECTORS - 2017 EXPIRATION

**Andrew Pavlica, MMC**  
*City Clerk/Deputy City Manager*  
*Garfield, NJ*  
**Region II**

**Mary Ann Hess, MMC**  
*City Clerk/Finance Director*  
*Laurel, MS*  
**Region IV**

**Anne B. Uecker, MMC**  
*City Clerk/Treasurer*  
*St. Francis, WI*  
**Region VI**

**Denise R. Chisum, MMC**  
*City Clerk*  
*Lee's Summit, MO*  
**Region VII**

**Renee Cantin, CMC**  
*City Clerk*  
*Alamogordo, NM*  
**Region VIII**

**Debi A. Wilcox**  
*Regional Clerk*  
*Durham, Ontario, Canada*  
**Region X**

**Bruce Poole, MMC**  
*Parish Clerk*  
*Somerset, United Kingdom*  
**Region XI**

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