



2016 Annual Report

*The Journey Continues...*



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.





## President's Message

**Monica Martinez Simmons, MMC**

### **A Pivotal Time in Our History**

We have reached a pivotal point in IIMC's history. As we celebrate 70 years as the premiere professional organization for Municipal Clerks worldwide, we are presented with a significant opportunity. Beyond our endeavors, advancements, and lessons learned, this juncture is an important time for reflection.

Gaining wisdom from our experience and our progress as an Organization compels reflection beyond deliberation or examination. It is an effort to understand how time and events have shaped our profession and the way in which IIMC responds and delivers education and professional development programming, both today and in the future. Reflection is what links our performance to our potential.

### **Leadership and Life-Long Learning**

Leadership can be defined by the choices we make. Life-long learning is a choice. I believe individuals who make that choice are drawn to the public office of Municipal Clerk.

The character, visibility, and credibility of the Municipal Clerk's office instill confidence and trust in City Hall within the communities we serve. This public office also comes with the responsibility to remain relevant, skilled, confident, decisive, and strategic.

IIMC and our partners are taking action by developing greater educational and professional resources. I encourage you to step forward. Engage in the dialogue. Reach out to the Education & Professional Development Department and share your needs, ideas, and successes directly or through your state or regional associations.

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*Leadership and learning are indispensable to each other.*  
- John F. Kennedy

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Join us as we prepare for IIMC's next 70 years!

### **Strengthening Our Regional and Global Connections**

Reflecting on the past year, I remain inspired by the level of public service exemplified across the regions. Having the privilege of representing IIMC is a valuable opportunity to directly connect with members and new colleagues alike, gaining a greater understanding of the ways in which IIMC will continue to provide optimal resources to individual members and the public office overall.

Participation in the AMCTO (Canada), SLCC (United Kingdom) and IMASA (South Africa) conferences proved to be an incredible opportunity to broaden perspectives and remain focused toward developing and reinforcing the value and possibilities throughout our global network.

We have made recent significant progress with the sanctioning of the Local Government Management Association of British Columbia, as well as the formal affiliation agreement and partnership with the Alberta Municipal Clerks Association, Canada. The growth and energy in Regions X and XI has truly been exceptional and membership numbers have reached unprecedented highs.

We can stand proud of our phenomenal network represented by an international membership, a regional Board of Directors, 13 Standing Committees, and 46 university-based institutes across the United States, Canada, and 13 other countries. Our affiliations advance our global perspective and strengthen our extraordinary network.

### **Commitment, Action, Influence**

Where our Organization is today is a culmination of everyone committed to their roles and responsibilities -- from the Board of Directors to our Executive Director and staff, our membership and affiliates, our long-standing committees, our Institute Directors, the IIMC Foundation, and many well-established partnerships.

## President's Message

- Every step of our journey has been an important one, and each has made IIMC the Organization it is today;
- Membership has consistently remained at an all-time high;
- Grounded education and professional development programs are expanding and focused on leadership and life-long learning;
- Collaborative and strategic leadership is robust at *all levels*, including our Board of Directors and IIMC staff team;
- Financial stewardship is vigilant and reserves are healthy, enabling the advancement of education, professional development, and leadership programs; and
- Region XI membership is the highest in IIMC's history with more 800 members. 69 Region XI members now certified through IIMC. With a new membership scheme in place, Region XI members could become one of IIMC's largest Regions.

### Diversity and IIMC

In 2016, your Board of Directors commenced an important dialogue on the subject of *diversity* with an important focus toward making IIMC the most inclusive Organization. IIMC is prepared to carry forward this dialogue, beginning with the establishment of our Diversity Task Force.

Strategic efforts that address fundamental and emerging educational and professional priorities of our diverse membership are crucial. It is also important to understand any obstacle that may challenge our connection with a Municipal Clerk, whether a current or prospective member.

### Financial Stewardship & IIMC Foundation

IIMC has worked diligently to realize our current financial standing. Increased revenues and healthy reserves are the result of strong leadership and the financial stewardship of our outstanding staff and Budget Committee. IIMC has increased its capacity to grow and increase program opportunities and services as a result.

IIMC's Foundation generously offsets the cost of providing education and professional development. Our partnership with the Foundation is stronger than ever. Starting with an exciting name change, it is clear who directly benefits from the Foundation's committed

efforts. The Foundation remains focused on the success of Municipal Clerks through their continued sponsorship of numerous educational and professional development programs.

Supporting the IIMC Foundation is an excellent way to pay it forward. Please accept my personal gratitude for supporting the IIMC Foundation through the *Make Your Mark* Alix & Ani fundraiser this year. I'm pleased to report this opportunity generated \$12,000 in education funds for the Foundation.

### Dedication and a Strong Foundation

IIMC's strong foundation is a result of our passionate members and dedicated staff, who foster a valuable and vibrant organization. At this pivotal time, it is up to each of us to prepare for even greater possibilities by representing, engaging, and contributing our best to IIMC.

It is an honor to serve alongside each of you representing a public office that embodies the core of public service and is central in the success of local government. My deepest respect and gratitude is extended for your personal commitment, action, and influence. I am deeply grateful for the confidence you placed in me, and we can all look forward to President-Elect Vince Buttiglieri's continued leadership as our Organization deftly steps into IIMC's next 70 years.

Monica Martinez Simmons,  
IIMC President

*Respect is the feeling of reverence or esteem that you bear for someone. People who are worthy of our respect, command respect and never demand it.*



President Simmons pictured with the Alberta Clerks during the 2016 Alberta Municipal Clerks Association Conference.

# President's Year in Review

## 2015-2016 YEAR IN REVIEW

### IIMC PRESIDENT OUTREACH

- Omaha Site Visit (Region VIII) – July 2015
- Iowa
- North Carolina
- Washington (Region IX)
- SLCC – Hinckley (John and Chris) (Region XI)
- IMASA – Stellenbosch (Dr. Jane) Region XI
- Colorado (Region VIII)
- Alberta (Region X)
- City Clerk Association of California (Region IX)
- OMAHA!

### SNAPSHOT ACCOMPLISHMENTS

- Fundraiser for the Foundation - \$12,000 thank you
- Connection with each Region – *News Digest* Monthly Features
- Financials – year end with more than \$500,000 in restricted reserves
- Constitutional Amendment adopted by IIMC members
- Combining Program Review & Certification and Professional Development Committee
- 2016 Symposium Postponed to September 2017
- Online Courses – Six Total
- Region XI Bulk Membership Scheme
- Region X Alberta Clerks Association Affiliation Agreement
- Small City Membership Drive
- Special and County Districts Membership Drive
- Foundation Conference Grants/Scholarships
- Omaha Annual Conference exceeds 1,000 attendees
- Year-Long 70th Anniversary
- Recognizing Past Presidents in Omaha
- Honorary Membership – A Tribute to IIMC Past President Helen Kawagoe
- DIVERSITY BOARD DEVELOPMENT



Brenda Young, Vincent Buttiglieri, Monica, and Mary Kayser in front of IIMC offices.



Sheryl Miyamoto, one of Helen's two daughters, received the award on her behalf.

## President's Year in Review



IMASA members Dr. Jane Stellenbosch, Hanlie and IIMC President Monica Simmons



IMASA President Cherel Jansen van Rensburg and fellow IMASA colleague Andre Coetzee



WMCA Conference

### 70th Anniversary Opening Ceremony

*Reflecting on a moment of silence*

Words cannot express the tremendous grief and devastation many of our communities and regions have faced in recent history.

We mourn the tragic loss of lives and injuries, and our deepest sympathies go out to victims, their families, their friends and communities.

We commend the heroic actions and courage of rescue workers, volunteers, and government officials and personnel as they labor to return to their communities to normalcy....

OUR international Organization and collective public offices throughout the world, stand united in support of each other, and most especially those who have been directly impacted by historic, tragic events.

Please join me in a moment of silence...



CCAC President Byron Pope and IIMC President Monica Simmons



## *...from the Executive Director*

### Chris Shalby

#### **IIMC - The Journey Continues**

As IIMC celebrates its 70th anniversary this year, it's imperative to note how much has changed, – operationally, organizationally, demographically, financially – yet, IIMC's initial focus of serving the needs of Municipal Clerks everywhere has not wavered from the Organization's inception. In a nutshell -- *the Journey Continues*.

From education to annual conferences, from Institutes to online 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 are sincerely committed to personalized customer service, and that commitment is reflected in 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 campaigns, we tacitly place the needs and wants of our members at the top of our strategic plan.

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 has approved its new three-year strategic plan, embellishing on tried and true programs in membership and conferences, extending the boundaries in education and of online program development, Region XI recruitment processes, and immersing itself to work toward becoming a more vital and inclusive Organization to better reflect its diverse membership.

Due to more strategic and fiscally responsible planning in travel, the Executive Committee and the Board of Directors made 2015 the ninth consecutive year the Or-

ganization'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 has 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.

This year, IIMC began a recruitment process directed at counties and special districts with mild success.

The efforts of the Membership Department have helped make the 2015 year-end membership figures exceeded the \$1 million mark for the ninth consecutive year. The 2016 projected year-end will also meet expectations. IIMC's membership has remained steady with a positive growth in new members.

#### **Administration Building - Headquarters**

As of August 2016, IIMC's building is now fully leased with all three offices. All tenants have long-term leases (five years) with options to extend their lease. Their income will reduce IIMC's monthly mortgage liability from approximately \$3,800 to \$500.

Two additional highlights in 2015/16 included increasing IIMC's restricted building reserves to \$25,000 and its mortgage reserves to \$22,000. IIMC remains proactive in maintaining the upkeep on its premises.

## Finance

A first in its history, IIMC now has accumulated \$529,000 in a restricted reserve fund, which can only be used with the Board of Directors approval. This nest egg is imperative to 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 2015 Year End Budget ended with a profit of \$74,894. Helping reach this net profit were three main reasons:

1. The Foundation's Policy 8 annual contribution to IIMC, which we received in December, was increased from the original budgeted amount of \$35,000 to \$64,000;
2. We also received an unprecedented amount of membership dues in December, amounting to \$103,000. To compare, in December 2014, membership dues were approximately \$26,000. The increase of \$77,000 was not anticipated; and
3. A decrease in expenses.

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 800 members with the Netherlands leading the way with more than 470 members. Due to the tragic incident in Brussels in April 2016, IIMC's second scheduled Region XI Symposium has been rescheduled for September 2017

in Brussels. One area to note for the remainder of 2016 and throughout 2017 is the Region XI bulk membership scheme, which could add approximately 2,000 new members.

IIMC now has three solid affiliations with our Region X (Canada) associations – AMCTO (Ontario); LGMA (British Columbia); and AMCA (Alberta).

## Education

"Educational success for every Clerk" has been the mantra this year for IIMC's Education department. The 2016 year has been especially busy as we planned and executed a successful conference in Omaha, NE, proposed changes to the Education Guidelines to increase Clerk's access to education, planned and grew our online learning course offerings, worked with our committees to approve sponsorship changes for the Colorado and Illinois Institutes, and certified approximately 350 new CMCs and 70 new MMCs.

This year's Annual Conference included two general sessions and 35 concurrent education sessions. Additionally, we offered several pre-conference learning opportunities through eight different Academy sessions and four unique Athenian dialogues. The conference smartphone app which was opened more than 20,000 times during the four-day event, continued to be a big hit with attendees who had the schedule at their fingertips and could even create their own personal schedule for the week.

The department continually reviews both the Education and Institute guidelines to make recommendations for improvements. The passing of the Contact Hour Definition has provided a clear-cut definition of instruction time per hour which, in turn, created some flexibility in scheduling education sessions. We continue to work with the Education and Professional Development committee on the review of the Online Learning Guidelines that will also provide categories and clarity for what types of online learning IIMC will accept. It is our intention to bring these guidelines to the Board in the coming year for their review and discussion.

We have worked to build strong partnerships with our 42 Institute Directors through increased communication and team building. At least 30 Institute Directors were in attendance at this year's ID Colloquium in Omaha and participated in multiple teambuilding experiences followed by group discussions about Institute growth

## *...from the Executive Director*

and development. The ID Connection newsletter was created and after positive initial feedback, is now being distributed quarterly.

We've had several opportunities to travel to Institutes across the United States as well as the Institute of Municipal Administrators of South Africa (IMASA) Conference in South Africa. These experiences have shown the strong commitment of Municipal Clerks, both nationally and internationally, to their continued education and professional development. This commitment is the inspiration for our continued work in the department. We look forward to another year filled with new and exciting educational opportunities, certifications, and keeping Clerk success in the forefront of our work.

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

IIMC is averaging nearly a 30% 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 less than 5% (emails that bounce back to IIMC). We have 9,950 active contacts. These numbers depict a membership that is engaged with their Organization and receptive to receiving weekly and monthly communiqués.

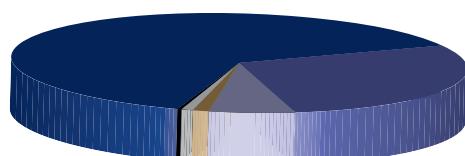
IIMC's web site continues to attract members. As IIMC becomes more proficient and knowledgeable about the legal implications of social marketing through social media, a different avenue of communication is being imparted to the membership through Twitter, Flickr, Instagram and Facebook.

### **CONFERENCE**

The 2016 Conference in Omaha, NE, was IIMC's second 4-day annual conference. The Conference attracted more than 1,000 attendees and will realize record breaking revenue by year-end 2016. From the opening ceremony to the beautiful ceremonious banquet, to the '70s theme party, the 70th IIMC Annual Conference was enjoyed by all who attended. We are now looking ahead to Montreal and already have many outstanding sessions in the works. IIMC thanks the host committee and the City of Omaha for making the Organization's 70th annual conference hugely successful.

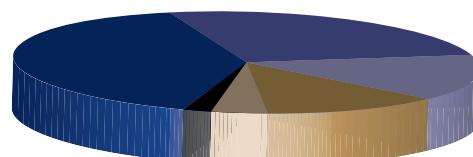
On behalf of staff, it's an honor and a pleasure serving as your Executive Director.

### **Revenues**

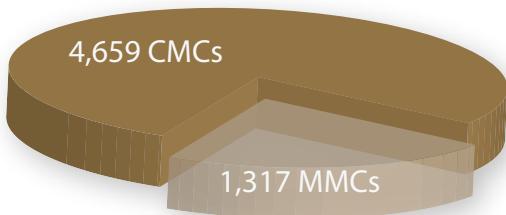


	Total Revenues
Membership dues	\$ 1,206,460
Conference	543,599
Education	114,855
Marketing development and promotion	24,047
Building rental	17,308
Interest	547
<b>Total Revenues</b>	<b>1,906,816</b>

### **Expenses**



	Total Expenses
Education	\$ 275,575
Conference	474,507
Member Services	232,619
Marketing development and promotion	74,998
Building	31,375
General and Administration	742,848
<b>Total Expenses</b>	<b>1,831,922</b>



### **Certification and Master Municipal Clerk Academy Figures**

The Certified Municipal Clerk program began in 1971.

Total active clerks as of July 31, 2016 – 9,959.

As of July 31, 2016, there were 4,659 CMCs and 1,317 MMCs active worldwide.

# *Auditor's Report*

May 2, 2016  
To the Board of Directors  
International Institute of Municipal Clerks  
Rancho Cucamonga, California

We have audited the financial statements of the International Institute of Municipal Clerks for the year ended December 31, 2015, and have issued our report thereon dated May 2, 2016. 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 February 5, 2016. 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 the 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 2015. 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.

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.

## **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

## *Auditor's Report*

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 May 2, 2016.

### **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.

### **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 the International Institute of Municipal Clerks and is not intended to be and should not be used by anyone other than these specified parties.

GYL DECAUWER LLP  
Ontario, California

**INTERNATIONAL INSTITUTE OF  
MUNICIPAL CLERKS**  
(A Not-for-Profit Corporation)

**STATEMENT OF FINANCIAL POSITION**

December 31, 2015  
(Summarized Totals for 2014)

<b>ASSETS</b>	<b>2015</b>	<b>2014</b>
<b>Current Assets</b>		
Cash and cash equivalents	\$ 1,028,629	\$ 890,194
Accounts receivable	562	13,915
Prepaid expenses	18,067	27,288
Conference prepaids	41,605	51,213
Total Current Assets	<u>1,088,863</u>	<u>982,610</u>
Property and Equipment, net	936,150	932,664
Capitalized Costs, net	4,224	4,474
Total Assets	<u>\$ 2,029,237</u>	<u>\$ 1,919,748</u>
<b>LIABILITIES-AND NET ASSETS</b>		
<b>Current Liabilities</b>		
Accounts payable	\$ 24,303	\$ 7,259
Accrued liabilities	46,872	45,554
Deferred revenue	855,634	815,721
Tenant security deposit	1,150	
Mortgage note payable - current portion	26,041	24,798
Total Current Liabilities	<u>954,000</u>	<u>893,332</u>
<b>Long-Term Liabilities</b>		
Mortgage note payable	642,677	668,750
Total Liabilities	<u>1,596,677</u>	<u>1,562,082</u>
<b>NET ASSETS</b>		
Unrestricted	<u>432,560</u>	<u>357,666</u>
Total Liabilities and Net Assets	<u><u>\$ 2,029,237</u></u>	<u><u>\$ 1,919,748</u></u>

**INTERNATIONAL INSTITUTE OF  
MUNICIPAL CLERKS**  
(A Not-for-Profit Corporation)

**STATEMENT OF FINANCIAL POSITION**

December 31, 2015  
(Summarized Totals for 2014)

	<b>Unrestricted</b>	<b>Temporarily Restricted</b>	<b>Total</b>	<b>2014</b>
<b>REVENUES</b>				
Membership dues	\$ 1,206,460	\$	\$ 1,206,460	\$ 1,156,477
Conference	543,599		543,599	529,027
Education	114,855		114,855	110,967
Marketing development and promotion	24,047		24,047	23,048
Building rental	17,308		17,308	43,470
Administration				15
Interest	547		547	784
Net assets released from restrictions				
<b>Total Revenues</b>	<b><u>1,906,816</u></b>		<b><u>1,906,816</u></b>	<b><u>1,863,788</u></b>
<b>EXPENSES</b>				
Program Services				
Education	275,575		275,575	148,511
Conference	474,507		474,507	406,121
Member services	232,619		232,619	233,296
Marketing development and promotion	74,998		74,998	84,859
Building	31,375		31,375	50,799
Supporting Services				
General and administration	742,848		742,848	732,742
<b>Total Expenses</b>	<b><u>1,831,922</u></b>		<b><u>1,831,922</u></b>	<b><u>1,656,328</u></b>
Changes in net assets	74,894		74,894	207,460
Net assets, beginning of year	357,666		357,666	150,206
<b>Net assets, end of year</b>	<b><u>\$ 432,560</u></b>		<b><u>\$ 432,560</u></b>	<b><u>\$ 357,666</u></b>

# *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 the Organization's behalf. 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 2015 and 2016, 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:

- Conference
- Constitution Task Force
- Elections
- Legislative
- Membership
- Mentoring
- Records Management
- Research and Resource

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

- Budget and Planning
- Education and Professional Development
- International Relations
- Policy Review
- Program Review Certification
- Public Relations and Marketing

The following are reports for 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.

# Committees - Requiring Action

## BUDGET and PLANNING

**Phillip J. Campbell, MMC, Chair**

**Allan Suse, MMC, Vice Chair**

### Background

The membership of the 2016 Budget and Planning Committee is as follows:

- Phillip J. Campbell, Chair
- Allan R. Suse, Vice Chair
- Monica Martinez Simmons
- Vincent Buttiglieri
- Brenda K. Young
- Mary Kayser
- Marc Lemoine

The annual Budget and Planning Committee meeting was held on Friday, August 7, 2015 at IIMC headquarters in Rancho Cucamonga.

The Committee Goals were reviewed and accomplished in the affirmative by the conclusion of the meeting. The Goals were to:

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

### Discussion

Audit Report – 2015 year-end Independent Auditor's Report, prepared by GYL Decauwer LLP, will be on the Agenda for discussion. The report provides a comprehensive overview of the Organization's financial position. Also part of the Agenda's discussion will be the projected year-end 2015 financials and the first quarter 2016 report.

## Financial

At our August Budget meeting and the mid-year Board meeting, we projected 2015 to end the year in a deficit of \$34,511. However, a financial turnaround helped IIMC's December year-end 2015 to reflect a projected (pending Auditor's final report) Net Profit of \$74,894.

There are three main reasons for the turnaround from a negative to a positive year-end budget:

1. MCEF's Policy 8 contribution, which we received in December, was increased from the original budgeted amount of \$35,000 to \$64,000. The increase of \$29,000 is the most we've ever received from MCEF;
2. We also received an unprecedented amount of membership dues in December, amounting to \$103,000. To compare, in December 2014, membership dues were approximately \$26,000. The increase of \$77,000 was not anticipated; and
3. A decrease in expenses has eliminated the projected deficit for 2015.

Everyone should be extremely pleased with the fund balances in the Restricted Reserves that, at last count, exceeds \$529,000. Recalling recent history where the Board found it necessary to seek financial assistance to meet expenditures, outstanding changes in financial monitoring and overall fiscal management have greatly improved and our thanks go out to all who worked so diligently to turn the finances around.

### Budget and Planning Committee Oversight

Apart from this Committee's goals and objectives, it also acts to provide oversight to Management regarding unforeseen areas that affect finances. For example, this past year, Management sought out the Committee's counsel regarding the Headquarters' building: 1) the need to build two self-locking doors on the first floor to prevent future damages to the tenants' restrooms since the wide open area invites the homeless to seek shelter at night; and 2) installing building signage for our current tenant.

Since these two items were not part of the budget, but would be considered capital expenses, the Committee weighed in on Management's report and costs and made the recommendation to move forward providing the Board approved of the expenses and reasons behind the moves. The Board agreed with the Committee's recom-

## Committees - Requiring Action

mendations and approved moving forward with the plans. That report was sent to the Board in November 2015.

### Summary

The financial image of the Organization continues to improve each year. Consistent and significant communication helps with oversight, and an unwavering commitment from all maintain the Organization's financial structure and health.

### Recommendation

The Budget and Planning Committee recommends the adoption of the proposed financials as submitted and the Auditor's report.

### Management's Comments:

We thank the committee for their diligence and recommendations to the budget. Management agrees and recommends that the Board approve the projected 2015 budget and the Auditor's report. We have made great strides with our finances these past eight years and IIMC's accomplishments and future plans are a direct result of a healthy financial Organization. We look forward to our Budget and Planning meeting this August.

## EDUCATION and PROFESSIONAL DEVELOPMENT

Camilla G. Pitman, MMC, Chair

Sharon K. Cassler, MMC, Vice-Chair

### Background

The goals and objectives of the Education and Professional Development Committee are to identify education resources for existing education and professional development opportunities to be reviewed by the Education Department and to review IIMC's Educational Philosophy to ensure it continues to meet the needs of the membership and is in alignment with IIMC's mission.

### Discussion

The Committee has been working with Dr. Jane Long in reviewing and providing feedback to proposals presented by Dr. Long and listed below. Since the Mid-Year Report, the Committee conducted telephone conference calls on February 3, 2016, to discuss proposal (a) and on March 16, 2016, to discuss proposal (b). Summary reports of the Committee's discussions are attached for your review.

### (a) Proposed Learning Assessment Policy

A proposal to amend the Institute and Education Guidelines to allow for a learning assessment tool to be completed by program participants during class time.

### (b) Proposed Online Learning Guidelines

A proposal to develop guidelines for Online Learning providing for three distinct types of online learning courses: fully online courses, online hybrid courses, and web-based seminars (webinars)

**Financial** -- There is no financial impact resulting from the efforts of the Committee to date.

### Summary

The Committee continues to be engaged in meeting the goals and objectives as set forth above and are excited with the opportunities that are anticipated through the development and implementation of online learning.

**Recommendation** -- The recommendations are as follows:

**(a) Proposed Learning Assessment Policy** -- Approve the amendments to the Institute Guidelines and Education Guidelines and approve the In-Class Learning Assessment Tool for use by institutes and instructors.

**(b) Proposed Online Learning Guidelines** -- Support the proposed Online Learning Guidelines.

### Management's Comments

The department thanks this committee for the efforts and feedback on all of the above in addition to items discussed prior to the mid-year meeting. Please note that the Assessment Policy has already been approved by the Board and no further action is required at this time.

The Proposed Online Learning Guidelines will require further research and discussion before presentation to the Board for consideration. Therefore, we are requesting additional time to complete this research and discussion with the Institute Directors and new Education and Professional Development Committee. This proposed policy will be ready for presentation to the Board at the mid-year meeting in November, 2016.

### INTERNATIONAL RELATIONS

**Susan M. Domen, MMC, Chair**  
**Doug Tymchyshyn, CMC, Vice Chair**

#### Background

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

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 Region X and XI representatives and the International Development Consultant to define options for future Study Abroad Programs.
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.

#### Discussion

**Goal 1:** Collaboration with Symposium Region XI Management Partners.

Due to the tragedy of the Brussels bombing, the Symposium has been put on hold. Our thoughts and prayers continue to be with our fellow colleagues and the citizens of Brussels.

**Goal 2:** Manage and run a booth at the IIMC Annual Conference which promotes international programs and provides a focal point for international members.

We will man a booth at the conference, promoting the 2017 Study Abroad Program and future Symposiums.

**Goal 3:** Assist in delivering a successful Study Abroad Program in Boston in 2015.

This item was completed and reported on in the mid-year budget.

**Goal 4:** Work with Region X and XI representatives and the International Development Consultant to define options for future Study Abroad Programs.

The policy submitted to the Board approved the policy at the mid-year board meeting and Executive Director

Shalby is working on the planning of the 2017 Study Abroad. The Committee recommended that the Study Abroad be held in Montreal in alignment with the 2017 conference.

**Goal 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.

Attached are the results of the survey and the recommended actions by the IRC. We are committed to assisting in any manner that will create an atmosphere of greater inclusion with our colleagues in Region X.

#### Summary

The IRC completed its assigned goals and enjoyed working toward building relations with our colleagues abroad.

#### Recommendations

It is recommended that the Board review the Region X survey results and recommendations and direct future Committees to assist in continuing these goals. On behalf of the entire IRC, we thank President Simmons and the IIMC Board for the opportunity to serve.

#### Management's Overall Comments:

We thank the committee for their efforts in providing their input and perspective on the Region XI Symposium. The committee has a permanent booth in the exhibit hall to promote all things in Regions X and XI. The Board approved the 2017 study abroad program for Montreal. The City of Montreal's Tourism Bureau will be exhibiting in Omaha to promote the city for next year's conference. We're also in touch with the Bureau regarding the study program and we will begin to promote the program once we finalize the details this summer. The 2015 study abroad program held in May 2015 prior to the conference in Hartford was deemed a success.

#### Management's Comments/Recommendations – Region X Survey:

##### Survey Recommendations

1. The most prevalent concern throughout the survey was the USA focused content of IIMC. Therefore we recommend holding several educational sessions specific to Canadian members.

## Committees - Requiring Action

2. A broader representation of subject matter such as Elections, Robert's Rules, Records Management, might ensure that representation on the panel is from Canada. This would allow for more audience participating from Canadian members.
3. Increase presence at provincial clerk associations as seen by IIMC's attendance at Alberta Municipal Clerks Association in 2015. This is an opportunity to profile the benefits of membership in IIMC.
4. Encourage provincial clerk associations to pursue the IIMC Course Review process so that association courses will be eligible for certification points. This would allow those who are unable to travel nationally or internationally the opportunity to receive certification points towards the CMC and MMC designations.
5. Set up a grant program to assist with those whose municipality may not be able to afford conference and travel costs.

The International Relations Committee did a nice job creating and delivering the survey's outcome. The results produced a 30% response rate from the Region's total membership. IIMC Conference sessions are not specific to any state, province or country, but provide a general overview of Clerk related subjects. This year's conference features several Records Management sessions and a parliamentary session and other topics beneficial to the entire delegation. NOTE: 63% (42) responded -Yes - to the question: Do you feel that most of the IIMC Conference content and session apply to Region X members?

In the past years, IIMC signed affiliation agreements with AMCTO (Ontario) and LGMA (British Columbia). IIMC makes a concerted effort to attend their conferences. This year, the Board approved an affiliation agreement with the Alberta Municipal Association. In 2015 and 2016, Presidents, Young and Simmons, respectively, attended Alberta's conferences. Prior to the past two years, the last IIMC visit to the Alberta Conference was in 2005. Since the agreement with AMCTO in 2012, IIMC had representation at all their subsequent conferences.

This June, President-Elect Buttiglieri and ED Shalby will attend the AMCTO conference in Ontario. Last October 2015, Vice President Kayser attended the LGMA conference in BC. As IIMC develops more affiliations with Region X associations, IIMC's presence in Region X will grow. NOTE: AMCTO has been attending IIMC annual conferences since 1987 in an unofficial capacity. IIMC has attended AMCTO conference since 2003.

As for the course review process, we agree with this recommendation and encourage all associations to put their conferences and training programs through the Course Review Process. Doing a pre-approval on an association program, allows IIMC staff the opportunity to approve a program for CMC Education or MMC Advanced Education points rather than CMC Experience or MMC Professional Contribution credit only, and often for a higher point value. Please note that pre-approval is not required for IIMC Approved Institute programs in Region X.

Currently, no Region X associations submit their programs for pre-approval meaning that all course approvals are done during the individual member's CMC or MMC application process. This requires the individual to submit full content of the program which is not always readily available to the participants and is usually handled by the association. This also results in an approval for CMC Experience or MMC Professional Contributions credit only. Putting a program through the Course Review Process allows the individual applicants to have more options when placing the programs on their Application for Designation and often results in a higher point value.

The Course Review Process requires a template to be completed for each individual session offered during a conference, program, etc. The most efficient way to have these templates completed and lessen the workload for the association is for the session facilitator to complete the template at the time the association hires them to present. Once all session templates have been collected, the association would submit the packet to the education department along with a sample of the learning assessment tool that will be used. The department asks associations to submit at least 10 days prior to the program, but most requests are completed within one week. Submitting early allows the education department to provide a point total for the program which can also assist the association in advertising and increasing attendance.

IIMC offers two Conference Grants per Region, and a \$1,000 Region Stipend, which in 2015, was provided to the Alberta Municipal Association to use toward an education program.

If the Board is interested in growing this Region, then it needs to task staff to generate viable options on how we can better communicate and market IIMC to Region X members. Our Education Department with Dr. Long

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is already at work researching how we can be better providers of Clerk education to members in Regions X and XI. Dr. Long is working with a small group of members, Institute Directors and Region Directors from both Regions regarding International education.

As we stated, we believe the survey was extremely positive. However, we feel we can do a better job of marketing. With Region X being one country, it is difficult for the Region Directors to cover this much territory. In the coming months, it may behoove IIMC to research the feasibility of using a Region X consultant, similar to the Region XI consultant, to work with us to help traffic communication, education and grow membership.

### POLICY

**Shawn Cullinane, MMC, Chair**

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

The 2015-2016 IIMC Policy Review Committee is pleased to submit its final report. I would like to express my appreciation to each member of the Committee for their work and contribution. Thank you also to President Martinez-Simmons, the Executive Committee, and the Board of Directors for the opportunity to serve IIMC through this Committee. The 2015-2016 Policy Review Committee is comprised of the following members: Mary Lynne Stratta, Vice Chairperson, Edward Benevides, Susan Jackson, Leslie Wallace May, Pattie McCoy, Colleen Nicol, Djimmer Petrusma, Lisa Pope, Board Liaison Denise Chisum, Board Liaison Mary Kayser, Staff Liaison Chris Shalby and Shawn Cullinane, Chairperson.

The Committee was charged with three tasks.

1. Review the Quill Award criteria and deadline, in particular the awarding of points for certain categories on the award scoring form.
2. Work with the Public Relations and Marketing Committee to create a policy regarding use of the IIMC logo.
3. Work with the Conference Committee to discuss and forward recommendations on fundraising at the annual conference by the host committee, future host committees and MCEF.

The committee held a teleconference on September 14, 2015 to review these issues. The following discussion and actions were agreed to.

#### 1 - The Quill Award.

The task was to review the awarding of points in certain categories for the Quill Award. The sense of the committee was that a balance needed to be established so that a Quill Award recipient would be chosen based on a 'well rounded' history of experience and service, not just on the extraordinary accomplishments in one or two particular categories. A subcommittee, headed by Vice Chair Stratta, reviewed the current scoring form and created new minimum and maximum scoring requirements in certain Quill Award categories. Their recommendation was reviewed and accepted by the entire Policy Committee, which whole heartedly recommends that the Board of Directors adopts as well. See the revised Quill Award Scoring Form attached hereto.

**Summary.** There are no changes required to the Quill Award Policy (Policy Chapter 6.25 Awards – 6.25.50 The Quill Award). The changes are simply to the scoring form.

**Financial.** The Committee does not foresee any financial implications to IIMC based on its recommendations.

#### 2 – The IIMC Logo.

Policy Review was asked to work with the Public Relations/Marketing Committee on crafting a new policy on the Use of the IIMC Logo. The Policy Review Committee would like to thank Public Relations/Marketing Committee Chairperson Lee Woodward for her assistance and work on this issue.

Two drafts of a new Logo Policy were submitted to the Policy Committee for consideration. A teleconference was held on March 14, 2016 to review the drafts, out of which one proposed policy, incorporating the best of the two drafts, was forged. We believe the proposed Policy Chapter 1.15 – Use of the IIMC Logo addresses the concerns of protecting the Logo from unauthorized and misuse, as well as provides staff with a guideline to granting use of the Logo as may be requested. The Policy Review Committee, in concurrence with the Public Relations/Marketing Committee, whole heartedly recommends adoption of this new Policy by the Board of Directors. See the proposed policy attached hereto as the Final Draft Logo Policy.

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**Summary.** The proposed policy regarding Use of the IIMC Logo is new and will require review and subsequent adoption by the Board of Directors.

**Financial.** The Committee does not foresee any negative financial implications to IIMC based on its recommendations.

### 3 – Fundraising at the Annual Conference.

The Conference Committee held a teleconference on July 16, 2015, which I was asked to participate in, to review this issue. The Conference Committee report supported the following three major recommendations changing the guidelines relating to fundraising at the Annual Conference.

- The current host committee will not be provided a booth in the exhibit hall. They will be given the option of having a table near the registration area if they want to continue selling items. No other fundraising activities are permitted.
- The incoming host committee and MCEF should communicate with one another to determine what fundraising activities each group will be conducting. This should alleviate any duplication of activities.
- The fundraising activities should be publicized to conference attendees prior to the conference and at the conference. An insert in the conference packet outlining the various fundraising opportunities was recommended.

These recommendations were supported by Policy Review. As basic guidelines, these recommendations do not require any policy changes.

Policy Review did further recommend that the Host Committee be given access to the email list of current year conference attendees to advise the attendees in advance of fundraising activities they will encounter at the current Conference. This would help attendees be better informed of exactly who is fundraising for what purposes.

Policy Review does not believe this additional recommendation requires any policy changes either. IIMC Policy Chapter 6.20 MAILING LIST Section 6.20.030 Policy A. 5 currently reads as follows: "Membership mailing lists shall be made available free of charge to the following: 5. Conference site committees." Policy Review believes the current wording covers a Conference Host Committee and would permit them to receive a membership email list as well as an email list of current year conference at-

tendees if they so request. The Policy Review Committee whole heartedly recommends that the Board of Directors adopts the above recommendations.

**Summary.** The essence of the Conference Committee report is that greater communication between the incoming Host Committee and MCEF as to the activities each will be undertaking will help support each other's activities. Granting access to all membership lists to the Host Committee will provide another communication tool to assist them in their fundraising activities.

**Financial.** The Committee does not foresee any financial implications to IIMC based on its recommendations.

The Policy Review Committee appreciates the opportunity to have served IIMC this past year and hopes the Board of Directors is pleased with the results of the Committee's work. We stand ready to be relieved of duty.

### Management's Recommendations:

**Quill Scoring** – We've had minor issues with the original Quill Scoring Sheet being unclear in certain areas. We believe the revisions will provide future Quill selection committees a more concise and balanced scoring form with no ambiguity. Management recommends that the Board approve this policy

**Logo** – Although IIMC has not had any issues with its use of the Logo, a policy was long overdue. This Committee and the Public Relations/Marketing Committee did an excellent job of combining their efforts to create the new Logo Policy. Management recommends that the Board approve this policy.

**Fundraising at Conference** – The Board approved this policy at its November 2015 midyear meeting.

These three new policies will not impact IIMC finances.

## PROGRAM REVIEW and CERTIFICATION

**Kittie L. Kopitke, MMC, Chair**  
**Sharon Cassler, MMC, Vice Chair**

### Background

Our goals for the year are as follows:

1. Review applications filed for new Institutes.
2. Identify education resources for existing education and professional development opportunities.
3. Assist IIMC staff in reviewing and revising the CMC application in the following areas:

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- a. Education: specifically completion of an IIMC approved state/national/provincial educational course and IIMC annual conference
- b. Experience: specifically, administrative position in federal, state or provincial government, administrative positions in business, and attendance at IIMC conference.

### Discussion

The Committee met by teleconference on February 2, 2016 to discuss the proposed Assessment Policy and template form. While there were some concerns, the Committee concluded that the proposed assessment policy, used judiciously by the instructors/facilitators, would provide an opportunity for quality note taking during the session that would allow the attendee to complete their assessment either within the class time allowed or post-session as required by the instructor/facilitator. The Committee did request that prior to implementation of the proposed Education guidelines, that contradictory wording be amended to clarify the guideline. Specifically, the word "conclusion" in paragraph 1, and the phrase "may be completed during class time" in paragraph 2 need to be clarified and amended accordingly.

The Committee met by teleconference on March 11, 2016 to discuss the proposed Online Learning Policies. Dr. Long reviewed the proposed policies and stated IIMC staff has faced many situations where clerks are being "left behind" by not being able to earn education credits for their CMC and/or MMC. Many of these clerks are in small communities, in states that do not have land-based institutes, and for other various reasons, cannot attend formal education programs. The expansion of online learning within the proposed guidelines would allow clerks to earn the education points needed to qualify for their designations.

The Committee discussed the need for assessments for ALL online courses if education points are being sought. Dr. Long and DiBlasi also reiterated that the courses must be approved prior to completion to receive education points. Other online learning opportunities can be used – without assessments – for experience points only.

The Committee then discussed the cap on the number of points allowed for online learning. This was a divided discussion; some members (on the call and via email) felt

very strongly that the number of online learning points be limited and felt that certain aspects of the education programs are only achievable in-person interaction at land-based seminars and conferences. Other members (on the call and via email) felt the opposite and suggested that there be no cap on the points achievable with online learning as it is the future option for many unable to attend traditional land-based programs.

**Financial** -- The PR&C Committee has no specific financial needs at this time.

### Summary

It has been a pleasure to work with such an active and participatory Committee. We welcome the tasks and challenges as a municipal clerk's education is ongoing, evolving and should always be achieving the greatest outcome possible.

### Recommendations

- Approval of the proposed assessment policy as presented, with the suggested "goal" language and clarification of the Education guidelines.
- Accept the Proposed Online Learning policies with removal of the caps for maximum number of points

### Management's Comments

The department would like to thank this committee for their hard work during the 2015-2016 term. In addition to the above items, this committee was also instrumental in implementing the contact hour definition that was previously approved by the Board as well as the new Colorado and Illinois Institute Proposals that the Board also approved.

Please note that the assessment policy has already been approved and no further action is required from the Board at this time.

The Proposed Online Learning Guidelines will require further research and discussion before presentation to the Board for consideration. Therefore, we are requesting additional time to complete this research and discussion with the Institute Directors and new Education and Professional Development Committee. This proposed policy will be ready for presentation to the Board at the mid-year meeting in November, 2016.

### PUBLIC RELATIONS/MARKETING

Lee Woodward, MMC, Chair  
Debbie Burke, MMC, Vice Chair

**Overview** – This committee has held a teleconference in February and communicated via email to provide a summation of work on this year's goals.

1. Submit at least one article for the *News Digest* in the area of best practices, management, and leadership.

#### Background

It is appropriate to use the organization's publications to promote the professional development of its members.

#### Discussion

Rod Diridon's article on the Program Excellence in Governance Award was published and committee members continue to work on article ideas brought forward over the year. A couple of additional drafts (Exhibit A) from Lee Woodward are attached for consideration as light pieces to be used where most suitable.

#### Financial -- N/A

#### Summary

The committee continues to come up with great ideas and has strong writers including Rod Diridon and Helen Cospolich to achieve this goal.

#### Recommendation

Keep this as a goal for the future; the committee will continue to provide creative submissions.

2. Develop a marketing plan for the Program Excellence in Governance Award.

#### Background

First granted in 2007, the IIMC Program Excellence in Governance Award (PEGA) recognizes exceptional grammatical and technical achievement in the municipal clerk profession. The award is distinct from other IIMC honors in that it recognizes programs rather than individuals who have had a long history of service and involvement with the organization. While the PEGA is the highest honor of its type in the profession, there have not been many nominees over the past few years. The future of the PEGA was discussed at the IIMC Board level and referred to the Marketing Committee for further consideration.

#### Discussion

The Marketing Committee considered the PEGA, what it represents and its viability. In general, it was felt that the acknowledgment of technical excellence and the models that these programs provided for others to emulate was of value to the profession. Additionally, the accessibility to the award for Municipal Clerks who have not been longtime members of IIMC or had the institutional support to be involved in the organization's leadership structure was viewed as egalitarian and positive. As such, it was felt that assessing, improving and supporting the award was of value, pending future interest.

Three-time PEGA winner Rod Diridon, Jr. (City Clerk and Auditor, City of Santa Clara) volunteered to lead all three of these program elements and has also expressed a willingness to work in partnership with interested IIMC Board Members, the First or Second Vice President, and/or state presidents to champion the award. He updated and simplified the application and championed the award in a message forwarded to state presidents and associations. Thirteen applications were received by the deadline of March 15, 2016, which was the best turnout ever. The Committee is involved in reviewing the applications and selecting winners, possibly in more than one category.

#### Financial

There are no significant financial implications. The committee suggested on its June 17 teleconference that a winner receive a complimentary conference registration, possibly valid for up to three years following the win.

#### Summary

It is felt that the PEGA is of value to the municipal clerk profession and should be continued. The program can continue to be strengthened with continued marketing (perhaps also through additional articles on the award, such as similarly to those on CMC/MMC recipients) and messaging to keep it top of mind with state presidents and associations, so they will mention it when they hear of likely winning programs and projects conducted by their members.

#### Recommendation

That the IIMC Executive Board authorize the Marketing Committee to continue to market the award, and review its success over the next two to three years. Clear rec-

## Committees - Requiring Action

ognition of Rod Diridon's passion and efforts in concert with the Committee in the entire reboot process and promotion across IIMC at the annual conference.

### 3. Develop existing materials and new marketing ideas for Municipal Clerk's Week.

#### Background

Increased awareness and visibility for Municipal Clerk's Week is beneficial to IIMC and its members.

#### Discussion

A flyer discussed last summer was originally expected to be an infographic, so that remains an unfinished opportunity for promotion. An idea of highlighting Clerk's Week celebrations, activities, and recognitions around the world remains an opportunity, and could perhaps be an ongoing concept (How do you IIMC? or by having a strong push in emails/publications each April and May to remember to celebrate, document, and send photos/proclamations/etc. to IIMC). Anthony Mejia has talented staff who have produced engaging visuals for prior Week campaigns, and did so again for 2016.

#### Financial

Minimal unless IIMC chooses to print the materials produced in large quantities.

#### Summary

Word of mouth and informing city officials on Municipal Clerk's Week and the work of clerks around the world is of great benefit to furthering IIMC. As with any campaign, fresh content is always necessary to reach out.

#### Recommendation

Continue with the annual visuals and develop an infographic.

### 4. Develop new marketing ideas to promote the value of IIMC's certification programs and professional resources.

#### Background

Over the past few years, some topics of discussion in IIMC have centered on the following:

- The need for certifications

- Requirements for each
- How many and what types are appropriate and feasible.

#### Discussion

The Certification Spotlight in IIMC publications has taken off using the short questionnaire developed in committee. Article content is handled by the office staff when the questionnaire is returned (thank you!). Chris Shalby has confirmed that IIMC is now working on making the form an automatic distribution to any member who receives his or her designation.

#### Financial -- N/A

#### Summary

This is a wonderful way to highlight the newly certified, and give them an additional reason to read and share IIMC publications, as well as encouraging others to continue their efforts.

#### Recommendation

Continue to send the survey and share the responses, and permit the Public Relations and Marketing Committee to continue developing new ideas (perhaps including social media material for IIMC's sites).

### 5. Continue efforts from prior years to have the postal service issue an IIMC postage stamp.

#### Background

This was a committee goal in the past, although not assigned this year. The committee is still in support of it, and it is believed there is Board and Executive Committee support as well.

#### Discussion

The USPS declined IIMC's request. The Committee is looking into options such as messaging on franking machines and "personal postage" options from USPS and online companies such as Zazzle, some of which also offer webpage widgets to inset stores (purchasers select items to have logo imprint, but IIMC would not have to inventory physical stock). Also discussed were gold foil seals imprinted with the logo.

**Financial -- N/A** - unless IIMC intended to print and stock material for sale.

**Summary --** The committee intends to continue researching marketing ideas.

### **Recommendation**

This could perhaps be moved under Goal 4, as it is less of an individual item and more general marketing now.

### **6. Draft policy for use of IIMC logo.**

#### **Background**

The Committee was asked by President Simmons to create a policy that specifies in detail who can or cannot use IIMC's logo and in what context, which was then reviewed by the Policy Committee.

#### **Discussion**

The Policy Committee reviewed a draft policy along with a draft of their own from Shawn Cullinane. Portions of both were combined and Policy Committee Chair Cullinane will prepare a final draft for consideration by the Board.

#### **Financial – N/A**

#### **Summary**

A number of discussion topics were addressed, in hopes of creating a policy with the least amount of additional administrative duties but with the means to protect use of the logo.

#### **Recommendation**

That the Board consider the Policy Committee's combined version and recommendations provided with it by Chair Cullinane.

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

**Goal #1** – Both Diridon and Cospolich submitted and had articles published in the News Digest. Diridon's promotional articles on the Program Excellence in Governance Award were extremely beneficial. We will be publishing the two articles submitted by Chair Woodward in future *Digest*.

**Goal #2** – This Award Program did not generate much interest in past years. However, in 2015/16, this committee took on the marketing task of making this Award truly vital, as it wrote and IIMC published several articles in both the News Digest and weekly E-Briefings. The result of their outstanding work manifested in the most applications ever submitted for this Award – 13 -- with three winners. The winners will receive their award at this week's Opening Ceremony. We do not recommend providing the winners with any type of financial reward since IIMC's other awards do not receive a financial gain. If this is something that the Board would like to enter-

tain, then IIMC would have to visit all the awards and make recommendations as to each Award's remuneration.

**Goal #3** – In the Member Services Department Report, it is noted that more than 4,000 emails were distributed to Mayor, City Managers, and other city officials regarding Municipal Clerks Week. Thanks to this Committee's efforts and talents, we believe IIMC is making a dent in helping to promote its members regarding this special week.

**Goal #4** – We began this year to highlight newly-minted CMCs and MMCs in the News Digest and monthly E-Briefing. A brief article with photo (if possible) is enduring and not only promotes the importance of Certification, but also highlights the individuals' accomplishments. We recommend this be an ongoing project between the Committee and staff.

**Goal #5** – The stamp is a difficult task, considering with whom the Organization competed. The Committee's valiant try was denied, but some positive and constructive options were proffered to the Committee. Perhaps, this would be the way to go – IIMC creating its own "Personal Postage" options. This is certainly an avenue worth exploring in terms of viability in producing these types of stamps and the costs involved.

**Goal #6** – This policy is long overdue and we appreciate both this committee and the Policy committee's commitment to work together and complete a comprehensive guiding principle on IIMC's logo. Management recommends that the Board adopt this policy.

# Committees: Not-Requiring Action

## CONFERENCE

**Roxanne Schneider, MMC, Chair**  
**Marc Lemoine, MMC, Vice Chair**

### 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.

**Committee Members:** Tori Barnett, MMC; Laura Bauer, MMC; Buster Brown, CMC; Daniel Buchholtz, MMC; Allan Bull, MMC; Denise Carey, MMC; Lee Frazier; Rodney Greene, MMC; Stephanie Kelly, MMC; Ruth Post, MMC; Kerry Rozman, MMC; Anna Stetson, CMC; Kassie Van Remortel, Institute Director; Melanie Westmoreland. Board Liaisons: Lynnette Ogden, MMC; Lisa Vierling, MMC; Brenda Young, MMC. Staff Liaisons: Ashley DiBlasi, Dr. Jane Long, Kellie Siggson and Chris Shalby.

The goals set for the committee this year were:

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 topics and presenters to the Education Department by July 1, 2015.
3. Work with the Executive Director to review future conference submissions and provide information to the Board of Directors.

### Discussion

All of this committee's goals were completed prior to the mid-year board meeting. No additional tasks were assigned since that time. A recap of our activities is as follows:

**Goal #1:** The Committee reviewed and rated the Conference Education Proposals for the 2016 annual conference in Omaha, NE. Results were forwarded to the IIMC Education Department. Completed.

**Goal #2:** The Committee provided suggestions for presenters and topics to the Education Department. Completed.

**Goal #3** – The committee held a teleconference in October to discuss and review the 2020 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 A – Hotel #1" (St. Louis, MO for the site of the 2020 Annual Conference.)

### Additional Discussion Items

In addition, this Committee, along with the Policy Review Committee, was asked 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. This committee held a teleconference on July 16, 2015, and recommended the following:

- The current host committee will not be provided a booth in the exhibit hall. They will be given the option of having a table near the registration area if they wish to continue selling remaining inventory. No other fundraising activities are permitted by the current host committee.
- The incoming host committees and MCEF should communicate with one another to determine what fundraising activities each group will be conducting. This should alleviate any duplication of activities.
- The fundraising activities should be publicized to conferences attendees prior to the conference and at the conference. An insert in the conference packet outlining the various fundraising opportunities is recommended.

This recommendation was forwarded on to the Policy Review Committee for their consideration.

The Committee also discussed the 4-day vs. 5-day format for the annual conference and forwarded a recommendation to the Board for consideration prior to the Mid-year meeting.

The committee was also asked to weigh in on a proposal to offer an offsite program at the 2016 conference in Omaha, open to all delegates, as an option in the concurrent education program.

## Committees: Not-Requiring Action

The proposal received the support of the conference committee.

### Summary

This Committee has been very active and engaged. All members have participated in the conversation and provided valuable feedback and suggestions. We appreciate the support received from our Staff Liaisons, Chris Shalby, Dr. Jane Long, Ashley DiBlasi, and Kellie Siggson, as well as our Board Liaisons Lynnette Ogden, Lisa Vierling, and Brenda Young. It has been an honor to serve as Chair, and I appreciate the invaluable assistance provided by Vice Chair Marc Lemoine.

### Management's Comments:

We're looking forward to reviewing the second 4-day conference with this Committee and determine where improvements can be made. One area they will be reviewing is the current format and its points of order, especially with the all conference event and annual banquet. The committee always plays a key participatory role in reviewing future conference site selections and helping determine the best fit for IIMC. We've informed current and future host committees about the new fund-raising policy. And, IIMC is marketing as much as possible fundraising activities between MCEF and upcoming host conference cities.

## CONSTITUTION TASK FORCE

### Introduction

On May 20, 2015 during the Annual Business Meeting at the IIMC Conference in Hartford, CT, two separate requests relating to the IIMC Constitution were submitted to the Board of Directors for consideration. The Board appointed a Task Force comprised of representatives from IIMC's 11 Regions. The Task Force presented their initial report at the IIMC Midyear Board Meeting in November 2015 in Seattle, WA.

At the mid year Board meeting, the Constitution Task Force's recommendations regarding the two items that originated from the Annual Business Meeting in Hartford were referred back to the Task Force. Executive Director Shalby was directed to reconvene the Task Force and revisit the items below.

On Thursday, February 18, 2016, the Constitution Task Force reconvened on a teleconference to discuss the following original two issues that were presented at the 2015 Annual Business Meeting in Hartford, CT:

- The election process for the incoming Vice President regarding the history of elections and the consideration of using a Region rotation for Vice President; and
- Proposed Constitutional Amendments being distributed to the entire membership prior to discussion at the Annual Meeting.

Of eleven Regional and one at-large Task Force members, a majority (seven) were present during the teleconference. Here are the outcomes from each issue:

Proposed Changes to the Amendments Authored and Submitted by:

Sandra Pinsonault, Vermont, Region I  
Douglass Barber, Maryland, Region II  
Stephanie Kelly, North Carolina, Region III  
Barbara Blackard, Arkansas, Region IV  
Terri Kowal, Michigan, Region V  
Daniel Buchholtz, Minnesota, Region VI  
Lana McPherson, Kansas, Region VII  
Tricia Garcia, New Mexico, Region VIII  
Julie Krueger, Oregon, Region IX  
Gail Pomroy, Canada, Region X  
Ronnie Frederickx, Belgium, Region XI  
Bernice Dixon, Connecticut, Region I – At Large  
Connie Deford – IIMC Parliamentarian  
Chris Shalby – IIMC Executive Director

### Management's Update

On March 2, 2016, the Board of Directors via teleconference approved the CTF report and moved to proceed with distributing the Amendments to the membership. On March 31, 2016, the Amendments were posted on IIMC's website and published in the April and the May Digests. They will be voted on during the Annual Business Meeting.

**UPDATE:** As of August 23, 2016, the members voted to amend the Constitution. Visit [www.iimc.com](http://www.iimc.com) for the latest version of IIMC's Constitution.

Task Force Suggestions for Board Consideration and Discussion (3/2/16 Board Teleconference)

## ARTICLE VIII

### Qualifications, Nominations and Elections

#### Section 1. Qualification of Candidates for Vice President

To qualify for the office of Vice President, a candidate must:

- A. Be an IIMC member for at least three (3) years.
- B. Have served on the IIMC Board for three (3) years prior to time of election.
- C. Have served at least three years as a Municipal Clerk or other office as defined in Article II, Membership, Section 2 A.
- D. Have attended at least two Annual Conferences. Attendance may include the conference at which the candidate's term would begin.
- E. Be a Full Member or Additional Full Member and, if elected, remain a Full or Additional Full Member during the term of office, which shall include terms as President-Elect, President and Past President.
- F. Provide written support of candidacy from the legislative governmental body they represent.

The Task Force voted against (6 to 1) employing a Region Rotation process regarding the incoming Vice President. The Task Force also voted that the current process of electing the incoming Vice-President was fine as presented in the current Constitution and that they did not have any recommendations for a new process.

Amend IIMC Constitution, Article XIV, Amendment, by substitution:

#### Current Language

- 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 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.

#### Proposed Language

##### Section 1. Proposed amendments

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.

##### Section 2. Membership Notice and Consideration

When filed in accordance with Section 1, the proposed amendment shall be submitted to the membership when filed under the following procedures:

- A. It is determined that if the proposed amendment is adopted, it will not have a negative impact on the organization or its finances as determined by the Board.
- B. A copy of the proposed amendment, authors' names, intent and explanation are filed by February 1 in time to be published in the March *News Digest*.
- C. The proposed amendment's merit is discussed and evaluated with the attendees at the Annual Business Meeting.

##### Section 3. Membership Vote

If the proposed amendment is approved by majority vote at the Annual Business Meeting, the proposed amendment will be distributed for a vote by the entire membership. Members will have sixty (60) days following

## Committees: Not-Requiring Action

### Current Language

C. Amendments to the Constitution shall be presented to the membership at the Annual Business Meeting. Amendments presented shall require passage by two thirds of members present and shall be submitted to the membership for ratification as outlined in the following paragraph.

Amendments approved during the Annual Business Meeting shall be mailed (or transmitted by electronic methods when feasible) to the entire membership for ratification. Members shall have 90 days from the adjournment of the Annual Business Meeting to return a ballot on the proposed amendment. The amendment shall be considered ratified if two thirds of the ballots received by 5:00 p. m. PST on the 90th day following adjournment are in favor of the proposal. The effective date of the amendment shall be the 90th day unless otherwise specified. Amendments that do not receive an affirmative vote of two thirds of the ballots returned shall not be adopted.

### Proposed Language

the Annual Business Meeting to vote on the proposed amendment.

The constitutional amendment shall be adopted if two thirds of the votes cast are in favor of the proposal. The effective date of the amendment will be the 61st day following the Annual Business Meeting, unless otherwise specified.

## ELECTIONS

**Amanda McCrory, CMC, Chair**  
**Terri Kowal, MMC, Vice Chair**

### Background

The Elections Committee is responsible for conducting and supervising all elections. This year's goals were:

- Oversee Vice President and Region Directors elections and procedures
- Review publications and notices to Members regarding elections
- Conduct elections for Constitutional Members at the Annual Business meeting.
- Approve all election results prior to their release.
- Recommend updates to the Election Manual as needed to align to the Constitution.

### Discussion

At the Annual Business meeting on May 20, 2015, the Elections Committee conducted elections for Constitutional amendments. This resulted in the Committee being responsible for distributing the wording to the entire membership.

The Committee has been busy this year with several issues. At this year's annual meeting in Omaha, elections

will be conducted for Vice President, Region 2 Director, and for constitutional amendments concerning the *qualifications of candidates for Vice President and Proposed Constitutional Amendments being distributed to the entire membership prior to discussion at the Annual Meeting.* The Elections Committee vetted the notices and ballots for these elections.

The Committee's goals were met. There were no changes made to the Elections Manual as none were required or requested.

**Financial -- The Elections Committee did not expend any funds for 2015 – 2016.**

### Summary

The Elections Committee followed all constitutional requirements and rules. The Members worked well together and are dedicated to IIMC. We are prepared for the elections in Omaha and are confident they will be well run.

**Recommendation -- No recommendations at this time.**

### Management's Comments:

The Committee did quite a bit of work this term. Not only the Constitutional Amendments, but they also vetted the Vice President and Region Director ballots.

## Committees: Not-Requiring Action

They were also involved in vetting the Region VIII IIMC Director election. We thank and appreciate their input and efforts.

### LEGISLATIVE

**Debra Mangen, MMC, Chair**  
**Sally Oglesby, MMC, Vice Chair**

#### Background

The Legislative Committee has been a standing committee for a little over four years. The Committee is re-examining its scope of work to determine how it can best serve the membership in its role as a standing committee. The Committee is working to ascertain the best method to monitor applicable federal legislation and communicate relevant information to the membership on a timely basis.

#### Discussion

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

- Legislative cycles and happenings in each region
- Newsworthy content for the next issue of Legislative Watch
- Methodology for tracking federal legislation through [www.govtrack.us](http://www.govtrack.us); and <http://www.loc.gov/>
- Congressional committees in relation to election and FOIA topics
- Federal Legislation – H.R. 653 (FOIA) and H.R. 3522, S. 1970, S.1950, S.1952 and S.192 (All Voter Registration)
- Creating a standardized legislative form by which to evaluate all federal legislation

The Committee met in September and November and during their meetings decided to discontinue the state legislative inventory. The Committee's newsletter was renamed, Legislative Watch, to reach a larger audience including members outside of the US. Committee members Casey Carl and Lucinda Williams both provided articles that were forward to IIMC Headquarters to be shared with the membership.

#### Financial

Not Applicable – The Legislative Committee is a volunteer group of municipal clerks, the Committee's meetings are held via conference call, and the Committee's work is conducted via email.

### Summary

The Committee is thankful to Casey Carl and Lucinda Williams for taking the lead and sharing articles with the membership.

### Recommendation

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

#### Committee Members

Debra Mangen, Edina, MN, Chair  
Patricia Anglin, St. John's, CA  
Sally Oglesby, Crossville, TN, Vice Chair  
Bobby Busch, Neodesha, KS  
Casey Carl, Minneapolis, MN  
Lisa Cole, Sahuarita, AZ  
Karla Graham, North Vancouver, BC, IIMC Board  
Randi John-Olson, Temecula, CA  
Kimberly Rau, Laurel, MD, IIMC Board  
Todd Stermer, Fresno, CA  
Anne Uecker, St. Francis, WI, IIMC Board  
Lucinda Williams, Fullerton, CA

#### Management's Comments:

IIMC published several articles in the *News Digest* this past year from Carl and Williams. We look forward to this committee being more involved in the upcoming year.

### MEMBERSHIP

**Lori McWilliams, MMC, Chair**  
**Lana McPherson, MMC, Vice Chair**

The Membership Committee had two goals provided to us:

1. Work with the Member Services Department, focusing on developing new methodologies and assisting with ongoing initiatives for retaining and increasing membership in all IIMC Regions.
2. Create a template to interview "IIMC Champions" for articles to be published in the IIMC *News Digest*.

Regarding the first goal, at the recommendation of Janis Daudt, Director of Member Services, we have been making "positive" introductory contacts with our new members as to opposed having the committee make contact with current members whose memberships were past due (she explained Member Services would handle the dues reminder calls). With this new process

## Committees: Not-Requiring Action

underway, the committee contacted the new members for June through December for a total of 276 contacts. Our initiative is to welcome them to IIMC, share our personal experiences, explain the benefits of membership, discuss our educational opportunities, offer Mentoring Committee contact information (if needed), and encourage them to reach out to the Member Services Department if they have questions about membership or need assistance. We received a great deal of positive feedback on this new process of focusing on the positive as opposed to the negative.

Regarding the second goal, Janis provided a template for the committee to use and we reached out to the state presidents asking for human-interest stories on clerks in their associations. We did not receive any additional nominations since the mid-year reporting. I personally contacted each state association and only received the seven that were initially submitted.

We will continue to make contact with the January –March new members prior to the May annual conference.

### Management's Comments:

We appreciate this committee's help in all things regarding membership. We believe any time a member-to-member contact is made, it can only help build the relationship with the Organization, such as the new member "outreach." We appreciate the two IIMC Champions articles that were featured earlier this year in the News Digest, and we look for more of those types of human interest stories in future Digests.

## MENTORING

**Karen Goodwin, MMC, Chair**  
**Jeremy Gillis, MMC, Vice Chair**

### Background

We have 22 Mentors and Mentees that are matched. There are two Mentors who have two Mentees. We have more than 90 Mentors that are waiting to be matched.

### Discussion

Once an application has been received, staff searches for a match in population, municipality type, area code and form of government. After a match has been made Member Services sends the following automated letters to the Mentor/Mentee matches:

- Welcome Letter and Mentor/Mentee contact information. This emailed letter goes to the new Mentor and Mentee with all of their contact information and suggestions for making their match a strong one.

- Quarterly Letters sent to the Mentor/Mentee match. These emailed letters are to remind the Mentor and Mentee to contact each other and if they have not heard from each other in a while, then they need to email or call to touch base.
- End of Year Letter. This emailed letter is to ask the Mentor and Mentee how the past year has worked for them and if they want to continue their match. If the answer is yes, then they will continue receiving quarterly letters and if not, we will make sure each understands that the match is discontinued. This letter also asks how we can improve the IIMC Mentor Program.

Staff feels these automated letters are working very well. It was so hard to keep track of follow-up with each match so this has lightened the load with the committee busy work.

### Financial

Funds are not required for refreshments for the First Timer Orientation. It is part of IIMC's Conference budget.

### Summary

With regard to the Goals and Objectives:

1. We will have at least 1 article in the News Digest encouraging participation in the program.
2. The Mentor table will be staffed for the Conference in Omaha.
3. A meeting will be scheduled to discuss committee goals and ways to encourage participation in the Mentor program.

### Management's Comments:

We look forward to publishing the Mentor article. The conference will have a Mentor table, and blank IIMC business cards to distribute to prospective Mentees. The First-Timer Orientation will include beverage as part of IIMC's overall F & B. The Conference will have more than 260 First Timers.

## RECORDS MANAGEMENT

**Jannette Goodall, CMC, Chair**  
**Lisa C. Johnston, MMC, Vice Chair**

**Background:** The IIMC Records Management Committee has had one conference call and various communications by email. The goals of the committee are:

1. Recommend records management educational sessions for the Annual Conference

## Committees: Not-Requiring Action

2. Prepare a minimum of two articles regarding best practices for records management.
3. Identify at least 2 issues and create content for the online Resource Center of ordinances, policies and best practices.
4. Create a new records management technical bulletin.

**Discussion:** Two committee members have had email discussions and submitted two proposals for records management presentations at the IIMC Annual Conference.

**Financial:** Nothing new from September 2015 Mid-Year Report

### Summary:

1. **Session Proposals:** Both sessions involving committee members have been accepted. Jannette Goodall with co-presenter Bob Guz will be conducting a Pre-Conference Academy on electronic records management. Jannette Goodall and Lisa Johnston along with co-presenters Sherry Mashburn and Russell Haddock are on a panel discussion on implementing electronic records management systems.
2. **Articles:** We are looking for volunteers or suggested volunteers.
3. **Resource list:** a list of on-line resources was submitted last fall to IIMC and additional recommendations will be submitted as they are identified.
4. **RIM bulletin:** The Committee recommended the creation of a bulletin focused on issues involving cloud computing. No additional action has occurred on this item but will be discussed at a future committee meeting.

### Recommendation:

1. Work on identifying volunteers for articles for the newsletter.

### Management's Comments:

We appreciate this committee's work. We also thank Chair Goodall, Bob Guz, Mashburn and MCCi's Russell Haddock's willingness to present sessions at this year's conference. We are anticipating starting a new Technical Bulletin on Cloud computing. We would like to see this accomplished in the next year.

## RESEARCH and RESOURCE

Gail Pomroy, MMC, Chair

LaVette Elizabeth Hennigan, MMC, Vice Chair

### 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

#### 2015/16 Goals & Objectives:

1. Assist in developing and disseminating surveys and questionnaires as requested by the Board of Directors, Committees, and staff; and compiling, analyzing, and reporting responses.
2. Respond to member questions submitted to the IIMC website and staff.
3. Continue to expand content and resource links for the IIMC resource library.
4. Identify at least 2 issues and create content for the online Resource Centre of ordinances, policies and best practices.

This year the committee accomplished:

- Actively responded to email requests for information from clerks around the country regarding a multitude of topics affecting municipal clerks.
- Assisted with content for the Resource Centre.

### Financial - none

### Summary and Recommendations

The Research and Resource Committee continues to be ready should any questionnaires or surveys be needed, and to respond to all website postings. Assistance will also continue for Resource Centre content.

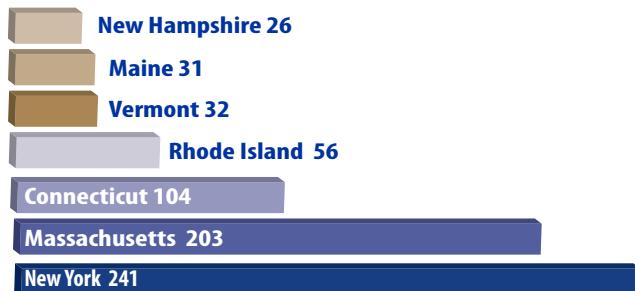
### Management's Comments:

This committee meets its goals year in, year out. We appreciate the quick turnaround in answering members' questions. We would like to publish new Technical Bulletins and are optimistic that that goal can come to fruition in the next 18 months.

# State/Regional/National Membership

The following chart represents IIMC membership in each state, province and country. As of July 31, 2016, California leads all states in membership with 930. Region III (AL, FL, GA, NC and SC) leads all Regions in total membership with 1,634. British Columbia leads all members in Canada with 111. The Netherlands leads all countries in Region XI with 476 members, followed by the England with 299. IIMC's total membership is 9,959, a decrease of 94 members in 2016.

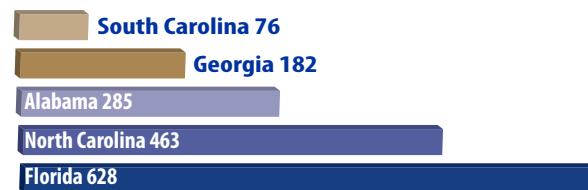
## REGION I - 693



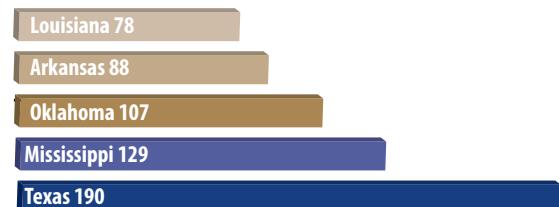
## REGION II - 601



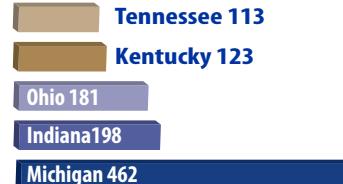
## REGION III - 1,634



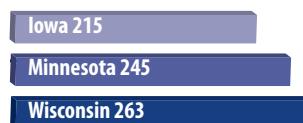
## REGION IV - 592



## REGION V - 1,077



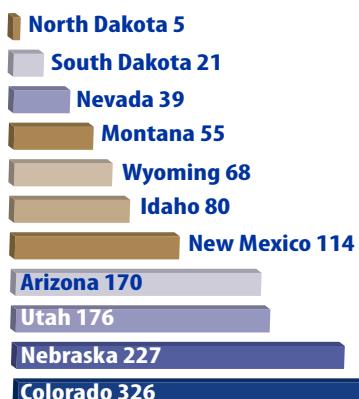
## REGION VI - 723



## REGION VII - 833



## REGION VIII - 1,281



## State/Regional/National Membership

### REGION IX- 1,493



### REGION X- 227



### REGION XI- 805



**TOTAL MEMBERSHIP: 9,959**

# Board of Directors



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



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



VICE PRESIDENT  
**Mary Kayser, MMC**  
*City Secretary  
 Fort Worth, TX*



IMMEDIATE PAST PRESIDENT  
**Brenda Kay Young, MMC**  
*Town Clerk/Treasurer  
 Nashville, TN*

## DIRECTORS – 2016 EXPIRATION

**Julie Coelho, CMC**  
 Town Clerk  
*Warren, RI*  
 Region I

**Kimberley A. Rau, MMC**  
 Clerk to the City Council  
*Laurel, MD*  
 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

**Debi A. Wilcox**  
 Town Clerk  
*Whitby, Ontario, Canada*  
 Region X

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

## DIRECTORS – 2018 EXPIRATION

**Carol L. Anderson, CMC**  
 Assistant City Clerk  
*Torrington, CT*  
 Region I

**Lisa B. Vierling, MMC**  
 City Clerk  
*High Point, NC*  
 Region III

**Diane Whitbey, MMC**  
 City Clerk/Collector  
*North Little Rock, AR*  
 Region IV

**Mary Johnston, MMC**  
 Clerk of Council/Records Manager  
*Westerville, OH*  
 Region V

**Pam DeMouth, CMC**  
 City Clerk  
*Ankeny, IA*  
 Region VI

**Brian "Petie" Ruch, MMC**  
 City Clerk/Collector  
*Beardstown, IL*  
 Region VII

**Tracy L. Davis, MMC**  
 City Recorder  
*Keizer, OR*  
 Region IX

**Jaap Paans, MMC**  
 Mayor/Griffier  
*Alblasserdam, The Netherlands*  
 Region XI

