

MTCMA Retreat – May 30, 2002
YMCA Camp, Winthrop

Review of Mission Statement, Goals & Outcomes

Review of Mission Statement:

Brief history and discussion of mission statement.

Goals:

1. Association Vitality:

Tim King noted the different counties where membership is weak. He noted the reason may be one of two things; some managers of the smaller town may not be from public administration background and may not have a BA background and there could be intimidation because of that.

Questions from Laurie Smith. Is there a possibility of doing an associate membership in order to provide some sort of support. Discussion regarding different types of membership tiers. Are there some corporations and state agencies that would be interested in promoting professionalism in the MTCMA.

Would it be possible to do a survey to members, non-members and potential members and find out what members expect and why non-members may not want to be a member of MTCMA. There was interest in doing a survey. A question came up regarding who is going to do the survey and this is where the discussion on an Executive Director comes in.

Mark noted that there are students who may be interested in doing this as their project through USM. Dr. Bruce Clary of the Muskie School (Research Methodology). Mark also noted that there is a class at USM who may be interested in doing it as an independent study. Mark will find out the name of a student. Tim King noted that he would help the student with the questions for the survey.

Dana asked if money should be a part of vitality. Major source of money right now is membership in the amount of \$17,000.00 a year; and then there are secondary sources of money in the form of sponsorships \$12,000.00 a year. Tim noted that there are fees paid for trainings in the amount of \$5,000 per year.

It was noted that the programs are bare bones due in part to a bare bones budget. Look into possibly doing a quality program in order to boost revenue. Also, maintain current membership as well as solicit new members.

Tim suggested that MTCMA possibly waive the fee through the first year. For example, if a manager joins throughout the course of the dues year, they get the remainder of that year free and then pay at the time of renewal.

II. NAME RECOGNITION AND RESPECT

Dana feels that the tax reform item is going to become very big and expects quite a large amount of visibility from this issue. How should managers speak - individually as a Town/City Manager and/or as a member of the MTCMA.

Gary Brown is going to appoint a steering committee to come up with a petition in order to go out and get signatures and market petitions for passing the bill.

Is it best for the organization to go out and support or should it support through someone like MMA. Think about long-term result on membership should there be some who are not favorably benefited by the tax reform. MG thinks it's good if Mtcma is careful about it's position. The Association will gain respect for taking those positions. It does not necessarily have to be this tax reform issue – but on other issues that may arise during the course of the year.

What happens if someone's community is opposed to it, but managers are not, it could cause problems down the road.

Another thing that could happen is that MTCMA could take a position and then just have the president speak on behalf of the organization rather than having individual managers speak out on the matter.

INCREASE THE UNDERSTANDING OF THE LOCAL GOVERNMENT MANAGERS' ROLE BY STUDENTS AND COMMUNITY MEMBERS

This dues renewal year, MTCMA is adding language on the dues renewal forms regarding whether the manager went out to local schools, service organizations or had classes visit the town hall, and what are they doing in that respect.

Dana thinks a discussion needs to take place on whether MTCMA should meet and take positions or not take positions. Possibly write a letter to LPC Committee, Chris Lockwood, and local papers stating that MTCMA is taking a position, either positive or negative or not taking a position.

ETHICS

Think it may be wise to take a tenet every year and write an article on it and place on web site. Ruth noted she has had apx. 17 or so calls this year on accepting gifts, ethical board relations, political action, etc.

Ideas:

1. Ethical questionnaire with approximately 3 or so questions per tenet so members may go through a self-evaluation in order to educate on the ethics.
2. An FAQ on ethics on the web site.
3. Workshop on ethics. May be a good tool in order to educate.
4. Possibly have a program at the convention dedicated to ethics.

One of the obligations of being a member of MTCMA is that if a community wants to inquire about a manager form of government, have a manager go to that community in order to assist and offer what ideas and information they may have on that issue

Newsletter on web site

Dana noted that the amount of articles written and posted on web is about 50% of what went out in the newsletter. He thinks that from a financial standpoint, it is cheaper to put articles on the web. He also has a concern that the listserv is not working. He mentioned that Jeri needs to know that some people are not getting their information. Joan Kiszely noted that any issues with the web site must be dealt with Jeri directly and not through the Training and Affiliate office.

Training Ideas

1. Set up a mentor system for new managers.
2. Do a quarterly program.
3. Have a New Manager's Workshop every year. MTCMA will pay the difference if there is attendance counts are low. Reschedule the New Manager's Workshop that was canceled in April. Reschedule it on the day of an MTCMA Board meeting so Board will be available to answer questions and network with the new managers.

Ordinances/policies/procedures

1. Should MTCMA formally try to establish a resource - possibly put out a question on the listserv in order to elicit responses from managers.
2. Put together model policies so one does not have to weed through various policies. Possibly run a link from MTCMA web site to ordinances on the MMA site, although some managers do not find the MMA website very user friendly.

NETWORKING AND BUILDING RELATIONSHIPS

1. Co-sponsor programs with other affiliate groups/Get together with other Affiliate Group boards.
2. Managers in other states – possibly regionally: Try and have others involved in the MTCMA listserv. Have MTCMA interact with other state's manager's organizations and branch off in their membership.

Wrap-up:

Resources:

MTCMA yearbook: Jim Bennet met with Christina Redmond but nothing came back yet. Tim King will follow-up on the status of the yearbook on the web.

Larry Post had a general concern. Now that MTCMA is going from paper to the net, how many towns/cities do not have access to the web. He ties this to membership. If a city/town does not have access to the net, they may be inclined to not join as they would not be able to take advantage of the internet services offered through a membership in MTCMA.

On e-mail that is sent out, have a link to the document referred to.