

MTCMA 2005 Executive Board Retreat
Day 1
Lucerne Inn, Dedham, ME
June 9, 2005

Attendance: Ruth Marden, Laurie Smith, Stu Marckoon, Richard Davis, Dana Lee, John Anderson, Nathan Poore, Nat Tupper, Steve Dyer, Joan Kiszely, Margaret Langhill.

Ruth Marden convened the retreat at 2:30pm.

Ruth asked the Board to list some of the successes from the 2004-2005 year. They are listed as follows:

- Listserv
- Training opportunities-traveled to the North
- Increase in membership
- Certifications review
- Came through Palesky and Question 1a okay, and actually gained momentum, risen in stature
- Financial stability of MTCMA
- Lewiston Sun Journal has contacted Ruth to write guest column on the value of MTCMA to the profession-board good with it. When it comes out, email on listserv.
- Sponsorships
- No ethics violations

Joan Kiszely reported on the MTCMA Yearbook Project (see below)-Stu Marckoon was assigned to be the point person for project. Nat Tupper made a motion to approve the proposal for the yearbook project, seconded by Richard Davis. All approved.

MTCMA Yearbook Report:

MMA staff will create a biographical information form online that managers can fill out. Pictures can be emailed to our staff person who will be taking the lead on this project. Information from the form will be extracted and put into an online yearbook that MMA staff will design.

The project has two phases: start-up and ongoing maintenance. The start-up includes designing the database, creating forms, designing and formatting the yearbook, editing, cutting and pasting biographical data, and acquiring, editing and placing pictures. This phase can be accomplished in approximately two months. The ongoing maintenance of the yearbook will be done by the Training & Affiliate staff as new MTCMA members are added and current members move to different jobs.

The start-up phase of the project will cost \$800.00 Ongoing maintenance of the yearbook should run about \$200.00 and would be added to the MTCMA contract.

Laurie Smith made a motion to pay for the yearbook expense from the fund balance, Steve Dyer seconded. All approved.

Ruth asked the group to review last year's goals and identify what had been accomplished, what is still in process, and what has not yet been completed. The below colors have the following meaning:

Black=completed

Red=in process

Blue=not yet accomplished

- ❖ By-laws updated: Steve Dyer has notified Chuck Jackson at MMA. The updates are in process. Most of the nuts and bolts are done, looking more closely at appeal process. Mechanism for denying membership needs to be reviewed. Process for appealing the denial of certification needs to be reviewed. Final draft to membership with Institute brochure.
- ❖ More convenient resources: website and listserv
- ❖ Resource Book: Laurie Smith added that this needs more work. Resource/Lending Library for managers.
- ❖ Measure participated activity at events: Nathan and Margaret to work on compiling information with graphs
- ❖ Training where you develop work product: MMA Convention
- ❖ How do you measure participation and effectiveness: Conference Evaluation Committee-comes under the Professional Development Committee. Value from membership. Membership Committee. Survey with Annual Dues. Raffle incentive for evaluation form. Revise evaluation form. Survey Monkey. Evaluating the value of MTCMA to membership. Richard Davis will work with Joan Kiszely on this. \$100 LL Bean Certificate. Joan and Margaret to work out logistics.
- ❖ Hire someone to assist in goals setting:
- ❖ Resurrect yearbook
- ❖ Implement new Range Rider involvement
- ❖ Develop relationships with universities

- ❖ Range Rider-Pay for Institute
 - ❖ Prof Dev. Committee sub groups
 - ❖ Executive Board-gender diversity
 - ❖ Have Fun!
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Joan Kiszely distributed a Draft Membership Brochure, note cards & envelopes for review. There was discussion on content and edits were made. Joan will make updates. Consensus of the Board that this is approved, with the revisions.

There was discussion with regard to the new member process. When a member has applied for membership, can this be emailed to the list serv for notification that this person is listed on the website? No final decision on this, just the discussion.

There was discussion with regard to changing the name of Institute. Annual Conference and Annual Meeting was mentioned. Nat Tupper made a motion to keep the name the same, seconded by Dana. 8 approved, 1 opposed. Motion carries.

There was discussion with regard to MTCMA vs. ICMA Certification. The question raised is: If the member has gone through the ICMA certification process, which is more stringent, does this member have to go through the MTCMA certification process as well? After a detailed discussion on the differences between the two programs, it was decided that the ICMA requirements are different from the MTCMA requirements, and Dana Lee made a motion to require members who are asking to become a certified public manager through the MTCMA program, they should go through the standard process. Seconded by Steve Dyer. All approved.

Dana Lee opened discussion with regard to the fund balance. He reviewed some of the reasons that the fund balance is high, and there was general discussion of ways to reduce the balance-give more scholarships, reduce dues fees. After some discussion, it was the consensus that they would give it one year, and review again in one year, in order to have time to establish a trend in revenue and spending. At the end of this year, the Board will discuss and make some recommendations. Ruth Marden made a motion to table any action on the fund balance for one year, seconded by Dana Lee. All approved.

There was discussion with regard to sponsorships for Interchange and Institute. The question on the table is whether to limit the types of companies. Currently Ruth has more sponsors than she can allow with the current limitations-she is turning sponsors away. Currently, sponsorships are on a first-come, first served basis, and there is no right of first refusal for the following year. It was consensus that the sponsors want exclusivity, and that it might be worth considering giving them the right of first refusal. There was discussion of possibly charging different amounts for exclusivity. There was discussion about giving sponsors different avenues for sponsorship, such as other workshops or on

the MTCMA website. After a lengthy discussion, it was decided that website advertisements could be done, and the logistics could be worked out with Stu leading the project with a sub-committee. Ruth Marden and Stu Marckoon will work together on this. Also need to come up with a set policy for sponsorships-get help with this from MMA legal department.

John Anderson made a motion to adjourn day one of the retreat at 4:00pm, seconded by Dana Lee. All approved.