

TCMA Board Meeting of October 26, 2011
AGENDA

1. APPROVAL OF MINUTES. The minutes of the meeting in Murfreesboro are attached.

2. ICMA RECEPTION: The feedback on the Milwaukee reception was generally favorable. The restaurant manager told me they had never done a reception like the one we had, which accounted for most of the problems we encountered. Do we want the same format in Phoenix? The date of the reception is October 8, 2112.

3. WEB SITE REVENUE: I think we can secure advertising revenue by selling "Municipal Vendor" advertising space on our web site. This would not be an endorsement of any vendor, it would merely be a list of service providers listed in common groupings (e.g. auditors, financial advisors, engineers). This would be developed and maintained by a third party.

4. WEB SITE SERVICES: I recommend we explore to possibility of contracting with an outside partner to develop and maintain web sites for cities. The web sites of most Tennessee cities are totally inadequate. Many cities do not have a web site. I think we can contract through a third party for the development and maintenance of websites.

5. WEB SITE ADMINSTATION: If we do either 2 or 3 we need to contract with that third party for the administration of our web site. Last month we paid \$1,300 for the administration of our web site. We would require the third party to administer our web site as part of our third party agreement.

6. LETTERHEAD: Many of the tasks outlined in Work Order anticipate there will be official correspondence. We should have professional quality letterhead stationary. In addition, we should have letterhead and envelops when we market the website. The estimated cost for 1,000 letterhead, 1,000 second sheets, and 1,000 envelopes is \$375. The envelops would be white

7. POST OFFICE BOX: We need to have a Post Office Box that is readily accessible to me. Currently the rate is \$ 70 annually for the "letter" size box

8. MONTHLY REPORT: As you will see the attached report lists the Tasks listed in Work Order #1 (plus a couple). I will indicate the hours worked in each category each month when I submit my request for payment to Margaret. I will forward a copy of my submittal to the Board.

9. NASHVILLE SITE: The spring conference has been scheduled for April 11-13 in downtown Nashville, The attached spread sheet breaks down the cost proposals I have received from various prospective hosts in Nashville. I noticed at previous locations we paid in the neighborhood of \$110 plus tax per room. Most of the downtown locations (highlighted in yellow) will result in a significant cost increase

Links to Vendor Services

ICMA Hosting of Web-site \$7-800/yr

\$1,300 per year for Administration

once parking and internet service are added. Are we comfortable with that cost? In the past we have invited the Kentucky City Management Association to our spring meeting every other year. This is the year to invite them again. We do not split any revenue with KCMA. We should expect to net \$5,000 to \$6,000 based on previous attendance history. I think it makes sense to schedule the ethics session requirement (as part of our ICMA Affiliation Agreement) for the joint meeting beginning with the spring meeting in 2014.

10. ATTORNEY RETENTION: Should we retain an attorney to advise us on matters such as my service contract? If we proceed with the website recommendations we will need an attorney to develop the contract we will use.
11. ICMA PRESIDENT: Which of our former ICMA Vice Presidents are we going to support for this honor?
12. TNCMA: Our present web site is TNCMA.org. It is recommended we secure TNCMA.com and TNCMA.net. I would use an email address of wbarrybaker@tncma.org. The "official logo" would become TNCMA.
13. LETTER TO NON MEMBER CITY MANAGERS: I will begin sending a letter to all non-member city managers/administrators inviting them to join us. TML would like us to mention them in our Welcome Letter.
14. SITE AND DATE FOR NEXT FALL'S CONFERENCE: The ICMA Conference in Phoenix is from October 7 through October 10. When do we want to schedule our fall conference?
15. ICMA AFFILIATION AGREEMENT: Angie and Mike Walker have been working on this. Angie hopes to get a final draft to you before the Board meeting.
16. REVIEW OF FINANCIAL STATEMENTS -- ESTABLISHMENT OF ICMA FUND: The recommendation is to have a separate ICMA Conference bank account.
17. ICMA CONFERENCE COMMITTEE UPDATE: Angie will give an update.
18. BONUS FOR MARGARET TRENTHAM
19. COMMENTS FROM ICMA PRESIDENT SAM GASTON
20. ADDITIONAL ITEMS FOR BOARD ATTENTION