Board of Directors Meeting April 6, 2018 12:00-1:00 PM Eastern Time 11:00 AM-12:00 PM Central Time 10:00-11:00 AM Mountain Time 9:00-10:00 AM Pacific Time | Arizona Time

> Call-in Number: 1-866-210-1669 Guest Code: 5150240

<u>Agenda</u>

A. Call to Order/Roll Call/Welcome

B. ACTION: Consent Agenda – Receive and Approve

- 1. Minutes for Board Meeting of February 2, 2018*
 - 2. Minutes for Board Retreat of March 2, 2018*
 - 3. Board Meeting Attendance Report for 2017/18*
 - 4. Financial Report through March 31, 2018*
- C. ACTION: LGHN Board Agreement*
- D. DISCUSSION: ICMA Membership and Board Diversity Draft Recommendations*
- E. DISCUSSION: ICMA Committee Request for Volunteers*
- F. ACTION: Nominating Committee Recommendations for LGHN Board*
- G. ACTION: Purchase Award Plaques
- H. DISCUSSION: LGHN Civic Engagement Award (Claudia Lujan)
- I. INFORMATION: LGHN Conference Planning Status (Samantha Tavares)
- J. INFORMATION: LGHN El Paso Regional Conference (Claudia Lujan)
- K. INFORMATION: LGHN Panel at NFBPA Conference

L. INFORMATION: LGHN Website Tracking* (Gabe Rodriguez)

Q1	2018	2017	% Change
Sessions	2,903	2,210	31%
Users	1,709	1,404	22%
Page Views	8,347	7,091	18%

M. Committee Reports/Updates

- 1. Executive Committee
- 2. Communications
- 3. Membership
- 4. Programs
- 5. Nominations
- 6. University Partnerships
- 7. Fund Development
- 8. Awards
 - a) Civic Engagement Award
 - b) Emerging Leaders Award
 - c) Joel D. Valdez Legacy Award

*Supporting documents provided in board packet

Veronica Briseño

LGHN Board of Directors

President

Rolando Fernandez *President-Elect*

Magda Gonzalez Immediate Past President

Raymond Gonzales *Vice President for Membership*

Maria Hurtado Vice President for Programs

At Large Directors

Carlos Baia ICMA Board Liaison

Tommy Gonzalez

Bob Harrison

Ramiro Inguanzo

Claudia Lujan

Daro Mott

Samantha Tavares

Patricia E. Martel *Past ICMA Board Member*

David Mora ICMA Staff Liaison

Rod Alcázar ICMA-RC Liaison



Advancing Excellence and Inclusiveness in Local Government

N. Future Board Meeting Agenda Items

- 1. Website Tracking (Quarterly April/July/October)
- 2. Fundraising Status

O. Adjournment & Future Meeting Dates

- 1. April 18-22, 2018 NFBPA Forum, Cleveland, OH
- 2. Friday, May 4, 2018 Board Meeting Cancelled
- 3. Friday, Saturday May 4-5, 2018 El Paso Regional Seminar
- 4. Friday, May 18, 2018 LGHN Annual Meeting (Webinar)
- 5. Friday, June 1, 2018 LGHN Board Meeting
- 6. Friday, July 6, 2018 LGHN Board Meeting
- 7. Friday, August 3, 2018 LGHN Board Meeting
- 8. Friday. September 7, 2018 LGHN Board Meeting
- 9. September 23-26, 2018 ICMA Conference, Baltimore, MD
- 10. October 25-27, 2018 LGHN Biannual Conference, Phoenix, AZ



Board of Directors Meeting February 2, 2018

MINUTES

Advancing Hispanic leadership in local government

Board Members Present

Veronica Briseño, President Rolando Fernandez, President-Elect Magda Gonzalez, Immediate Past President Carlos Baia, At Large Director Bob Harrison, At Large Director Ramiro Inguanzo, At Large Director Daro Mott, At Large Director

Board Members Absent

Raymond Gonzales, Vice President for Membership Maria Hurtado, Vice President for Programs Tommy Gonzalez, At Large Director Claudia Lujan, At Large Director Samantha Tavares Patricia E. Martel, Past ICMA Board Member

Others Present

Karen Davis, Executive Director Rod Alcazar, ICMA-RC Liaison

A. Call to Order/Roll Call/Welcome

Roll call was conducted and seven voting members were present, a quorum was established.

B. ACTION: Consent Agenda – Receive and Approve

- 1. Minutes for Board Meeting of January 5, 2018*
- 2. Board Meeting Attendance Report for 2017/18*
- 3. Year-End Financial Report through December 31, 2017*
- 4. Financial Report through January 30, 2018*
- 5. Board Meeting Attendance Report for 2016/17

Ramiro Inguanzo moved approval of the consent agenda, Claudia Lujan seconded the motion; the motion was approved unanimously.

C. ACTION/UPDATE: 2018 Biannual Conference

Samantha Tavares updated the board on the planning for the conference. The preliminary budget was presented, as was the updated sponsor packet. Rolando Fernandez moved approval of the preliminary budget and sponsor packet; Carlos Baia seconded the motion; the motion was approved unanimously.

D. ACTION: Protocols for Use of LGHN Logo

Karen Davis presented the presented the proposed guidelines for the use of the new LGHN logo. The board members expressed support for the guidelines. Claudia Lujan moved approval; Ramiro Inguanzo seconded the motion; the motion was approved unanimously.

E. DISCUSSION: Board Retreat

Karen provided a draft agenda for the board retreat in Bal Harbour, FL. The board reviewed the list and added a discussion of regional conferences. No action was required.

F. Committee Reports/Updates: ACTION: Funding for Practitioner White Paper

The University Partnerships Committee prepared and RFP to survey LGHN, NFBPA and ICMA members about participation in university practitioner programs. Arizona State University was selected. ICMA has committee \$2,500 and a request for funding from NFBPA is pending. Magda Gonzalez moved approval of \$2,500 from LGHN; Carlos Baia seconded the motion; the motion was approved unanimously.

G. Future Board Meeting Agenda Items

- Nominating Committee Recommendations April
- Website Tracking April (quarterly)
- Fundraising Status



Board of Directors Meeting March 3, 2018

MINUTES

Advancing Hispanic leadership in local government

Board Members Present

Veronica Briseño, President Rolando Fernandez, President-Elect Magda Gonzalez, Immediate Past President Maria Hurtado, Vice President for Programs Bob Harrison, At Large Director Ramiro Inguanzo, At Large Director Claudia Lujan, At Large Director Samantha Tavares

Board Members Absent

Raymond Gonzales, Vice President for Membership Carlos Baia, At Large Director Tommy Gonzalez, At Large Director Daro Mott, At Large Director Patricia E. Martel, Past ICMA Board Member

Others Present

Karen Davis, Executive Director Rod Alcazar, ICMA-RC Staff Liaison

A. Call to Order/Roll Call/Welcome

Roll call was conducted and eight voting members were present, a quorum was established.

B. DISCUSSSION: Board Commitments and Attendance

The board reviewed the draft update for board member commitments and added language to emphasize the importance of attending the annual retreat, being present for at least 9 of 12 meetings annually, promoting LGHN regionally and on social media, and mentoring new board members.

C. ACTION: Bylaws Review

The board reviewed proposed changes to the current bylaws, which would revise the name of the organization from International Hispanic Network to Local Government Hispanic Network. Additionally, language was revised to require board members to attend at least 9 of 12 meetings in a calendar year. Magda Gonzalez moved approval of the revisions; Ramiro Inguanzo seconded the motion; the motion was approved unanimously.

D. LGHN Conference Program

Samantha Tavares provided updates on the conference schedule, budget, and preliminary/suggested list of speakers. The board asked for a chapter roundtable to be added to the conference agenda on Thursday before the conference starts. This would allow existing chapter representations to meet and exchange ideas and provide support to other regions that are looking to start chapters. They also asked for a soccer match to be added to the activities. The Phoenix committee sent a request for speakers to the LGHN and ICMA membership, as well as brainstorming a list of potential speakers. The board reviewed and provided feedback for the committee. Additional suggested speakers include Alex Briseno who would speak on the "Ten Tenants of Leadership" and student representatives from Parkland, FL. The "Women leading Government" session was changed to "Women of Color in Government" (focused on unique challenges). A session on generational changes in the Hispanic culture was also recommended (Chicano/Latino/Hispanic, etc. designations).

E. LGHN Regional Conference Programs.

Claudia Lujan provided an update on the El Paso regional conference. For 2018, the Florida and Texas events are the only regional meetings scheduled. The board should begin to look at 2019.

F. Sponsorships/Fund Development

Karen Davis provided an update on fundraising, some of which was proved in the Phoenix conference packet. It will be necessary for the fund development committee to meet and finalize a plan for further discussion.

G. Budget Update

Karen Davis provided a revised budget reallocating the approved budget into more descriptive categories. Funding categories/purposes were not changed from the approved budget.

H. Committee Updates

No committee updates were provided.

I. Other

The board discussed the joint efforts by LGHN and NFBPA to provide comments to the ICMA Executive Board regarding diversity in the ICMA membership and on the board. The board concurred that the recommendations should include both short- and long-term recommendations. Some suggestions included broadening voting membership, look at upcoming eligible states and reach out one year in advance, consider having the ICMA executive board reflect the membership categories in ICMA, clarifying that "non-CEO's" are eligible any year and look at the "can't follow" rule.

2017-2018 IHN Board of Directors Board Meeting Attendance

Name	Jan	Feb	Mar	April	May	June	Annual	July	Aug	Sept	Oct	Nov	Dec
	2017	2017*	2017	2017	2017	2017	Mtg. 2017	2017	2017	2017	2017	2017	2017
Veronica Briseño	Absent	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present
Magda Gonzalez	Present	Present	Absent	Present	Present	Present	Absent	Present	Absent	Absent	Present	Present	Present
Maria Hurtado	Absent	Present	Present	Present	Present	Present	Absent	Present	Present	Present	Absent	Present	Absent
Rolando Fernandez	Present	Present	Present	Absent	Present	Present	Present	Present	Present	Present	Present	Present	Present
Raymond Gonzales	Absent	Present	Present	Present	Present	Absent	Present	Absent	Absent	Present	Absent	Absent	Present
Carlos Baia	Present	Present	Absent	Absent	Present	Present	Present	Present	Present	Present	Present	Present	Present
Tommy Gonzalez	Present	Absent	Absent	Present	Absent	Absent	Present	Present	Present	Absent	Absent	Absent	Absent
Bob Harrison							Present	Absent	Present	Absent	Present	Present	Present
Ramiro Inguanzo	Absent	Absent	Present	Absent	Present	Absent	Absent	Present	Present	Present	Absent	Absent	Absent
Claudia Lujan	Present	Present	Absent	Present	Present	Absent	Present						
Pat Martel	Present	Absent	Absent	Present	Absent	Absent	Absent	Present	Absent	Absent	Present	Absent	Present
Daro Mott	Absent	Absent	Absent	Present	Present	Present	Present	Present	Absent	Present	Present	Present	Present
Samantha Tavares							Present	Present	Present	Present	Present	Present	Present

Name	Jan 2018	Feb	Mar 2018	April	Annual Mtg.	June	July	Aug	Sept 2018	Oct 2018	Nov 2018	Dec 2018
	2018	2018	2018	2018	May 2018	2018	2018	2018	2010	2010	2010	2010
Veronica Briseño	Present	Present	Present									
Magda Gonzalez	Absent	Present	Present									
Maria Hurtado	Present	Absent	Present									
Rolando Fernandez	Present	Present	Present									
Raymond Gonzales	Absent	Absent	Absent									
Carlos Baia	Absent	Present	Absent									
Tommy Gonzalez	Absent	Absent	Absent									
Bob Harrison	Present	Present	Present									
Ramiro Inguanzo	Absent	Present	Present									
Claudia Lujan	Absent	Present	Present									
Pat Martel	Present	Absent	Absent									
Daro Mott	Present	Absent	Absent									
Samantha Tavares	Present	Absent	Present									

Note: Excused v. unexcused absences are not differentiated on the chart.



3:26 PM 04/03/18 Cash Basis

Local Government Hispanic Network Profit & Loss January through March 2018

January thi	Jan - Mar 18
Ordinary Income/Expense	
Income	
Direct Public Support	
Corporate Support	2,500.00
Total Direct Public Support	2,500.00
Other Types of Income	
Advertising Sales	4,725.00
Total Other Types of Income	4,725.00
Program Income	
Workshops/Regional Registration	75.00
Workshops/Regional Sponsorship	1,000.00
Membership Dues	,
Individual	3,140.00
Local Government	16,575.00
Chapters	3,000.00
Corporate	1,000.00
Total Membership Dues	23,715.00
	23,713.00
Total Program Income	24,790.00
Total Income	32,015.00
Expense	
Business Expenses	
PayPal Fees	431.48
Total Business Expenses	431.48
Contract Services	
Outside Contract Services	15,840.81
Total Contract Services	15,840.81
Operations	
Computer Software	25.68
Postage, Mailing Service	292.61
Printing and Copying	86.40
Telephone, Telecommunications	387.57
Website	487.40
Total Operations	1,279.66
Other Types of Expenses	
Board of Directors Retreat	
Retreat	991.68
Total Board of Directors Retreat	991.68
	331.00

3:26 PM 04/03/18 Cash Basis

Local Government Hispanic Network Profit & Loss January through March 2018

Program Activities	
Entertainment	595.00
Total Program Activities	595.00
Advertising/Marketing Expenses	884.33
Insurance - Liability, D and O	859.00
Contributions	500.00
Other Costs	295.00
Total Other Types of Expenses	4,125.01
Total Expense	21,676.96
Net Ordinary Income	10,338.04
Net Income	10,338.04
bank balance as of 3/31/18	\$73,296.40



LGHN Board Member Agreement

By my signature below, I agree to be an active and productive member of the LGHN Board of Directors.

As part of my responsibilities as a board member:

- I will be an ambassador of good will for LGHN and I will promote LGHN's values and programs to the community, the region and nationally. I will promote networking among Hispanic/Latino local government officials and those local government officials working in communities with significant Hispanic/Latino populations
- I will attend <u>at least 9 of 12</u> board meetings, including the board retreat, <u>at least 75%</u> of the time. <u>Board meetings are held the first Friday of each month at 9:00 pacific,</u> 10:00 mountain, 11:00 central, 12:00 eastern time zones. Board members should make every effort to attend the annual board retreat as is the only in-person meeting of the board.
- <u>I will mentor new board members.</u>
- I will actively chair, co-chair and/or participate in established and special committees.
- I will identify opportunities for fund development.
- I will serve as a coach for the Madrina/Padrino program.
- I will actively recruit new members from my region, at conferences and at regional meetings.
- *I will promote LGHN within my region and develop active membership.*
- I will promote LGHN through social media.
- I will pay annual board dues of \$250 or through local government membership for my organization (\$750 for small local governments; \$1,500 for large local governments). I will encourage my local government to be a local government member of LGHN.
- I will pay board dues within 30 days. I understand my membership and service on the board will be suspended if dues are not paid within 90 days per the LGHN bylaws.
- I will actively participate in Network events and activities and participate in regional events.
- I will assist with conference planning and planning regional workshops/seminars.
- I will represent LGHN at conferences in proximity to my region.

LGHN will be responsible to me by:

- Providing board member orientation prior to serving on the board.
- Providing board meeting packets/information at least two days prior to a scheduled board meeting.
- Responding to questions I have about the organization, procedures and activities. I can request a meeting with board members or staff regarding my questions and concerns.
- If LGHN does not fulfill its commitments to me, I can call on the board president and executive director to discuss these responsibilities.

Signed:

Member, Board of Directors

Date

President, Board of Directors

Date

ICMA Board and Membership Diversity Discussion Points

Issues/Findings

- Rotation rules are complicated/not easily understood
- Look at the "can't follow rule" in each region to make sure that it is not overly exclusive of states that have significant members of color.
- The ultimate goal should be to have the makeup of the executive board reflect the communities served by ICMA membership by Increasing the ethnic, gender, etc. diversity within the ICMA membership (current goal).
- With the addition of the director level membership category, lower cost memberships have increased the diversity of ICMA but none of them are eligible to serve on the ICMA board because they are not considered voting members. Consider having what are now non-voting members be eligible for the board, and/or they could be reclassified as voting members.
- There is a misconception or misunderstanding on the part of some members that a non-CEO is eligible to serve only in a non-CEO year.

Strategies

- ICMA needs to have <u>both</u> a "short-term" and a "long-term" strategy to have credibility with current and potential members that significant effort is being done to address diversity and inclusivity.
- Short term strategies could include:
 - In 2019, ICMA regional conferences should include facilitated discussions to discuss increasing diversity in the ICMA membership and maintaining diversity on the board. The regions and states should be encouraged to set up goals and guidelines for addressing the diversity issues. Solutions may vary from region to region. The discussions should include:
 - Look at membership classifications to see if they can be revised to increase the number of people of color who are eligible to serve on the board.
 - Discuss the "do not follow" rule with each region to increase the awareness of the impacts on ensuring a diverse pool of candidates and engage each region in addressing the issues based on their unique situations.
 - Ensure that affiliate organizations are included on regional committees, discussions, etc.; coordinate with ICMA regional staff
 - A plan for working with states to set guidelines and goals and increase their accountability. Assist in identifying potential candidates and work with the candidates to be ready to serve (both a short- and long-term strategy).
 - On an annual basis, identify which states are eligible based on the region's rotation and reach out a year in advance to work with them to encourage them to include diversity in their discussions/considerations.
 - o Affiliates reach out to states to strengthen relationships
 - ICMA to present training/conference sessions for potential ICMA board candidates/future candidates at all ICMA (national and regional) and affiliate conferences.
 - How to self nominate, what are the expectations, responsibilities, etc.
 - PM Magazine article
- Long term strategy could include:
 - Continue working with student chapters to build the future of the profession. Need to bring in LGHN, NFBPA, I-NAPA more directly.
 - Educate managers on the importance of local government support for voting memberships in ICMA. Many only pay for the top officials and lower level managers cannot afford that level of membership on their own.

Subject:ICMA Call for Volunteers 2018Date:Tuesday, March 27, 2018 at 4:04:52 PM Pacific Daylight TimeFrom:Local Government Hispanic NetworkTo:Karen Davis

ICMA

Serve the profession and make a difference! The Call for Volunteers is now open for members to serve on committees, task forces, and advisory boards for the 2018 term.

Member committees, task forces, and advisory boards draw on the expertise and interests of a broad cross section of the membership to study issues of interest and importance to local government and to the profession. They also provide opportunities for member connection, networking, and professional development.

ICMA's 2018 initiatives include:

- Task Force to Update and Revise the ICMA First Time Administrator's Guide ~ New for 2018
- 2018 Annual Conference Evaluation Committee
- 2019 Annual Conference Planning Committee
- Governmental Affairs and Policy Committee
- Digital Strategies Advisory Board
- Sustainable Communities Advisory Committee
- ... AND MANY MORE!

See all of the 2018 initiatives and their descriptions at: <u>https://icma.org/current-committees</u>

To select one or more volunteer opportunities, log into your ICMA Member Profile and click on 'My Volunteer Opportunities'.

Please submit your selection(s) by April 12, 2018.

Select Your Volunteer Opportunities

Questions? Contact Member & Customer Support at: membership@icma.org.



2018 LGHN Board Candidates

President: Rolando Fernandez

Rolando Fernandez Jr. currently serves as the Assistant Director for the Contract Management Department for the City of Austin, Texas. In this capacity, he provides executive support to the department Director and leadership and management to four divisions consisting of 43 team members (\$4.3M budget). Additionally, Rolando responsible for the procurement and management of contracts for all Austin capital improvement projects in accordance with City and State statute and policies. Prior to his current position, Rolando worked in the City Manager's Office as the Assistant to the City Manager and as an Assistant to two Assistant City Managers.

President Elect: Raymond Gonzales

Raymond H. Gonzales has over 20 years of experience in Federal, State and local government. He currently serves as Deputy County Manager of External Services for Adams County, Colorado, where he oversees the Transportation Department, Parks and Open Space Department, Community & Economic Development Department, Human Services Department, Long-Range Strategic Planning Department and the Cultural Affairs Office. Raymond is responsible for identifying innovative ways to engage Adams County residents in their government as well as improving the efficiency and efficacy of the services the county provides to its customers.

Past President: Veronica Briseño

Veronica Briseño Lara is currently the Director of Small & Minority Business Resources (SMBR) Department for the City of Austin. Veronica has held multiple positions in SMBR including Assistant Director, Certification and Administrative Manager and Administrative Manager. Prior to SMBR, she was a Policy Aide to an Austin City Council Member and the Agenda Manager in the City of Austin's City Manager's Office. Veronica has worked for the City of Austin since 1999.

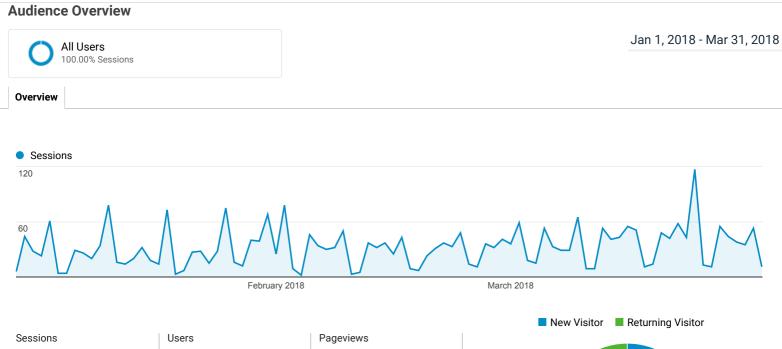
Vice President for Membership: Carlos Baia

Carlos P. Baía is the Deputy City Manager for Development for the City of Concord, New Hampshire where he directs the Planning, Engineering, Code Administration, Economic Development, Health Services, and Airport functions of the state's capital. Prior to Concord, Carlos served as the Economic Development Manager for the City of Deerfield Beach, Florida.

At-Large Director: Paulina Martinez

Paulina Martinez is currently the Acting Assistant City Manager and Economic Development Specialist for the City of Evanston, IL. In her capacity as Acting Assistant City Manager, she coordinates communications on behalf of City Council members and manages and coordinates special projects on behalf of the City Manager. As Economic Development Specialist, she acts as the liaison between the City and six business districts and associations, manages the Evanston Great Merchant Grant, and creates project updates and unemployment reports for the City Manager, City Council and Mayor. LGHN Website

GO TO REPORT

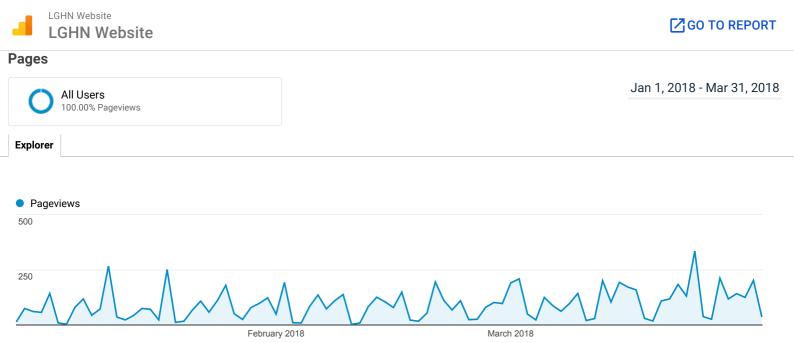




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Sessions	% Sessions
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		8,347 % of Total: 100.00% (8,347)	6,431 % of Total: 100.00% (6,431)	00:01:12 Avg for View: 00:01:12 (0.00%)	2,903 % of Total: 100.00% (2,903)	51.36% Avg for View: 51.36% (0.00%)	34.78% Avg for View: 34.78% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
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2.	/career-center/	1,395 (16.71%)	981 (15.25%)	00:00:53	742 (25.56%)	30.59%	24.66%	\$0.00 (0.00%)
3.	/career-center/page/2/	522 (6.25%)	465 (7.23%)	00:00:34	17 (0.59%)	64.71%	50.77%	\$0.00 (0.00%)
4.	/employer-panel/	388 (4.65%)	158 (2.46%)	00:00:27	6 (0.21%)	0.00%	3.35%	\$0.00 (0.00%)
5.	/membership-directory/	294 (3.52%)	257 (4.00%)	00:03:35	173 (5.96%)	89.02%	69.73%	\$0.00 (0.00%)
6.	/membership-login/	232 (2.78%)	154 (2.39%)	00:01:14	52 (1.79%)	11.54%	20.69%	\$0.00 (0.00%)
7.	/employer-panel/add/	220 (2.64%)	126 (1.96%)	00:02:36	2 (0.07%)	100.00%	7.73%	\$0.00 (0.00%)
8.	/employer-panel/preview/	196 (2.35%)	107 (1.66%)	00:00:36	2 (0.07%)	0.00%	1.02%	\$0.00 (0.00%)
9.	/biannual-conference/call-for-speakers/	190 (2.28%)	164 (2.55%)	00:03:15	117 (4.03%)	80.34%	72.63%	\$0.00 (0.00%)
10.	/board-of-directors/	181 (2.17%)	156 (2.43%)	00:01:35	20 (0.69%)	65.00%	36.46%	\$0.00 (0.00%)

Rows 1 - 10 of 325