



**Board of Directors Meeting**  
**February 7, 2020**  
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

***Advancing Excellence and Inclusiveness in Local Government***

Join Zoom Meeting: <https://zoom.us/j/541098131>  
Dial by Phone: +1 669 900 6833  
+1 929 205 6099 US  
Meeting ID: 541 098 131

## Agenda

### LGHN Board of Directors

**Rolando Fernandez**  
*President*

**Raymond Gonzales**  
*President-Elect*

**Veronica Briseño**  
*Immediate  
Past President*

**Bob Harrison**  
*Vice President  
for Membership*

**Samantha Tavares**  
*Vice President  
for Professional  
Development*

**Claudia Lujan**  
*Vice President  
for Career Advancement*

### At-Large Directors

**Carlos Baia**

**Maria DeLeon**

**Aubrey Gonzalez**

**Ramiro Inguanzo**

**Paulina Martinez**

**Ramiro Salazar**

**James Vega**

**Patricia E. Martel**  
*Past ICMA  
Board Member*

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**Maria Hurtado**  
*ICMA Board Liaison*

**Rod Alcázar**  
*ICMA-RC Liaison*

### **A. Call to Order/Roll Call/Welcome**

### **B. ACTION: Consent Agenda – Receive and Approve**

1. Minutes for Board Meeting of December 6, 2019\*
2. Minutes for Board Meeting of January 3, 2020
3. Board Meeting Attendance Report for 2019/20\*
4. Financial Report through January 31, 2020\*

### **C. APPROVAL: LGHN Biennial Conference Budget\***

1. Conference Sponsor Packet\*

### **D. APPROVAL: Set Date for Annual Membership Meeting – Thursday, October 15, 2020 at Biennial Conference**

### **E. APPROVAL: LGHN Regional Chapter Dues\***

### **F. APPROVAL: LGHN/ICMA Affiliate Agreement\***

1. DISCUSSION: Working with ICMA on issues related to Affiliate Agreement\*

### **G. DISCUSSION/UPDATES: LGHN Goals**

1. Membership
2. Fundraising/Scholarship Program
3. Career Advancement Program
  - a) Harness Your Potential Webinars (monthly)
4. Professional Development
5. University Partnerships

### **H. INFORMATION ITEMS**

1. Website Updates
2. Update on ICMA-RC Funding\*

### **I. Future Board Meeting Agenda Items**

1. ICMA Contract with GARE
2. 2020 Biennial Conferenced Revenue Proceeds Sharing Agreement
3. Potential Agreement: NLC | Race, Equity and Leadership Program (TBD)
4. Potential Agreement: Latino Leadership Institute
5. Government Alliance on Race and Equity (TBD)
6. Potential Agreement: National Association of Hispanic Federal Executives
7. Ratify Committee Recommendation for 2020 Joel D. Valdez Award (to be awarded at 2020 Biennial Conference and every two years thereafter)
8. Website Tracking
9. Social Media Tracking
10. Fundraising Status

\*Supporting documents provided in board packet

**J. Adjournment & Future Meeting Dates**

1. NFBPA Emerge Conference, February 21, 2020, Phoenix, AZ
2. Friday, March 6 – LGHN Board Meeting
3. Friday, April 3 – LGHN Board Meeting
4. April 3-7, 2020 – ASPA Conference, Anaheim, CA (Dr. Benavides to represent LGHN)
5. April 15-19, 2020 – NFBPA Conference, Austin, TX
6. Friday, May 1 – LGHN Board Meeting
7. Friday, June 5 – LGHN Board Meeting
8. Friday, July 11 – LGHN Board Meeting\*\*
9. Friday, August 7 – LGHN Board Meeting
10. Friday, September 11 – LGHN Board Meeting\*\*
11. Friday, October 2 – LGHN Board Meeting
12. October 15-17 – LGHN Conference, Aurora, Adams County, CO
13. Friday, November 6 – LGHN Board Meeting
14. Friday, December 4 – LGHN Board Meeting

\*\*Revised board meeting dates



***Advancing Hispanic leadership in local government***

**Board Members Present**

Rolando Fernandez, Jr., President  
Bob Harrison, Vice President for Membership  
Samantha Tavares, Vice President for Prof. Dev.  
Claudia Lujan, Vice President for Career Ad.  
Carlos Baia, At Large Director  
Maria DeLeon, At Large Director  
Aubrey Gonzalez, At Large Director  
Ramiro Inguanzo, At Large Director  
Paulina Martinez, At Large Director  
Patricia Martel, Past ICMA President

**Board Members Absent**

Veronica Briseno, Immediate Past President  
Raymond Gonzales, President-Elect  
James Vega, At Large Director  
Ramiro Salazar, Director At Large  
Maria Hurtado, ICMA Board Liaison

**Others Present**

Karen Davis, Executive Director

**A. Call to Order/Roll Call/Welcome**

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

**B. ACTION: Consent Agenda – Receive and Approve**

1. Minutes for Board Meeting of November 1, 2019
2. Board Meeting Attendance Report for 2018/2019
3. Financial Report through November 30, 2019

*Ramiro Inguanzo moved approval of the consent agenda; Bob Harrison seconded the motion; the motion was approved unanimously.*

**C. APPROVAL: LGHN Regional Chapter Agreement**

*Bob Harrison provided background information from the board retreat in Florida when LGHN launched the chapter development as a way to grow membership. At the board retreat in Evanston, IL the board agreed to take the chapter concept to the next step of regional chapters. The membership committee created a template to guide discussions with potential regional chapters. Current LGHN chapters participated in the discussions. There were concerns expressed about current chapters potentially forming as regional chapters due to potential financial benefits related to dues.*

*Samantha Tavares reported that the PHN chapter discussed their options and will keep the current single jurisdiction structure. Depending on the dues structure to be approved, the biggest impact on single jurisdiction chapters moving to a regional structure would be significant changes to their current board structure. The PHN board likes the proposed regional structure, especially for smaller communities and would serve as a liaison to assist them in forming a regional chapter.*

*Carlos Baia stated he likes the regional chapter model but would like to see more definition regarding what a regional chapter looks like. Karen Davis responded that this could be addressed on a case-by-case basis with potential regional chapters.*

*Claudia Lujan expressed concerns about expanding LGHN too quickly and the impact on LGHN finances; also, what happens if the chapters go rogue – how will LGHN build in precautions? How will LGHN provide for use of the LGHN logo and tax-exempt status? What protocols are in place to mitigate concerns? Ramiro Inguanzo provided an example for the Miami/Dade County area which includes 34*

*cities, and only a few are currently LGHN local government members. Creating a regional chapter would create an opportunity for local outreach to encourage more cities to engage and participate.*

*Rolando Fernandez stated he likes the idea of working with regions and is more concerned about how the model will work and what the chapters are called, i.e., all called “chapters” vs. “local government” and “regional” chapters. He stated that growing our membership is beneficial to the ability to get sponsorships. He also stated that chapters should be fully formed when they request approval to be an official LGHN chapter.*

*Rolando Fernandez moved that the membership committee move forward on creating regional chapters; Carlos Baia seconded the motion; the motion passed unanimously.*

**D. APPROVAL: 2020 LGHN Membership Dues Structure**

*The board reviewed the proposed membership dues structure for 2020, which included a new category of dues for regional chapters. Rolando Fernandez encouraged the board to have the same dues structure for all chapters regardless of whether they are a single jurisdiction or a regional chapter. Karen Davis explained that having the same membership categories would give a significant benefit to local governments in regional chapters over single jurisdiction chapters. I could also potentially have an impact on the LGHN budget, which gets a significant amount of revenue from job postings, which is an included benefit to local government members and chapters. Carlos Baia suggested the discussion be deferred to the January board meeting when there would be more time to have a broader discussion. The board concurred with deferring the discussion to January.*

**E. APPROVAL: 2020 LGHN Budget**

*Karen Davis provided an overview of the LGHN budget. Claudia Lujan moved approval of the budget; Ramiro Inguanzo seconded the motion; the motion passed unanimously.*

**F. DISCUSSION: Working with ICMA on Issues Related to Affiliate Agreement**

*Karen Davis reported that LGHN and NFBPA have an opportunity to provide a statement in support of the ICMA ballot on expanding membership. Pat Martel said she would get the details for how to proceed with submitting a statement.*

*Due to time constraints, further discussion was deferred to the January board meeting.*

**G. ICMA Executive Board Nominations for 2020**

*Karen Davis referred the board to the ICMA protocols provided in the packet. Nominations are due January 6, 2020.*

**H. DISCUSSION/UPDATES: LGHN GOALS**

*Due to time constraints, there was no discussion.*

**I. INFORMATION: NFBPA Emerge Conference, February 21, 2020, Phoenix, AZ**

*No discussion.*



***Advancing Hispanic leadership in local government***

**Board Members Present**

Rolando Fernandez, Jr., President  
Veronica Briseno, Immediate Past President  
Bob Harrison, Vice President for Membership  
Samantha Tavares, Vice President for Prof. Dev.  
Maria DeLeon, At Large Director  
Paulina Martinez, At Large Director  
Ramiro Salazar, Director At Large  
Maria Hurtado, ICMA Board Liaison

**Board Members Absent**

Raymond Gonzales, President-Elect  
Claudia Lujan, Vice President for Career Advancement  
Carlos Baia, At Large Director  
Aubrey Gonzalez, At Large Director  
Ramiro Inguanzo, At Large Director  
James Vega, At Large Director  
Patricia Martel, Past ICMA President

**Others Present**

Karen Davis, Executive Director

**A. Call to Order/Roll Call/Welcome**

*Roll call was conducted, and seven voting members were present, a quorum was not established.*

**B. ACTION: Consent Agenda – Receive and Approve**

1. Minutes for Board Meeting of December 6, 2019
2. Board Meeting Attendance Report for 2018/2019
3. Financial Report through December 30, 2019

*Deferred – no quorum.*

**C. LGHN Biennial Conference Update**

*Deferred.*

**D. APPROVAL: Set Date for Annual Membership Meeting**

*Deferred – no quorum*

**E. APPROVAL: LGHN Regional Chapter Dues**

*Deferred – no quorum.*

**F. DISCUSSION: Working with ICMA on Issues Related to Affiliate Agreement**

*Deferred.*

**G. DISCUSSION/UPDATES: LGHN Goals**

*Samantha Tavares reported that she has met with committee members to narrow and better define the goals of the Professional Development Committee. A primary focus will be on creating a format or national platica discussions. Facebook is conducting a webinar on January 29 and depending on the success of the webinar, may do additional webinars later in the year.*

**H. INFORMATION ITEMS**

*Karen Davis reported that an email was sent by ICMA-RC informing LGHN that the annual contribution would be reduced from \$50,000 to \$40,000 and future agreements would be on a year-to-year basis. The board provided suggestions to be incorporated into a letter to the ICMA-RC CEO requesting \$50,000 for CY 2020 and advance notice of future reductions to allow LGHN to plan for the changes in funding. The letter will be sent to the CEO on January 3 or 4, 2020.*

## 2019-2020 IHN Board of Directors Board Meeting Attendance

Name	Jan 2019	Feb 2019	Mar 2019	April 2019	Annual Mtg. May 2019	June 2019	July 2019	Aug 2019	Sept 2019	Oct 2019	Nov 2019	Dec 2019
Veronica Briseño		Absent	Phone	Present	Absent	Present	Absent	Present	Absent	Present	Absent	Absent
Maria Hurtado		Absent	Present	Present	Absent	Absent	Absent	Present	Present	Present	Present	Absent
Rolando Fernandez		Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present
Raymond Gonzales		Absent	Present	Absent	Present	Absent	Present	Absent	Present	Present	Present	Absent
Carlos Baia		Present	Absent	Present	Present	Absent	Absent	Present	Present	Present	Present	Present
Maria De Leon		Present	Absent	Absent	Absent	Present	Absent	Present	Present	Present	Present	Present
Bob Harrison		Absent	Phone	Absent	Present	Present	Present	Absent	Absent	Absent	Present	Present
Ramiro Inguanzo		Present	Phone	Absent	Present	Absent	Absent	Absent	Absent	Absent	Present	Present
Claudia Lujan		Absent	Present	Present	Present	Absent	Present	Absent	Present	Present	Present	Present
Pat Martel		Present	Phone	Absent	Present	Absent	Present	Present	Absent	Present	Absent	Present
Paulina Martinez		Present	Present	Present	Present	Present	Present	Absent	Absent	Present	Present	Present
Samantha Tavares		Present	Absent	Present	Present	Present	Present	Absent	Present	Absent	Present	Present
James Vega		Absent	Absent	Absent	Present	Absent	Absent	Absent	Absent	Absent	Absent	Absent
Aubrey Gonzalez						Absent	Present	Present	Present	Present	Present	Present
Ramiro Salazar						Present	Absent	Present	Present	Absent	Present	Absent

Name	Jan 2020	Feb 2020	Mar 2020	April 2020	May 2020	June 2020	July 2020	Aug 2020	Sept 2020	Annual Meeting Oct 2020	Nov 2020	Dec 2020
Veronica Briseño	Present											
Rolando Fernandez	Present											
Raymond Gonzales	Absent											
Carlos Baia	Absent											
Maria De Leon	Present											
Bob Harrison	Present											
Ramiro Inguanzo	Absent											
Claudia Lujan	Absent											
Pat Martel	Absent											
Paulina Martinez	Present											
Samantha Tavares	Present			=								
James Vega	Absent											
Aubrey Gonzalez	Absent											
Ramiro Salazar	Present											
Maria Hurtado	Present											

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

# Local Government Hispanic Network

## Profit and Loss

January 2020

	Total
<b>Income</b>	
<b>Direct Public Support</b>	
Scholarship	500.00
<b>Total Direct Public Support</b>	<b>\$ 500.00</b>
<b>Other Types of Income</b>	
Advertising Sales	2,100.00
<b>Total Other Types of Income</b>	<b>\$ 2,100.00</b>
<b>Program Income</b>	
LGHN Dinner Registrations	750.00
LGHN Dinner Sponsorships	2,000.00
<b>Membership Dues</b>	
Individual	1,560.00
Local Government	5,250.00
<b>Total Membership Dues</b>	<b>\$ 6,810.00</b>
<b>Total Program Income</b>	<b>\$ 9,560.00</b>
<b>Total Income</b>	<b>\$ 12,160.00</b>
<b>Gross Profit</b>	<b>\$ 12,160.00</b>
<b>Expenses</b>	
<b>Business Expenses</b>	
PayPal Fees	236.12
<b>Total Business Expenses</b>	<b>\$ 236.12</b>
<b>Contract Services</b>	
Accounting Fees	37.45
<b>Total Contract Services</b>	<b>\$ 37.45</b>
<b>Operations</b>	
Computer Software	12.84
Telephone, Telecommunications	74.48
Website	725.00
<b>Total Operations</b>	<b>\$ 812.32</b>
<b>Other Types of Expenses</b>	
Advertising/Marketing Expenses	931.16
Insurance - Liability, D and O	888.00
<b>Program Activities</b>	
Catering	2,055.41
<b>Total Program Activities</b>	<b>\$ 2,055.41</b>
<b>Total Other Types of Expenses</b>	<b>\$ 3,874.57</b>
<b>Total Expenses</b>	<b>\$ 4,960.46</b>
<b>Net Operating Income</b>	<b>\$ 7,199.54</b>
<b>Net Income</b>	<b>\$ 7,199.54</b>

bank balance as of 1/31/20 \$64,929.74

**LGHN 2020 Conference Budget Oct. 15 -17**

<b>REVENUE</b>		<b>Estimated Attendance</b>	<b>Projected Revenue</b>	<b>Actuals</b>	<b>Notes</b>
<b>Registration</b>					Average \$200
Early Bird Members					
Nonmember					
Regular Member					
Regular Nonmember					
Retirees					
Volunteers					
Retirees					
Students					
<b>Registration Total</b>		<b>300</b>	<b>\$ 60,000.00</b>		assumes 300
<b>Sponsorships</b>					
Sponsorships			\$100,000.00	\$25,000.00	
Exhibitors	\$1,000 ea		\$15,000.00		
<b>TOTAL REVENUE</b>			<b>\$ 175,000.00</b>	<b>\$ 25,000.00</b>	
<b>EXPENDITURES</b>					
<b>Hyatt Regency Hotel</b>		<b>Estimate</b>	<b>Actuals</b>	<b>Sponsor</b>	<b>Notes</b>
Food and Beverage					minimum is \$20,000 + 24% gratuity
Host Committee Meet & Greet (Wed.)					
Membership Meeting (Thurs.)		\$ 2,000.00			assumes 100
Welcome Reception (Thurs.)		\$ 10,000.00			assumes 200, no host bar
Breakfast (Fri.)		\$ 11,250.00			assumes 250
Awards Luncheon (Fri.)		\$ 11,250.00			assumes 250
Afternoon Break (Fri.)		\$ 5,000.00			assumes 250
Breakfast (Sat.)		\$ 6,750.00			assumes 150
Luncheon (Sat.)		\$ 11,250.00			assumes 250
Afternoon Break (Sat.)		\$ 5,000.00			assumes 250
<b>Total</b>		<b>\$ 62,500.00</b>	<b>\$ -</b>		



<b>Outside Food, Beverage and Entertainment</b>	<b>Estimate</b>	<b>Actuals</b>	<b>Sponsor</b>	<b>Notes</b>
Thursday Welcome Reception Entertainment	\$ 1,000.00			
Friday Night Special Event	\$ 10,000.00			
Saturday Closing Reception Food/Beverage	\$ 10,000.00			
Saturday Closing Reception Entertainment	\$ 1,000.00			
<b>Outside Food and Beverage Subtotal</b>	<b>\$ 22,000.00</b>			
<b>Complimentary Registrations</b>	<b>Estimate</b>	<b>Actuals</b>	<b>Sponsor</b>	<b>Notes</b>
Assume 25 comps	\$8,000.00			Food cost per person
<b>Registration Expenses/Supplies</b>	<b>Estimate</b>	<b>Actuals</b>	<b>Sponsor</b>	<b>Notes</b>
Printing	\$ 200.00			posters/sponsor banners
Envelopes	\$ 200.00			
Badges	\$ 1,000.00			
Ribbons	\$ 200.00			
Conference Bags	\$ 1,500.00			
Bag Giveaways/Swag	\$ 500.00			
PayPal Fees	\$ 500.00			
<b>Registration Subtotal</b>	<b>\$ 4,100.00</b>			
<b>Keynote/Speakers</b>	<b>Estimate</b>	<b>Actuals</b>	<b>Sponsor</b>	<b>Notes</b>
Honoraria	\$ 5,000.00			
Travel	\$ 2,000.00			
Gifts	\$ 1,000.00			
<b>Keynote/Speakers Subtotal</b>	<b>\$ 8,000.00</b>			
<b>Venue/Technology/AV Equipment</b>	<b>Estimate</b>	<b>Actuals</b>	<b>Sponsor</b>	<b>Notes</b>
Session Room rental (discounted)	\$ 2,000.00			
Session room equipment (discounted)	\$ 3,000.00			

Computer rental				In-kind frm City/County
Conference App	\$ 4,000.00			
<b>AV Equipment Subtotal</b>	<b>\$ 9,000.00</b>			
<b>Printing</b>	<b>Estimate</b>	<b>Actuals</b>	<b>Sponsor</b>	<b>Notes</b>
Banners, programs, signs, etc.	\$ 2,000.00			
<b>Printing Subtotal</b>	<b>\$ 2,000.00</b>			
<b>Special Events</b>	<b>Estimate</b>	<b>Actuals</b>	<b>Revenue</b>	<b>Notes</b>
Special Event (Thurs. am - tours)	\$ -			
Transportation	\$ 1,000.00			
<b>Special Events Subtotal</b>	<b>\$ 1,000.00</b>			
<b>Advertising and Promotions</b>	<b>Estimate</b>	<b>Actuals</b>	<b>Sponsor</b>	<b>Notes</b>
Mailing, Postage	\$ 150.00			
Social Media Ads	\$ 5,000.00			
Printing (sponsor and exhibitor packets)	\$ 3,000.00			
<b>Advertising and Promotions Subtotal</b>	<b>\$ 8,150.00</b>			
<b>Professional Services</b>	<b>Estimate</b>	<b>Actuals</b>	<b>Sponsor</b>	<b>Notes</b>
Graphic Design	\$ -			In-kind (Adams County)
Sponsorship Coordinator				
<b>Professional Services Subtotal</b>	<b>\$ -</b>			

Miscellaneous	Estimate	Actuals	Sales Revenue	Notes
Volunteer Shirts	\$ 750.00			50 shirts
Shirts to sell	\$ 1,500.00		\$ 2,500.00	100 shirts
Contingency (5-10%)	\$ 6,500.00			
<b>Miscellaneous Subtotal</b>	<b>\$ 8,750.00</b>			
<b>TOTAL EXPENDITURES</b>	<b>\$ 133,602.00</b>			

# 2020 CONFERENCE SPONSORSHIP OPPORTUNITIES



LOCAL GOVERNMENT  
**HISPANIC**  
**NETWORK**

# 2020 BIENNIAL CONFERENCE

DIAMOND  
SPONSORSHIP PACKAGE

\$25,000

Sponsor at the 2020 Biennial Conference, Aurora, Adams County, Colorado

Opportunity to lead a conference session | Tickets to the Awards Luncheon (VIP table for 10)

Complimentary conference registrations (10 tickets) | Special recognition at all key events

Recognition in conference program | Exhibitor booth in prime location

Featured on the LGHN website homepage

Branded tote bags and option to provide materials for attendee bag

Branding on all promotional materials (print, digital, and social media)

Option to sponsor a key networking event (at an additional cost)

Oct. 15 - 17, 2020

AURORA, ADAMS COUNTY, COLORADO



LOCAL GOVERNMENT  
**HISPANIC**  
NETWORK

# 2020 BIENNIAL CONFERENCE

PLATINUM  
SPONSORSHIP PACKAGE

\$20,000

Sponsor at the 2020 Biennial Conference, Aurora, Adams County, Colorado

Opportunity to lead a conference session | Tickets to the Awards Luncheon (VIP table for 10)

Complimentary conference registrations (10 tickets) | Special recognition at all key events

Recognition in conference program | Exhibitor booth in prime location

Featured on the LGHN website homepage

Branded tote bags and option to provide materials for attendee bag

Branding on all promotional materials (print, digital, and social media)

Option to sponsor a key networking event (at an additional cost)

Oct. 15 - 17, 2020

AURORA, ADAMS COUNTY, COLORADO



LOCAL GOVERNMENT  
**HISPANIC**  
NETWORK

# 2020 BIENNIAL CONFERENCE

GOLD  
SPONSORSHIP PACKAGE

\$15,000

Sponsor at the 2020 Biennial Conference, Aurora, Adams County, Colorado

Tickets to the Awards Luncheon (8 tickets) | Complimentary conference registrations (8 tickets)

Special recognition at all key events | Recognition in conference program

Exhibitor booth in prime location | Featured on the LGHN website homepage

Option to provide materials for attendee bag

Branding on all promotional materials (print, digital, and social media)

Oct. 15 - 17, 2020  
AURORA, ADAMS COUNTY, COLORADO



LOCAL GOVERNMENT  
**HISPANIC**  
NETWORK

# 2020 BIENNIAL CONFERENCE

SILVER  
SPONSORSHIP PACKAGE

\$10,000

Sponsor at the 2020 Biennial Conference, Aurora, Adams County, Colorado

Complimentary conference registrations (6 tickets)

Tickets to the Awards Luncheon (6 tickets) | Recognition in conference program

Exhibitor booth | Featured on the LGHN website

Option to provide materials for attendee bag

Branding on all promotional materials (print, digital, and social media)

Oct. 15 - 17, 2020  
AURORA, ADAMS COUNTY, COLORADO



LOCAL GOVERNMENT  
**HISPANIC**  
NETWORK



# 2020 BIENNIAL CONFERENCE

## BRONZE | \$5,000 SPONSORSHIP PACKAGE

Sponsor at the 2020 Biennial Conference, Aurora, Adams County, Colorado

Complimentary conference registrations (4 tickets)

Tickets to the Awards Luncheon (4 tickets) | Recognition in conference program

Exhibitor booth | Featured on the LGHN website

Option to provide materials for attendee bag

Branding on all promotional materials (print and digital)

Oct. 15 - 17, 2020  
AURORA, ADAMS COUNTY, COLORADO



LOCAL GOVERNMENT  
**HISPANIC**  
NETWORK

# 2020 BIENNIAL CONFERENCE

CONTRIBUTOR  
SPONSORSHIP PACKAGE

\$2,500

Sponsor at the 2020 Biennial Conference, Aurora, Adams County, Colorado

Complimentary conference registrations (2 tickets)

Tickets to the Awards Luncheon (2 tickets) | Recognition in conference program

Featured on the LGHN website | Option to provide materials for attendee bag

Branding on all promotional materials (print and digital)

Oct. 15 - 17, 2020

AURORA, ADAMS COUNTY, COLORADO



LOCAL GOVERNMENT  
**HISPANIC**  
NETWORK

# 2020 CONFERENCE SPONSORSHIP OPPORTUNITIES

*For more information or to become  
a sponsor, contact:*

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KAREN DAVIS

408.437.5400

[KDavis@managementpartners.com](mailto:KDavis@managementpartners.com)

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LOCAL GOVERNMENT  
**HISPANIC  
NETWORK**



**Benefits of LGHN Membership  
Proposed 2020 Dues Structure**

<b>Individual Membership</b>	<b>Local Government Membership</b>	<b>Single Jurisdiction Chapter Membership</b>	<b>Regional Chapter Membership</b>
Networking	Networking	Networking	Networking
Host/co-sponsor regional events	Host/co-sponsor regional events	Host/co-sponsor regional events	Host/co-sponsor regional events
Reduced rates at regional events and biannual conference	Reduced rates at regional events and biannual conference	Reduced rates at regional events and biannual conference	Reduced rates at regional events and biannual conference
Access to online training	Access to online training	Access to online training	Access to online training
Madrinas/Padrinos Coaching	Madrinas/Padrinos Coaching	Madrinas/Padrinos Coaching	Madrinas/Padrinos Coaching
No-cost access to webinars and online chats	No-cost access to webinars and online chats	No-cost access to webinars and online chats	No-cost access to webinars and online chats
Routine communications/ announcements	Routine communications/ announcements	Routine communications/ announcements	Routine communications/ announcements
Links to other professional associations' events	Links to other professional associations' events	Links to other professional associations' events	Links to other professional associations' events
Access to IHN database	Access to IHN database	Access to IHN database	Access to IHN database
	Event planning assistance	Event planning assistance	Event planning assistance
	7 or 15 designated members from local government members	Unlimited designated chapter members also members of IHN through chapter membership	Unlimited designated chapter members also members of IHN through chapter membership
	Unlimited job postings	Unlimited job postings	Unlimited job postings (for Jurisdictions only)
		Use of IHN tax exempt status	Use of IHN tax exempt status
		Host chapter website (optional) and/or access to chapter site	Host chapter website (optional) and/or access to chapter site
		Fundraising support	Fundraising support
		Chapter recognition in brochures	Chapter recognition in brochures
		Use of logo	Use of logo
		Fiscal support (optional)	Fiscal support (optional)



Annual Membership Dues			
Full: \$100	Small Local Government: \$750	Up to 50 members: \$1,500	TBD + \$75 per individual
Associate: \$50	Large Local Government: \$1,500	51-200 members: \$2,500	TBD + \$75 per individual
Student: \$10		201 or more members: \$3,000	TBD + \$75 per individual

**Corporate**

**Individual Corporate Membership** – Business leaders who have an interest in working with local governments. Membership \$250 per calendar year.

**Large Business Membership** – Businesses with more than 200 employees who have an interest in working with local governments. Each Large Business Member may designate up to ten (10) employees as Individual Corporate Members of IHN. Membership \$2,000 per calendar year.

**Small Business Membership** – Businesses with 200 or fewer employees who have an interest in working with local governments. Each Small Business Member may designate up to five (5) employees as Individual Corporate Members of IHN. Membership dues \$1,000 per calendar year.

*Any additional member added to Large or Small Business Membership is \$100 per calendar year.*

Proposed

## LGHN Dues Structure for Chapters

At the December board meeting, the board reviewed the proposed membership dues structure for 2020, which included a new category of dues for regional chapters. The issue was deferred to the January board meeting due to several issues that arose that require additional discussion. Among these issues are:

- Whether to have the same dues structure for all chapters regardless of whether they are a single jurisdiction or a regional chapter?
- How to establish a dues structure that provides equity to the different categories of membership.
- What are the impacts of the alternative dues structures to the LGHN budget?
- The concept of regional chapters is to attract jurisdictions who are not now or may not become engaged LGHN members. The dues structure that was recommended by the committee was intended to provide an incentive to local governments who are not currently members and may not otherwise join.

Some additional information for consideration in the discussion of dues structure:

- Advertising sales (job postings) currently provide \$20,000 to the LGHN budget from non-local government and non-chapter members. Postings are \$75 per 30-day posting. Local government and chapter members have this included as a benefit of membership. Small local government members pay \$750 per year and most jurisdictions post more than ten postings which essentially pays for their membership. The same is true of larger jurisdictions who pay \$1,500 for local government membership.
- Single jurisdiction chapters get the same benefit, although at higher dues, but they also get significantly more members included in their dues.

The membership committee recommends one of two structures for regional/multi-jurisdictional chapters. Two other options were discussed at the December board meeting:

- Option 1: \$500 per jurisdiction regardless of size.  
This option would simplify the dues collection by the chapters, but it does provide a significant dues reduction for large organizations as well as unlimited members.
- Option 2: \$500 per small jurisdiction and \$1,000 per large jurisdiction.  
This option would provide for a distinction for small and large jurisdictions while providing a discount compared to the local government jurisdictions' dues as an incentive to become members as well as unlimited members.
- Option 3: \$750 per small jurisdiction and \$1,500 per large jurisdiction.  
This option would not provide discounted dues as an incentive and would maintain a revenue stream to LGHN consistent with what would be received if they became LGHN members. The added benefit would be an unlimited number of members.
- Option 4: Maintain the same dues structure for single jurisdiction and multi-jurisdiction/regional chapters.  
This option would simplify and treat all chapters similarly. It does provide some inequities in what single jurisdictions would be paying for the benefits they receive. For example:
  1. A single jurisdiction chapter with up to 50 members would pay \$1,500.
  2. A multi-jurisdictional/regional chapter with up to 50 members would pay \$1,500 regardless of how many jurisdictions participate. Assume that a chapter has 5 jurisdictions participating in the chapter, each would pay \$300 with an average of 10 memberships per jurisdiction. In comparison, a small local government member would pay \$750 (7 memberships).

The board will need to discuss how to make dues equitable for all jurisdictions.

It is unknown what the impact might be to the LGHN budget, but as non-local government or chapter members, the jurisdiction would pay \$75 per job posting.

Note: The chapter would collect the dues from its members and LGHN would receive one payment.



## **AFFILIATION AGREEMENT BETWEEN THE LOCAL GOVERNMENT HISPANIC NETWORK AND INTERNATIONAL CITY/COUNTY MANAGEMENT ASSOCIATION**

This agreement serves as a written understanding of the affiliation agreement between the International City/County Management Association (ICMA) and the Local Government Hispanic Network (LGHN). The collaborative measures outlined in this agreement will contribute to greater success for both LGHN and ICMA in the areas of membership, equity and inclusion awareness, engagement and promoting local government careers and the management profession.

1. LGHN shall be recognized as the primary voice of Hispanic local government administrators within ICMA.
2. Over the life of this agreement, LGHN and ICMA will mutually explore opportunities and set goals for expanding membership in both associations, collaborate on outreach to local government professionals, and identify potential additional sources of financial support for LGHN from corporate sponsors.
3. A member of the ICMA Executive Board appointed by the ICMA President, in consultation with the LGHN President, shall represent ICMA and serve as a non-voting liaison to the LGHN Executive Committee and Board of Directors. In the capacity of liaison, the appointee shall attend the LGHN annual conference and Board of Directors meetings. Furthermore, as stipulated in the LGHN bylaws, a past ICMA Executive Board member shall be appointed by the LGHN President to serve as a voting member of the LGHN Board of Directors.
4. The LGHN and ICMA Presidents, Presidents-elect, ICMA Executive Board Liaison, and their respective Executive Directors will meet annually to discuss common goals and objectives and for the purpose of coordinating mutual activities.
5. ICMA and LGHN shall mutually agree on an annual work plan. ICMA and LGHN shall establish regular meetings to monitor the annual work plan. ICMA and LGHN agree that the following collaborations have priority:

### **6.1 Membership Information**

ICMA and LGHN shall share membership database information at no charge to promote professional development opportunities and foster communication between both organizations.

### **6.2 Internet, Published Communications and Online Professional Development**

Each organization will continue to provide a link to the other organization's website on their individual site. ICMA shall include LGHN officers in communications sent to state and affiliate organizations.

**Commented [MP1]:** Since we have #4, we don't think this requirement makes sense. Also, the schedule for the Board during conference is very tight. They essentially take a day and a half of meetings and pack it into one day. Adding any reasonable period of time to hold a joint meeting is not feasible.



Once per year, ICMA will publish an article in *PM Magazine* submitted by LGHN on a mutually agreed upon topic. Articles submitted by LGHN will also be published in at least three editions of *Leadership Matters*. ICMA will also provide LGHN annually with one full page, full color ad and one-half page, black and white ad in *PM Magazine* to assist with LGHN national/regional conference promotions.

LGHN will publish at least three articles submitted by ICMA in its electronic newsletter each year of this agreement and will promote the annual ICMA conference on its website.

LGHN and ICMA may use each other's published content from their respective publications (newsletters, magazines, website content) ensuring clearance of any author copyrights in advance, and appropriate attribution of all items to the ICMA or LGHN sources.

LGHN and ICMA will explore the potential for collaboration / joint sponsorship of one professional development webinar per year during the term of the agreement.

### 6.3 ICMA Annual Conference

The ICMA annual conference and LGHN bi-annual conference shall continue to be a focal point for interaction between ICMA and LGHN. Joint activities and member participation shall be encouraged and supported by:

- 6.3.1 Ensuring LGHN representatives are on the ICMA conference planning committee.
- 6.3.2 Providing information to LGHN members on ICMA conference scholarship opportunities.
- 6.3.3 Publicizing any social activities planned for LGHN members and their guests, including the LGHN-sponsored dinner using ICMA's primary communication channels.
- 6.3.4 Making meeting rooms available during the conferences for use by either association, as needed,
- 6.3.5 Promoting each organization via literature included in conference attendee bags.

### 6.4 Calendar of Events

In order to promote participation in both organizations' events and to avoid scheduling conflicts, ICMA and LGHN agree to coordinate prior to scheduling any national or regional events.

### 6.5 Joint Membership Recruitment

Both organizations will work cooperatively to eliminate barriers and encourage members to join both ICMA and LGHN. A specific strategy and work plan mutually beneficial to LGHN and ICMA will be developed by staff. Under the terms of this affiliation agreement:

- 6.5.1 As ICMA moves forward with possible changes to its dues structure, efforts will be made to encourage a joint membership congruent with the new structure and beneficial to both organizations.
- 6.5.2 ICMA will continue to provide a 50% discount on first year dues to any LGHN members newly joining ICMA as a full member.
- 6.5.3 ICMA will promote membership in LGHN by including LGHN membership information in all new ICMA membership packets and through other mechanisms to be determined by both organizations.
- 6.5.4 ICMA and LGHN will provide complimentary joint membership opportunities with ICMA student chapters.
- 6.5.5 ICMA will provide LGHN with information on Hispanic membership in ICMA on an annual basis.

**Commented [MP2]:** Added reference to your conference here. Also combined the statement about promoting social activities and dinner into one statement.

**Commented [MP3]:** We are recommending that this statement be deleted. At least on our end, strategies on joint membership campaigns and related workplans are a staff decision. They do not require Board approval.

6.5.6 LGHN will provide ICMA with updated LGHN membership lists to facilitate joint membership recruitment efforts. Staff will explore options for streamlining the renewal process for individuals who are members of both organizations.

6.5.7 The work plan will be reviewed on an annual basis for effectiveness and additional implementation strategies.

#### 6.6 ICMA Special Task Forces and Committees

6.6.1 ICMA agrees to include LGHN representation on special task forces and committees.

6.6.2 ICMA agrees to include LGHN representatives in developing and implementing recommendations of any special task forces or committees through identifying best practices, case studies and/or other activities as appropriate.

#### 6.7 Leadership Career Activities

6.7.1 LGHN will provide assistance/recommendations for potential participants in leadership and career development activities sponsored by ICMA, e.g., Leadership ICMA.

6.7.2 LGHN will support ICMA's Student Chapter program to build the next generation of local government professionals by offering ICMA student chapters complimentary membership in LGHN.

6.7.3 LGHN will continue to be an outreach partner for ICMA's coaching program to help obtain coaches, participate in planning webinars, and promote the program to their members.

6.7.4 ICMA will support and be an outreach partner for LGHN's Madrinas/Padrinos coaching program, participate in webinars, and promote the program to their members, 6.7.5 LGHN will provide one reviewer for the Local Government Management Fellowship Advisory Board.

6.7.6 To encourage professional development for their members, LGHN and ICMA may consult each other for ideas on product development and delivery and when appropriate subcontract with each other to research issues of mutual interest.

6.7.7 ICMA and LGHN will pursue the development and funding of potential professional development opportunities for minorities and women.

#### 7.0 Nominating Process to ICMA Executive Board and LGHN Board of Directors

ICMA agrees to strive for Hispanic participation on its Executive Board and on ICMA committees and LGHN agrees to strive for ICMA member participation in its Board of Directors and committees.

7.1 LGHN will identify an LGHN member who is also an ICMA member in service to local government in each of the five ICMA regions to serve on the ICMA Regional Nominating Committees.

7.2 The ICMA Executive Board member serving as liaison to the LGHN board will be an LGHN member and will serve as a member of the LGHN nominating committee each year.

#### 8. LGHN National/Regional Conferences / ICMA Annual Conference: Additional Mutual Support

- 8.1 ICMA shall assist the LGHN in seeking outside financial support for the LGHN national conference as stated in item 2 on page 1.
- 8.2 Both ICMA and LGHN will receive the following benefits with respect to each other's annual /national conferences:
  - 8.2.1 Four complimentary registrations
  - 8.2.2 Free exhibit space
  - 8.2.3 Conference program advertisement
  - 8.2.4 Recognition of mutual affiliate status during opening and closing ceremonies
  - 8.2.5 Recognition of mutual affiliate status on ICMA and LGHN websites and newsletter
  - 8.2.6 Representation on each other's conference planning committees
    - 8.2.6.1.1 The privilege of presenting at least one (preferably two) educational session(s) at each other's annual/national conferences.
  - 8.2.7 Identification of facilitators, moderators and panelists, as needed, for participation and presentations at each other's conferences.
  - 8.2.8 Four invitations to ICMA leadership to the LGHN annual dinner held during the ICMA conference; and four invitations to LGHN leadership at the ICMA Leadership Dinner during the ICMA Conference.
9. LGHN shall encourage its ICMA members to apply for all ICMA awards through its newsletter and through individual recruitment of Hispanic local government award applications. ICMA shall promote LGHN awards.
10. All disputes relating to this Agreement, including the disposal of assets in the event that this Agreement is terminated, shall be resolved by a committee comprising of two officers from LGHN and two officers from ICMA, plus a fifth member mutually agreed upon by the Presidents of LGHN and ICMA.
11. Services included under this Agreement shall be monitored by the Executive Directors of each organization and/or their designees.
12. LGHN and ICMA shall indemnify and hold each other, its officers, directors and agents harmless from all demands, claims, actions, losses, damages (including special and consequential damages, and including damages from personal injuries), costs, and expenses (including reasonable attorneys' fees) which result from a material breach of this Agreement by LGHN or ICMA or from any actions of LGHN or ICMA prior to date of this Agreement.

This agreement supersedes previous agreements and is effective for four years upon the signing of this document. At the end of the third year, this agreement will be reviewed by the Executive Boards of both organizations and clarified or amended as needed. This agreement shall be in effect unless terminated by the ICMA Executive Board or the LGHN Board of Directors with a one (1) year written notice.

\_\_\_\_\_  
Rolando Fernandez, Jr.  
President, International Hispanic Network

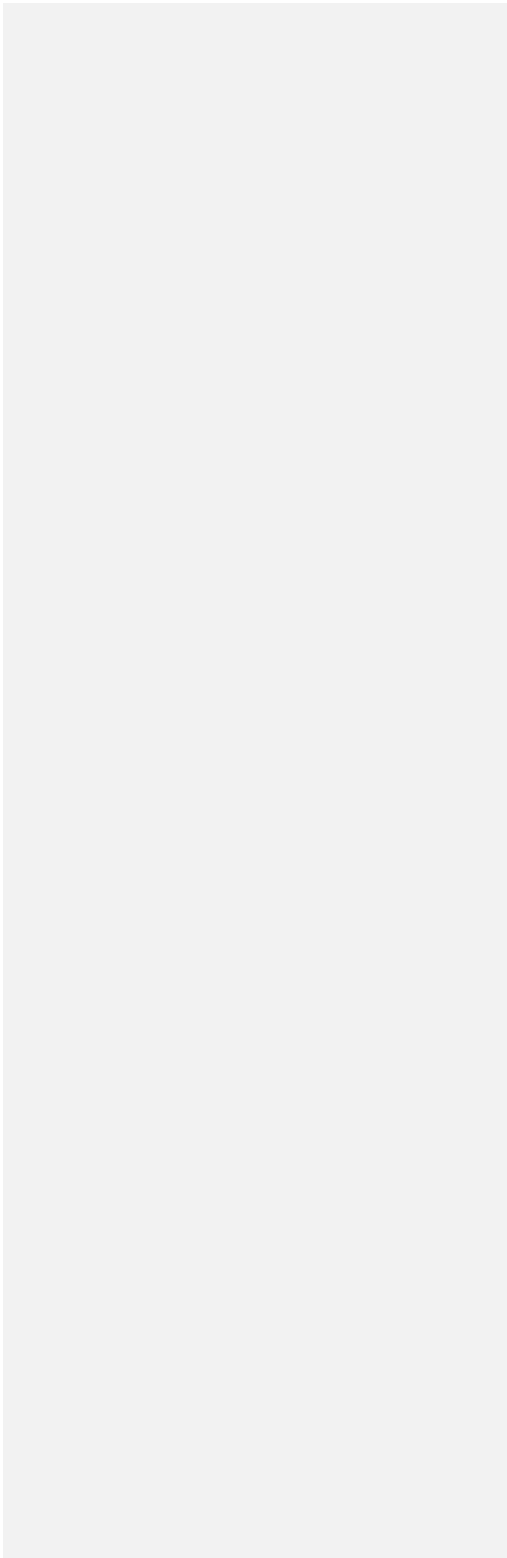
\_\_\_\_\_  
Date

\_\_\_\_\_  
Karen L Davis  
Executive Director, International Hispanic Network

\_\_\_\_\_  
Date

\_\_\_\_\_  
Marc Ott  
Executive Director, International City/County Management Association

\_\_\_\_\_  
Date



*Information from previous board discussion regarding working with ICMA on issues related to affiliate agreement:*

- *Ray Gonzales suggested that LGHN send a letter to Marc Ott thanking him for the opportunity to meet at the ICMA conference, and for ICMA's willingness to work on changing the culture and being more inclusive.*
- *There was board consensus that LGHN should be prepared in the future to go to the meeting with an agenda of what we want/expect from ICMA and be clear about the "ask."*
- *There was some concern that there were too many people at the meeting. Karen Davis pointed out that the meeting was published in the conference program and on the app, and LGHN members thought it was an opportunity to learn more about LGHN and ICMA.*
- *The board felt that a 30-minute meeting at the annual conference is not sufficient. Karen Davis said that Marc Ott made that comment after the meeting in Nashville and that we should look for a time slot that will allow for a broader discussion.*
- *The board asked to continue this discussion at the December meeting.*



*Advancing Excellence and Inclusiveness in Local Government*

January 3, 2020

Lynne Ford  
President and CEO  
ICMA-RC  
777 N. Capitol Street NE  
Washington, DC 20002-4240

Dear Ms. Ford,

On behalf of LGHN, I want to thank you for ICMA-RC's ongoing support of LGHN. We are continuing to work with ICMA-RC to extend your outreach and communication with our members. In accordance with our discussions over the past months, we are taking steps to increase ICMA-RC's visibility through testimonials and enhanced messaging to our membership.

We received notice that ICMA-RC is renewing its financial commitment to LGHN for one year in the amount of \$40,000. The previous agreements for our organizations were for a term of three years at \$50,000 annually. I am hopeful that there could be a reconsideration of the level of funding for 2020. We just received notice this week about the adjustment in support. The LGHN fiscal year is January through December and the board approved the budget in December with an estimated commitment level as in previous years. We understand the desired adjustment in the term of commitment shall be on a year-to-year basis, but it would be tremendously helpful to LGHN if we could know the funding amount a year in advance. A 20% reduction at the start of the fiscal year will have a significant impact on our programs. These funds have already been designated to efforts supporting our growing membership. Your support has enabled us to keep our membership fees low enough to be affordable for entry-level and mid-management professionals. I believe that you will find members from both our organizations have found the relationship between ICMA-RC and LGHN to be mutually beneficial and successful on many fronts.

I would like to request an opportunity to speak with you directly to better understand your budget process and how you determine funding support. Because our operations rely heavily on ICMA-RC's financial support, having advance notice of any changes to an understood commitment is desired. We also want to be sure that we are delivering value to ICMA-RC, and to understand how LGHN can continue to enhance the value of our partnership.

Again, thank you for your ongoing support. I look forward to speaking with you. I can be contacted at (512) 974-7749 or [Rolando.Fernandez@austintexas.gov](mailto:Rolando.Fernandez@austintexas.gov).

Sincerely,

Rolando Fernandez, Jr.  
President, LGHN

cc: Regina Hargraves

**Subject:** Follow-up: ICMA-RC Support for LGHN

**Date:** Friday, January 10, 2020 at 11:01:13 AM Pacific Standard Time

**From:** Hannah, Alexander <AHannah@icmarc.org>

**To:** Rolando.Fernandez@austintexas.gov <Rolando.Fernandez@austintexas.gov>

**CC:** Karen Davis <kdavis@managementpartners.com>, Hargraves, Regina <RHargraves@icmarc.org>

Rolando –

I wanted to follow-up on my voicemail and confirm personally that ICMA-RC is committed to funding LGHN for \$50,000 in 2020. I wanted to communicate that commitment as soon as possible so you could plan appropriately, and greatly value the partnership and look forward to working with LGHN. As mentioned, I spoke with Lynne, along with Regina, and we would like to schedule a meeting where you want walk us through the work and plans for LGHN, as well as discuss a longer term partnership agreement. Lynne is really looking forward to discussing and identifying opportunities for helping both organizations grow and evolve.

Our thought is we wait to schedule time with the group until Karen returns and that Regina and her schedule something. However, in the meantime, we are happy to schedule something sooner, discuss further and answer any questions you have.

Thank you again.

Alex Hannah  
Managing Vice President & Chief Marketing Officer

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www.icmarc.org

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