



LOCAL GOVERNMENT
**HISPANIC
NETWORK**

Advancing Excellence and Inclusiveness in Local Government

Board of Directors Meeting
March 12, 2021
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
Dial by Phone: +1 346 248 7799
+1 253 215 8782 US
Meeting ID: 408 221 8458

Agenda

LGHN Board of Directors

Ray Gonzales
President

Samantha Tavares
President-Elect

Rolando Fernandez
*Immediate
Past President*

Bob Harrison
*Vice President
for Membership*

Aubrey Gonzalez
*Vice President
for Professional
Development*

Paulina Martinez
*Vice President
for Career Advancement*

At-Large Directors

Carlos Baia

Noel Bernal

Maria DeLeon

Gricelda Estrada

Ramiro Inguanzo

Raoul Lavin

Ramiro Salazar

Patricia E. Martel
*Past ICMA
Board Member*

Victor Cardenas
ICMA Board Liaison

Orlando Cruz
ICMA-RC Liaison

Gabe Rodriguez
NACA Liaison

A. Call to Order/Roll Call/Welcome

B. APPROVAL: Consent Agenda – Receive and Approve

1. Minutes for Board Meeting of February 5, 2021*
2. Board Meeting Attendance Report for 2020/21*
3. Financial Report through February 28, 2021*

C. APPROVAL: 2021 Joel D. Valdez Award

D. DISCUSSION/APPROVAL: Conference Update

1. February Committee Report/Conference Format*
2. Conference Budget (included in committee report)
3. Approval of Contract for Conference Artwork*
4. Sponsorships Update*
5. Allocation of 150 in-person registrations

E. DISCUSSION: ICMA Call for Speakers (<https://icma.org/articles/article/help-shape-2021-icma-annual-conference-program>)

F. DISCUSSION: GFOA Conference Speakers (<https://www.gfoa.org/virtual-conference-session-topics>)

G. DISCUSSION: Supporting Council Manager Form of Government in Austin (Pat Martel) (<https://www.statesman.com/story/news/2021/01/30/austin-mayor-strong-city-manager-city-council-city-government-format/4308872001/0>)

H. DISCUSSION: ICMA Reaffirmation of Diversity and Inclusion Programs (Ray and Victor)

I. DISCUSSION: PM Magazine Article(s)

J. INFORMATION/UPDATES: LGHN Goals and Committee Activities

1. International
2. Membership
3. Fundraising/Scholarship Program
4. Career Advancement Program
5. Professional Development
6. University Partnerships

K. INFORMATION ITEMS

1. LGHN Board Meeting Schedule (item M below)
2. REMINDER: Testimonials for ICMA & LGHN Memberships
3. REMINDER: Contributions to LGHN Scholarship Fund

*Supporting documents provided in board packet

4. REMINDER: Sign and Return LGHN Board Commitment Forms
5. REMINDER: Identify “Leadership Legends” for SGR Webinars

L. Future Board Meeting Agenda Items

1. How to Better Engage with LGHN Chapters (April)
2. How to Better Engage with State Associations (April)
3. International Committee Work Plan (April)
4. ICMA Contract with GARE
5. Potential Agreement: Latino Leadership Institute
6. Potential Agreement: National Association of Hispanic Federal Executives
7. Website Tracking
8. Social Media Tracking

M. Adjournment & Future Meeting Dates

1. Friday, April 9, 2021 – LGHN Board Meeting (moved from April 2)
2. Friday, May 7, 2021 – LGHN Board Meeting
3. Friday, June 4, 2021 – LGHN Board Meeting
4. June, 2021 – NFBPA Conference (virtual)
5. Friday, July 9, 2021 – LGHN Board Meeting (moved from July 2)
6. Friday, August 6, 2021 – LGHN Board Meeting
7. September 8-11, 2021 – LGHN Biennial Conference, Aurora, Adams County, CO
8. October 3-6, 2021 – ICMA Conference, Portland, OR
9. Friday, November 5, 2021 – LGHN Board Meeting
10. Friday, December 3, 2021 – LGHN Board Meeting



Board Meeting Summary of February 5, 2021

Board Members in Attendance: *Raymond Gonzales (President), Ramiro Salazar, Bob Harrison, Carlos Baia, Aubrey Gonzalez, Paulina Martinez, Samantha Tavares, Victor Cardenas, Rolando Fernandez, Gabriel Rodriguez, Noel Bernal, Maria De Leon, Ramiro Inguanzo, Raoul Lavin, Gricelda Estrada, and Rod Alcazar*

LGHN Staff: *Karen Davis and Christine Butterfield*

A. Call to Order/Roll Call/Welcome

The meeting was called to order at 9:02 am.

B. APPROVAL: Consent Agenda – Receive and Approve 1. Minutes for Board Meeting of January 8, 2021 2. Board Meeting Attendance Report for 2020/21 3. Financial Report through January 31, 2021

Motion to approve by Paulina.

Seconded by Rolando.

Passed unanimously.

C. DISCUSSION/APPROVAL: 2021 Emerging Leader Award Process*

Karen walked through the process outlined in the packet attachments as well as the timeline and asked the Board for questions or comments. With no further discussion, the Board President asked for a motion to approve the process as submitted.

Motion to approve by Carlos.

Second by Noel.

Passed unanimously.

D. DISCUSSION/APPROVAL: Sponsorship of NFBPA Winter Summit

Karen shared that NFBPA requests that LGHN sponsor their upcoming conference for \$1,500. With this sponsorship level, LGHN will receive 10 free registrations. Karen noted that the requested sponsorship amount was included in the annual budget that the Board reviewed in December 2020.

Ramiro shared that he served on a panel at the NFBPA conference in 2019 and said it was a great conference and experience and supported the sponsorship request.

Motion to approve by Ramiro.

Seconded by Paulina.

Passed unanimously.

E. GFOA Update:

Karen reviewed the conference call with GFOA staff (email summary also included in the Board meeting packet). Karen highlighted that GFOA requested the LGHN set up an exhibit booth at the agency's next conference. She noted that GFOA will provide LGHN free advertising this spring and



also offer the Chairs of the Professional Development and Career Advancement Committees with free membership.

Maria De Leon and Bob Harrison reminded the LGHN Board that the two of them are serving on GFOA's budget/finance task force.

F. DISCUSSION: Conference Update

The President opened the discussion and shared that ICMA will make the decision to hold its fall conference virtually by mid-February 2021. Karen asked the Board to identify when it would like to review the same question with members of the Conference Committee. Ray indicated that he understood that many local government employees are not able to travel due to administrative policies that now restrict travel due to pandemic guidelines. Roland offered that making the decision in March would be best. Ray also asked Karen to review and compare the fiscal impact of holding a virtual as compared to in person conference. Karen requested that Ray make a formal request to ICMA for financial assistance for LGHN's annual conference in 2021. She said the request would be consistent to the assistance International City/County Management Association (ICMA) provides to the National Association of County Administrators (NACA). Karen indicated that she would review the affiliate agreement to identify if ICMA support is included in the terms.

Victor Cardenas offered that Michigan conducted a virtual conference and the association received positive reviews from attendees. In addition, Janice Napper also offered to share the National Forum for Black Public Administrators' (NFBPA) virtual meeting lessons learned with LGHN. Rod Alcazar also indicated that ICMA-RC has had success with virtual investment fairs that have been well attended. The topic will be discussed by the Conference Committee at greater length at the February 2021 meeting. Karen indicated that she and Christine will bring the Board several options to review.

G. INFORMATION/UPDATES: LGHN Goals and Committee Activities

1. Membership: Karen indicated that Oregon plans to create a LGHN chapter. The action is likely in March 2021. Bob Harrison noted that the southcentral Washington local government professionals are likely to organize a new chapter as well over the summer.

2. Fundraising/Scholarship Program: N/A

3. Career Advancement Program: Paulina presented the mentorship program (agenda attachment) proposal to the Board. She asked the Board to assist with the process of connecting mentors with mentees. Noel Bernal shared a summary of his jurisdiction's student mentorship program. Karen noted that ICMA student members are great candidates for the program. Bob and Gricelda noted that the program targets should include mid-level professionals as that is a key marketing message of membership in LGHN. The Board offered support to the program updates.

4. Professional Development: Aubrey highlighted upcoming trainings.

5. University Partnerships: N/A



H. INFORMATION ITEMS/REMINDERS

Karen reminded all members to provide testimonials, to contribute to the LGHN scholarship fund, to sign and return the LGHN commitment form and share names of speakers to participate in the leadership legends webinar series.

I. Future Board Meeting Agenda Items

J. Adjournment & Future Meeting Dates

The Board agreed to move upcoming Board Meetings to the following new dates including, March 12 and April 9, 2021 as the result of scheduling conflicts. Ray asked for any additional comments and hearing none, adjourned the meeting at 9:59 am pacific time.



2020-2021 IHN Board of Directors Board Meeting Attendance

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	Present	Absent	Present	Present	Absent	Absent	Present	Present	Present		
Rolando Fernandez	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present
Raymond Gonzales	Absent	Present	Absent	Present	Present	Absent	Absent	Present	Present	Present	Present	Present
Carlos Baia	Absent	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present
Raoul Lavin					Present	Present	Present	Present	Present	Present	Present	Present
Maria De Leon	Present	Absent	Present	Absent	Present	Present	Present	Present	Present	Present	Present	Absent
Bob Harrison	Present	Present	Present	Present	Present	Present	Present	Present	Present	Absent	Present	Present
Ramiro Inguanzo	Absent	Absent	Present	Absent	Present	Present	Present	Present	Present	Present	Present	Present
Claudia Lujan	Absent	Present	Absent	Present	Present	Absent	Absent	Present	Present	Absent		
Pat Martel	Absent	Absent	Present	Present	Absent	Present	Present	Present	Absent	Present	Present	Absent
Paulina Martinez	Present	Absent	Present	Present	Present	Present	Present	Absent	Present	Present	Present	Absent
Samantha Tavares	Present	Present	Absent	Present	Present	Present	Present	Present	Present	Present	Absent	Absent
James Vega	Absent	Absent	Absent									
Aubrey Gonzalez	Absent	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present
Ramiro Salazar	Present	Present	Present	Absent	Present	Present	Present	Present	Present	Present	Present	Absent
Gricelda Estrada										Present	Present	Present
Maria Hurtado	Present	Absent	Absent	Absent	Absent	Present	Present	Absent	Absent	Present		
Noel Bernal										Present	Present	Absent
Victor Cardenas										Present	Present	Present
Name	Jan 2021	Feb 2021	Mar 2021	April 2021	May 2021	June 2021	July 2021	Aug 2021	Annual Meeting Sept 2021	Oct 2021	Nov 2021	Dec 2021
Raymond Gonzales	Present	Present										
Samantha Tavares	Absent	Present										
Rolando Fernandez	Present	Present										
Bob Harrison	Present	Present										
Aubrey Gonzalez	Present	Present										
Paulina Martinez	Absent	Present										
Carlos Baia	Present	Present										
Noel Bernal	Present	Present										
Maria De Leon	Present	Present										
Gricelda Estrada	Present	Present										
Ramiro Inguanzo	Present	Present										
Raoul Lavin	Present	Present										
Pat Martel	Absent	Absent										
Ramiro Salazar	Present	Present										
Victor Cardenas	Present	Present										

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

Local Government Hispanic Network
Profit and Loss
January - February, 2021

	Total
Income	
Direct Public Support	
Corporate Support	35,000.00
Scholarship	5,200.00
Total Direct Public Support	\$ 40,200.00
Other Types of Income	
Advertising Sales	7,125.00
Total Other Types of Income	\$ 7,125.00
Program Income	
Membership Dues	
Chapters	2,000.00
Corporate	1,000.00
Individual	1,660.00
Local Government	8,250.00
Total Membership Dues	\$ 12,910.00
Total Program Income	\$ 12,910.00
Sales	200.00
Unapplied Cash Payment Income	100.00
Total Income	\$ 60,535.00
Gross Profit	\$ 60,535.00
Expenses	
Business Expenses	
PayPal Fees	393.40
Total Business Expenses	\$ 393.40
Contract Services	
Outside Contract Services	15,549.25
Total Contract Services	\$ 15,549.25
Operations	
Computer Software	163.86
Printing and Copying	32.45
Telephone, Telecommunications	94.88
Website	1,470.00
Total Operations	\$ 1,761.19
Other Types of Expenses	
Insurance - Liability, D and O	858.00
Other Costs	93.80
Total Other Types of Expenses	\$ 951.80
Total Expenses	\$ 18,655.64
Net Operating Income	\$ 41,879.36
Net Income	\$ 41,879.36
 bank balance as of 2/28/21	 \$ 118,323.73



**LGHN Conference Planning Meeting Notes
February 22, 2021**

(Revised March 10 to reflect increase from 100 to 150 person attendance)

1. Venue/registration options: The committee recommends planning for a hybrid in-person/virtual conference. This will enable LGHN to pivot to an all-virtual conference if necessary.

Registration Type	Registration Fees	Estimated Attendance	Estimated Revenue
In-Person	\$200	*150	\$30,000
Virtual Individual	\$175	50	\$9,250
Virtual Group Rate: 10 people	\$150 per person	5 groups: 50	\$7,500
Virtual Group Rate: 20 people	\$125 per person	3 groups: 60	\$7,500
Retirees	\$50	15	\$750
Students	\$25	25	\$625
Volunteers	\$-0-		-0-
Total		300	**\$55,625

*In-person attendance based on current state guidelines for larger gatherings.

**All-virtual attendance would result in total revenue of approximately \$45,000.

Committee comments/questions:

- What is the cost for technology at a hybrid conference? Options will be discussed with the hotel. The hotel contract requires use of their AV equipment. Get price list for AV equipment. Janice will also be meeting with NFBPA to get information about their AV experiences.
- The Virginia state association experience with hybrid/virtual conference was that they were able to get higher quality speakers because they didn't have to pay travel costs.
- Create a way to have "watch parties" with chapters and others for events (e.g., welcome reception, awards/annual meeting).
- Establish a group rate similar to the ICMA group rate in 2020 (reflected in the recommended registration structure above).

2. Estimate budget summary:

HYBRID: 300 Attendees (150 In-Person)

Revenue	Estimated Revenue
Registration	\$ 55,625
Sponsorship	\$ 75,000
Exhibitors	\$ -0-
Total	\$ 130,625
Expenditures	Estimated Expenditures
Food/Beverage @ Hotel	\$ *40,920
Outside Food/Beverage	\$ -0-
Comp Registrations	\$ **10,000
Registration Expenditures/Supplies	\$ 1,650
Keynote Speakers	\$ 3,500



Venue/Technology/AV Equipment	\$	9,000
Printing	\$	500
Special Events/Tour	\$	-0-
Advertising/Promotion	\$	6,150
Design Services	\$	5,000
Misc.	\$	7,625
Total	\$	84,345
Net Proceeds	\$	46,280

*Hotel food and beverage minimum: \$22,000 + gratuity

**\$8,150 for sponsors + approximately 10 additional comps

***Hotel room night commitment: 120 room nights | \$19,080

3. Program format:

Wednesday, September 8

	Arrive if attending in person	
--	-------------------------------	--

Thursday, September 9 | 8:00 PT/9:00 MT/10:00 CT/11:00 ET

9:00 am MDT	Opening Keynote	
11:0:30 am MDT	Break	
9:45 am MDT	Two Concurrent Breakout Sessions	
11:15 am MDT	Break	
11:30 pm MDT	Lunch Keynote	
1:30 pm MDT	Two Concurrent Breakout Sessions	
2:45 pm MDT	Break	
3:00 pm MDT	Padrinos/Madrinas Platica	
5:00 pm MDT	Welcome Event/Watch Party	

Friday, September 10 | 8:00 PT/9:00 MT/10:00 CT/11:00 ET

9:00 am MDT	General Session Keynote	
11:0:30 am MDT	Break	
9:45 am MDT	Two Concurrent Breakout Sessions	
11:15 am MDT	Break	
11:30 pm MDT	Lunch Keynote	
1:30 pm MDT	Two Concurrent Breakout Sessions	
2:45 pm MDT	Break	
3:00 pm MDT	Closing Keynote and Business Meeting	
5:00 pm MDT	Awards/Annual Meeting/Watch Party	

Saturday, September 11 | 8:00 PT/9:00 MT/10:00 CT/11:00 ET

9:00 am – 12:00 pm	LGHN Board Retreat	
--------------------	--------------------	--

Two-track breakouts each day.



Theme: Charting the Course: Embracing Change and Transformation

Tracks:

The New Abnormal: What will the future look like in terms of how we live and work after the pandemic? How can we map our courses of action? What opportunities will it present. Sessions should include specific strategies for service delivery, skill sets to improve service delivery, etc. Management skills should be specific, e.g., finance and budgeting, human resources, leadership development, etc., with a lens that addresses equity in the community and in the workplace.

Diversity, Inclusion & Community Connection: How to create/maintain community cohesion in a virtual environment as well as in-person to ensure the issues and concerns of all populations are addressed? How do you create an inclusionary environment within your organization so that young leaders are not marginalized? How do you reach out so young professionals build confidence and participate in planning and delivering services?

4. Program development:

The planning committee will develop the program content and work with affiliates, chapters to assist with the breakout sessions. The March 15 meeting will focus primarily on development of the program content.

For one of the keynote sessions, LGHN will try to obtain a short video from Orlando to highlight the 2023 conference.

5. Sponsor recognition:

- Integrate sponsorships into digital platform
 - PowerPoint recognition at keynote sessions and breakout sessions
 - For all PowerPoints, organize sponsor logos around the edge of the PowerPoints
 - Mail swag to registrants; sponsors provide coupons for reduced cost for products, etc.
- Committee members with knowledge of other virtual/hybrid conferences, organizations have been successful in attracting sponsors.



Rodrigo Velasco
PROFESSIONAL GRAPHIC DESIGNER

Quote # 124

CONTACT:
email: roy.vel.design@gmail.com
mobile: (616) 606 8019

ADDRESS:
1121 Baldwin st SE
Grand Rapids, MI 49506

CLIENT

ADAMS COUNTY, COLORADO

Date: 02/24/2021

Description	Hours	Hourly Rate	Price (USD)
LGHN Conference / Image design Branding & Graphic Applications 1. Concept development <ul style="list-style-type: none">• Design and presentation of proposal (2-3 designs)• Feedback and adjustments• Adaptation of final image	14	\$65	\$910
2. Save-the-date <ul style="list-style-type: none">• Poster• Flyer (Printing file and digital version)• Social media post	9	\$65	\$585
3. Registration Invitation (Similar to the Save-the-Date but with Registration details) <ul style="list-style-type: none">• Invitation (Printing file and digital version)	4	\$65	\$260
4. Conference Program <ul style="list-style-type: none">• Booklet or accordion brochure format (4-pages. Printing file and digital version)	8	\$65	\$520
5. Invitation to the President's Reception & Awards <ul style="list-style-type: none">• Invitation (Printing file and digital version)	3	\$65	\$195
6. Invitation to the Unveiling of the Mural & Artist Meet & Greet <ul style="list-style-type: none">• Invitation (Printing file and digital version)	3	\$65	\$195
7. Create a digital image of the Mural <ul style="list-style-type: none">• Big poster format (Printing file and digital version)	4	\$65	\$260

Total

\$2,925

Notes:

• Extra designs requested by the client can be added at additional cost throughout the project. Prices do not include printing or hiring of external providers. Additional costs will be always subject to prior approval by the client.

• The designer will provide: presentation of samples, color treatments, development of proposals as necessary and tasks concerning to this project from beginning to end. At the same time, the Client will be part of the design process by giving the needed information when required, giving feedback and approval of each of the materials listed above.

• In order to start this project, the Client agrees to pay a deposit of 50% of the total cost, understanding that the remaining payment will be covered at the end of the project when all the original files have been delivered by the Designer. The Client will have all rights of use of the image.



Sponsor Brochure

Charting the Course: Embracing Change and Transformation

Diamond Sponsorship: \$25,000

- Opportunity to present company profile and introduce keynote speaker
- 5 complimentary VIP tickets to the awards event
- 5 complimentary in-person conference registrations
- 10 complimentary virtual conference registrations
- Special recognition at all events
- Recognition in conference program
- Featured on the LGHN website home page
- Branded tote bags and option to provide materials and online product coupons for attendee bag
- Branding on all promotional materials (print, digital and social media)
- Sponsor of key networking events

Platinum Sponsorship: \$20,000

- Opportunity to present company profile and introduce keynote speaker
- 4 complimentary VIP tickets to the awards event
- 4 complimentary in-person conference registrations
- 8 complimentary virtual conference registrations
- Special recognition at all events
- Recognition in conference program
- Featured on the LGHN website home page
- Branded tote bags and option to provide materials and online product coupons for attendee bag
- Branding on all promotional materials (print, digital and social media)
- Sponsor of key networking events

Gold Sponsorship: \$15,000

- 3 complimentary VIP tickets to the awards event
- 3 complimentary in-person conference registrations
- 6 complimentary virtual conference registrations
- Special recognition at all events
- Recognition in conference program
- Featured on the LGHN website home page
- Option to provide materials and online product coupons for attendee bag
- Branding on all promotional materials (print, digital and social media)

Silver Sponsorship: \$10,000

- 2 complimentary VIP tickets to the awards event
- 2 complimentary in-person conference registrations
- 4 complimentary virtual conference registrations
- Recognition in conference program
- Featured on the LGHN website home page
- Option to provide materials and online product coupons for attendee bag
- Branding on all promotional materials (print, digital and social media)

Bronze Sponsorship: \$5,000

- 4 complimentary virtual conference registrations
- Recognition in conference program
- Featured on the LGHN website home page
- Option to provide materials and online product coupons for attendee bag
- Branding on all promotional materials (print and digital)

Contributor Sponsorship: \$2,500

- 2 complimentary virtual conference registrations
- Recognition in conference program
- Featured on the LGHN website home page
- Option to provide materials and online product coupons for attendee bag
- Branding on all promotional materials (print and digital)

Note: Based on current information, Colorado capacity for in-person meetings is 150 for this facility. This scenario would allocate 14 of the 150 in-person slots to sponsors.

Potential Sponsors (from January planning committee meeting discussion)

- United Health Care (previously contacted and agreed to a sponsorship): \$25,000
- Amazon: \$15,000
- Adams County and Aurora co-sponsorship: \$25,000
- Denver \$10,000
- Adams County cities; \$1,000 each (Brighton has committed)
- CCCMA: \$1,000
- Proceeds from 2015 Adams County/Brighton Regional Conference): \$2,800
- Utilities
 - Water/wastewater
 - Electric/United Power
 - Xcel gas company
 - Garbage/Recycling (Waste Management, Republic Services, GFL Environmental Services, etc.)
- Hospitals
- Conference Hotel (recognize the in-kind contributions)
- NACO
- State Associations
- Municipalities
- Orlando organizations (hosting 2023 conference)
- Resorts/Attractions
 - Ski resorts
 - Visit Aurora
 - Wild Animal Sanctuary
 - Denver University } Consider offering registration scholarships to students.
 - Community college association }
- Restaurants/retail (sell ads for conference program or ask for donations for events outside the hotel)