



Board of Directors Meeting
September 2, 2016
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

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

Advancing Hispanic leadership in local government

IHN Board of Directors

Veronica Briseño
President

Manuel Esquivel
President-Elect

Magda Gonzalez
*Immediate
Past President*

Rolando Fernandez
*Vice President
for Membership*

Maria Hurtado
*Vice President
for Programs*

At Large Directors

Carlos Baia

Yocelyn Galiano

Raymond Gonzales

Tommy Gonzalez

Ramiro Inguanzo

Claudia Lujan

Daro Mott

Patricia E. Martel
*Past ICMA
Board Member*

David Mora
ICMA Staff Liaison

Bob Harrison
ICMA Board Liaison

Rod Alcázar
ICMA-RC Liaison

Agenda

A. Call to Order/Roll Call/Welcome

B. ACTION: Consent Agenda – Receive and Approve

1. Minutes for Board Meeting of August 5, 2016*
2. Board Meeting Attendance Report for 2015/16*
3. Financial Report through August 29, 2016*

C. Budget Review*

1. IHN unplanned sponsorship and media opportunities/expenses
2. IHN conference budget

D. Fundraising Update*

E. ACTION: Motion to accept proposals from Creative Civilization for IHN rebranding and marketing (\$7,600) and from Sonova Corporation to redesign the IHN logo (\$2,000)

F. IHN Conference Update

1. Registrations to Date
2. Program Update

G. ICMA Activities

1. IHN Dinner
2. ICMA Regional Meetings
3. Booth

H. ACTION: Request for Sponsorship for US/Mexico/Cuban Exchange Program – November 2016 (Jesus Nava/Magda Gonzalez)

I. Information Items

1. National Hispanic/Latino Networking (Magda)
2. NFBP/IHN 2017 Quarterly Webinars
3. Website Tracking

J. Future Board Meeting Agenda Items

1. Relationship with IHN Chapters
2. Fundraising Status (ongoing)
3. Conference Registration to Date (ongoing)

K. Adjournment & Future Meeting Dates

1. Sunday, September 25, 2016 – IHN Dinner at ICMA Conference, Kansas City
2. Friday, October 7, 2016 – IHN Board Meeting
3. Thursday, November 3, 2016 – IHN Board Meeting with IHN Membership, Austin
4. Thursday, November 3-Saturday, November 5, 2016 – IHN Conference, Austin
5. Friday, December 2, 2016 – IHN Board Meeting

*Supporting documents provided in board packet



**Board of Directors Meeting
July 15, 2016**

MINUTES

Advancing Hispanic leadership in local government

Board Members Present

Veronica Briseño Lara, President
Manuel Esquibel, President-Elect
Rolando Fernandez, Vice President for Membership
Maria Hurtado, Vice President for Programs
Carlos Baia, At Large Director
Yocelyn Galiano, At Large Director
Raymond Gonzales, At Large Director
Tommy Gonzalez, At Large Director
Claudia Lujan, At Large Director
Mott, At Large Director
Bob Harrison, ICMA Board Liaison

Board Members Absent

Magda Gonzalez, Immediate Past President
Ramiro Inguanzo, At Large Director
Patricia E. Martel, Past ICMA Board Member
Rod Alcazar, ICMA-RC Liaison
David Mora, ICMA Staff Liaison

Others Present

Karen Davis, Management Partners

A. Call to Order/Roll Call/Welcome

B. 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 July 15, 2016
2. Board Meeting Attendance Report for 2015/16
3. Financial Report through June 30, 2016.

Claudia Lujan moved approval of the consent agenda; Maria Hurtado seconded the motion; the motion was approved unanimously.

C. Website Overview

The new website will go live the week of July 18. The remaining work is the vetting of the website prior to going live. Features of the new site will be more robust use of social media, including twitter and Instagram, and there will be a mechanism for IHN members to upload photographs through Shutterfly. They are documenting the various processes for future committee and board members. Future board packets will be accessed through the website.

D. IHN Civic Engagement Award

Claudia Lujan recommended that the City of Chandler be awarded the Civic Engagement Award for their “For Our City Program.” Manuel Esquibel moved approval, and Rolando Fernandez seconded the motion. It was approved unanimously. All local governments submitting for the award are submitting a video about their program to be showcased on the IHN website as a best practice. They will also be featured in a future issue of Noticias. The committee will refine the process for the future with award categories for large and small communities.

E. Membership Update

Rolando Fernandez recommended that the board look at how to better integrate chapters and chapter members into IHN. Benefits to chapters would include the tax-exempt status for chapters and agreements for revenue collecting and sharing. The issue was referred to the executive committee for review with a plan to be discussed with chapter representatives at the IHN conference in Austin. The next step in the process is to convene a call

with the Austin and Phoenix chapters to get further input. The goal is to have a plan for discussion with the membership at the IHN conference in November.

F. Communications Committee

No additional information was provided. The committee has been primarily focused on the website.

G. IHN Conference Update

Rolando Fernandez provided an update on the IHN conference program (descriptions were included in the meeting packet). Henry Cisneros is confirmed as the speaker at the awards banquet. Mando Rayo, author of "Tacos Across Texas" is confirmed for the opening breakfast. Karen Davis reported that the breakfast would be taco-themed. Updates on registration will be provided at each board meeting.

H. ICMA Activities

The IHN dinner is finalized and registration will start with the launching of the website. Updates on registration will be provided at each board meeting.

Karen Davis requested approval from the board to order additional giveaway items for the ICMA conference and the IHN conference. Maria Hurtado announced she would donate \$2,000 to cover the cost of the items (pens and notepads).

Karen Davis asked that we make sure that IHN updates are on each regional meeting at ICMA. The meetings are Sunday morning. A board member will need to commit to be at each meeting.

I. Update on Fundraising

A matrix of the funding strategy was included in the board packet. AS of the board meeting, \$1,000 has been raised for the IHN dinner at ICMA; \$2,000 (approx.) has been donated for an open bar at the ICMA joint reception with NFBPA and CalNAPA; and \$17,750 has been raised for the IHN conference. Board members were asked to review the list of potential sponsors and let Karen Davis know if they have specific contacts or can add to the list. A funding update will be on future board agendas.

J. Update: IHN Board Meeting Date Options

Karen Davis stated that an alternative date could not be agreed upon. The board agreed that Fridays are the best days, with the exception of the 3rd Friday of the month. Karen Davis will poll the board members not in attendance to see if there are other Friday's that would cause a conflict. The board also expressed a desire to hold the meetings earlier in the day.

K. Request for Sponsorship for MMANC Conference

MMANC has requested a \$500 sponsorship from IHN for their annual conference in October. It would include a free registration and ¼ page ad in their program. The board discussed the benefits of increasing visibility. Karen Davis reported that there is a line item in the budget for this purpose. Maria Hurtado moved approval, Rolando Fernandez seconded the motion; Veronica Lara amended the motion to include requesting sponsorship from MMANC for the IHN conference. The amendment was accepted. The motion was approved unanimously.

L. September 2 Board Meeting

Karen Davis asked for a poll of board members who would be able to attend the September board meeting, which is before the Labor Day weekend. The board determined they would have a quorum.

M. Information Items

There was no discussion on the information items. Karen Davis pointed out that the board previous approved via email a motion to spend \$1,800 for software to create online registrations.

2015-2016 IHN Board of Directors Board Meeting Attendance

Name	Jan 2015	Feb 2015	Mar 2015	April 2015	May 2015	June 2015	July 2015	Annual Mtg. 2015	Aug 2015	Sept 2015	Oct 2015	Nov 2015	Dec 2015
Magda Gonzalez	Present	Present	Absent	Present	Present	Present		Present	Present	Present	Present	Absent	
Veronica Briseno Lara	Present	Present	Present	Present	Present	Present		Present	Present	Present	Present	Present	
Erik Walsh	Present	Absent	Present	Absent	Present	Absent		Absent					
Maria Hurtado	Absent	Absent	Absent	Present	Absent	Absent		Absent	Absent	Present	Present	Present	
Jesus Nava	Present	Present	Present	Present	Present	Present		Present					
Carlos Baia	Present	Present	Present	Present	Absent	Present		Absent	Present	Absent	Absent	Present	
Manuel Esquibel	Present	Present	Present	Present	Present	Absent		Present	Absent	Absent	Present	Present	
Rolando Fernandez	Present	Present	Present	Absent	Present	Present		Absent	Present	Present	Present	Present	
Yocelyn Galiano	Present	Present	Absent	Present	Absent	Absent		Absent	Absent	Absent	Absent	Absent	
Raymond Gonzales								Present	Present	Absent	Present	Absent	
Tommy Gonzalez								Absent	Absent	Absent	Present	Present	
Ramiro Inguanzo									Present	Absent	Present	Present	
Claudia Lujan	Absent	Present	Present	Present	Present	Present		Present	Present	Present	Absent	Present	
Pat Martel	Present	Absent	Present	Present	Present	Present		Absent	Absent	Present	Absent	Absent	
Nachie Marquez	Absent	Absent	Present	Absent	Present	Present		Absent					
Daro Mott	Present	Present	Absent	Present	Present	Present		Absent	Present	Present	Absent	Present	

Name	Jan 2016	Feb 2016	Mar 2016	April 2016	May 2016	June 1 2016	Annual Mtg. 2016	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016
Veronica Briseno Lara	Present		Present	Present	Present	Present	Present	Present	Present				
Manuel Esquibel	Present		Present	Present	Absent	Absent	Present	Present	Present				
Magda Gonzalez	Present		Present	Absent	Present	Present	Present	Present	Absent				
Maria Hurtado	Absent		Present	Absent	Absent	Present	Present	Present	Present				
Rolando Fernandez	Present		Present	Present	Present	Present	Absent	Present	Present				
Carlos Baia	Present		Absent	Present	Present	Absent	Present	Absent	Present				
Yocelyn Galiano	Present		Absent	Present	Absent	Present	Absent	Present	Present				
Raymond Gonzales	Present		Absent	Absent	Present	Present	Absent	Present	Present				
Tommy Gonzalez	Absent		Absent	Absent	Absent	Absent	Absent	Present	Present				
Ramiro Inguanzo	Present		Present	Present	Absent	Present	Absent	Absent	Absent				
Claudia Lujan	Absent		Present	Absent	Absent	Absent	Present	Absent	Present				
Pat Martel	Absent		Absent	Absent	Absent	Absent	Present	Absent	Absent				
Daro Mott	Present		Present	Present	Present	Present	Present	Present	Present				

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

International Hispanic Network
Profit & Loss
January 1 through August 29, 2016

Jan 1 - Aug 29, 16

Ordinary Income/Expense	
Income	
43300 · Direct Public Grants	
43310 · Corporate and Business Grants	50,000.00
Total 43300 · Direct Public Grants	<u>50,000.00</u>
43400 · Direct Public Support	
43450 · Individ, Business Contributions	875.00
Total 43400 · Direct Public Support	<u>875.00</u>
46400 · Other Types of Income	
46410 · Advertising Sales	14,324.70
46430 · Miscellaneous Revenue	2,000.00
Total 46400 · Other Types of Income	<u>16,324.70</u>
47200 · Program Income	
47270 · Program Activities	5,115.00
47230 · Membership Dues	19,295.00
47250 · Conference Registration	1,475.00
47260 · Conference Sponsorship	12,750.00
Total 47200 · Program Income	<u>38,635.00</u>
49000 · Special Events Income	
49050 · IHN Dinner	3,525.00
Total 49000 · Special Events Income	<u>3,525.00</u>
Total Income	109,359.70
Expense	
60900 · Business Expenses	
60930 · Constant Contact	210.00
60920 · Business Registration Fees	5.00
60960 · PayPal Fees	963.88
Total 60900 · Business Expenses	<u>1,178.88</u>
62100 · Contract Services	
62110 · Accounting Fees	800.00
62150 · Outside Contract Services	49,696.75
Total 62100 · Contract Services	<u>50,496.75</u>
65000 · Operations	
65090 · Computer Software	75.00
65020 · Postage, Mailing Service	112.24
65030 · Printing and Copying	410.18
65050 · Telephone, Telecommunications	1,588.37
65060 · Website	894.99
Total 65000 · Operations	<u>3,080.78</u>
65100 · Other Types of Expenses	
65185 · Program Activities	3,300.09
65190 · Special Projects	8,940.00
65110 · Advertising Expenses	800.00
65120 · Insurance - Liability, D and O	772.00
65140 · Contributions	1,000.00
65160 · Other Costs	304.28
Total 65100 · Other Types of Expenses	<u>15,116.37</u>
68300 · Travel and Meetings	
68310 · Conference, Convention, Meeting	5,274.71
68320 · Travel	376.74
Total 68300 · Travel and Meetings	<u>5,651.45</u>
Total Expense	<u>75,524.23</u>
Net Ordinary Income	<u>33,835.47</u>
Net Income	<u>33,835.47</u>
bank balance as of 8/29/16	88,247.44

CY2016 DRAFT Operating Budget

2016 IHN Operating Budget - August Update		Notes				
			APPROVED 2015	ACTUAL	2016	
				Year End		Thru 8/29/16
Operating Budget						
Beginning cash on January 1 - Reserves		This is not included in budget revenues below. 3 months budget restricted - approx. 30K. Executive Cmte recommends using \$4K to balance budget. \$4K subtracted and added to revenues below.	\$50,506		\$55,329	
REVENUES						
Carry over from 2015					\$1,607	
Transfer from reserve account					\$4,000	
43410 - Corporate Contributions		Funds to be raised to support branding, awards, board travel, etc.	\$0	\$0	\$15,000	
43300 - Direct Public Grants		ICMA RC	\$50,000	\$50,000	\$50,000	\$50,000
43400 - Direct Public Support		Donat. & General Sponsorships (Corp Partner), personal donations, etc.				\$875
46400 - Other Types of Income						
-Advertising Sales		Avg. 5+ job postings per mo. special projects (database, website)	\$8,000	\$9,505	\$8,500	\$14,325
- Misc. Revenue						\$2,000
47200 - Program Income						
-Program Activities		reg. events & conference sponsorships	\$9,000	\$0	\$5,000	\$5,115
-Membership Dues		Memberships	\$22,010	\$23,180	\$25,000	\$19,295
49000 - Special Events Income						
-ICMA Dinner		IHN Dinner	\$6,000	\$9,070	\$9,000	\$3,525
TOTAL REVENUES			\$95,010	\$91,755	\$118,107	\$95,135
EXPENDITURES						
60900 - Business Expenses		PayPal fees, bank fees, Constant Contact etc				
Business expense-other		Copyright infringement	\$0	\$750	\$0	\$5
Constant Contact			\$210	\$210	\$210	\$210
PayPal			\$1,000	\$810	\$850	\$964
62100 - Contract Services						
Accounting Fees			\$800	\$775	\$800	\$800
QB Consultant			\$150	\$0	\$150	
Fundraising Fees			\$0	\$0	\$0	
Outside Contract Services		Management Partners, etc.	\$66,000	\$64,970	\$66,000	\$49,697
65000 - Operations						
65090 Computer Software		software upgrades	\$0	\$0	\$0	\$75
65020 - Postage, Mailing Service			\$500	\$435	\$500	\$112
65030 - Printing and Copying			\$500	\$1,023	\$1,000	\$410
65040 - Supplies		checks, paper, envelopes, other supplies	\$75	\$80	\$100	
65050 - Telephone, Telecomm		telephone line & conf calls hosting and	\$1,500	\$1,969	\$1,800	\$1,588
65060 - Website		changes/enhancements	\$1,800	\$2,422	\$2,000	\$895
65100 - Other Types of Expenses						
65185 Program Activities		regional events & conference etc	\$9,000	\$0	\$8,000	\$3,300

CY2016 DRAFT Operating Budget

2016 IHN Operating Budget - August Update		Notes				
			APPROVED 2015	ACTUAL	2016	
65184 Program Activities Contingency			\$5,000	\$0	\$5,000	
65190 Special Projects	special projects (branding, database, website)		\$0	\$0	\$8,000	\$8,940
65110 Advertising Expenses						\$800
65180 Special Events	IHN Dinner etc		\$6,000	\$6,609	\$7,500	
65120 · Insurance - Liability, D and O			\$700	\$668	\$700	\$772
65140 Contributions	contrib. to other orgs (Cal-ICMA)		\$4,000	\$2,000	\$3,000	\$1,000
65160 · Other Costs	gifts, etc, items not supplies		\$2,500	\$4,626	\$5,000	\$304
68300 · Travel and Meetings	Travel and supplies for: IHN Board Meetings, etc NON CONFERENCE		\$0	\$0	\$4,000	
Conference, Conventon, Meeting	supplies and fees for IHN meetings & others' meetings		\$100	\$0	\$150	\$5,275
Travel	travel expenses for Exec Director		\$1,000	\$0	\$2,000	\$377
68400 · Food & Meals	Food for meetings, snacks, etc. - NOT SPECIAL EVENTS or Prog Activ		\$1,000	\$0	\$1,000	
TOTAL EXPENDITURES			\$101,835	\$87,347	\$117,760	\$75,524
TOTAL REVENUES AND EXPENDITURES <i>(Amount of Fund Balance Increased/Decreased)</i>			\$6,825	\$4,408	\$347	\$19,611
ENDING OPERATING FUND BALANCE			\$43,681	\$4,408	\$55,676	
Special Activities - Special funds or self-funded						
	Annual Conference Registration					\$1,475
	Annual Conference Sponsorships					\$12,750

IHN 2016 Conference Budget - August 22, 2016					
	Estimated Attendance	Projected Revenue	Actuals	Variance	Notes
REVENUES					
Registration Income					
Member (\$300.00)	150	\$45,000			
Nonmember (\$400.00)	20	\$8,000			
IHN Chapter Members (\$225.00)	100	\$22,500			
Student Memberships (\$100.00)	30	\$3,000			
Large Local Govt Registration Fees (\$1400.00)	5	\$7,000			5 employess per registration
Small Local Govt Registration Fees (\$1250.00)	5	\$6,250			5 employess per registration
Thursday Welcome Reception Tickets	150	\$3,750			
Friday Awards Banquet Tickets	200	\$15,000			
Saturday Closing Reception	150 /50	\$6,250			
Golf Tournament	72	\$5,400.00			
Wine Tour	50	\$3,250.00			
Equity Tour: Film Stereotypes	100	\$4,000.00			
Equity Tour: Foundation Communities	30	\$1,200.00			
Equity Tour: Teaching Hospitals	10	\$400.00			
Craft Beer Tour	50	\$2,500.00			
Sponsorship Income (details on tab 2)		\$52,500	\$36,750		1 Marble, 1 Granite, 2 Flagstone, 3 Limestone, 2 Cocktail
Advertising Income (guide or app)		\$975			1 each type
Exhibit Income	5	\$2,500			\$500 per booth
Complimentary registrations					
Total Revenue		\$189,475.00	36,750		
Hotel Expenses (Sheraton Contract)					
Minimum Guest Room Revenue (# of room nights X rate)	Minimum Requirements	Minimum Rooms Req.	Actuals		
Wednesday		5			
Thursday		80			
Friday		100			
Saturday		25			
Minimum Food & Beverage Revenue	\$30,000.00				
Total Hotel Costs to Cover	\$70,795.00				
EXPENSES					
	Estimated Amount	Actuals	Sponsorship	Revenue	
Complimentary Registrations (20)	\$10,500.00				NFBPA, ICMA, ICMA-RC, MMANC, Speakers
Registration Expenses/Supplies/Materials					
Computers/Printers	\$500.00			\$91,750.00	Estimated registration fees
Envelopes for Registration Materials	\$50.00				
Badges	\$200.00				
Ribbons	\$200.00				moderator, speaker, exhibitor, volunteer, AHLN
Give aways (pins, pens, notepads)	\$1,000.00		\$1,000.00		
Conference bags	\$1,000.00		\$1,000.00		
Subtotal	\$2,950.00				
Key Note/Speaker Expenses					
Honoraria	\$5,000.00				
Hotel	\$1,000.00				
Travel	\$2,500.00				
Subtotal	\$8,500.00				
Audio visual equipment					
Computer/printer rental for registration	\$0.00				City of Austin in-kind
Session room equipment	\$0.00				City of Austin in-kind
General session equipment	\$0.00				City of Austin in-kind
Subtotal	\$0.00				
Printing					
Printed call for proposals forms	\$0.00				
Printed program	\$500.00				
Signs	\$1,500.00				
Subtotal	\$2,000.00				
Mailing/shipping					
UPS/FedEx/freight shipping to venue	\$150.00				

Digital services					
Mass email provider	\$0.00				
Registration assistance	\$2,000.00				
Subtotal	\$2,000.00				
Exhibit expenses					
Registration counter setup	\$1,000.00				
Pipe/drape for exhibits	\$600.00				
Subtotal	\$1,600.00				
Rental					
Meeting room rental	\$0.00				
Exhibit hall rental	\$0.00				
Subtotal	\$0.00				
Food & beverage					
Meals (2 Breakfast & 2 Lunches- assumes 250)	\$47,085.00				
Thursday Reception (assumes 150)	\$8,000.00				
Friday Awards Banquet Reception (assumes 200)	\$5,000.00	\$7,500.00			
Friday Awards Banquet Dinner (assumes 200)	\$14,190.00			\$15,000.00	
Break refreshments (Friday & Saturday-assumes 150)	\$10,000.00				
Subtotal	\$84,275.00				
Events					
Golf Tournament	\$4,320.00	\$250.00		\$5,400.00	
Wine Tour	\$2,500.00			\$2,500.00	
Equity Tour: Film Stereotypes	\$4,000.00			\$4,000.00	
Equity Tour: Foundation Communities	\$1,200.00			\$1,200.00	
Equity Tour: Teaching Hospitals	\$400.00			\$400.00	
Craft Beer Tour	\$2,500.00			\$2,500.00	
Saturday Closing Reception	\$16,300.00			\$6,250.00	
Subtotal	\$31,220.00				
Advertising & promotions					
Promotional mailing	\$250.00				
Professional services					
Graphic design	\$250.00				
Sign language interpreter	\$1,000.00				
Subtotal	\$1,250.00				
Art Honoraria	\$800.00	\$800.00			
Credit card fees					
Fees charged by registration company for processing credit cards	\$3,000.00				
Conference Mobile App	\$1,200.00				
Transportation (buses)					
Miscellaneous expenses/contingency	\$15,000.00				
Total expenses	\$164,695.00	\$800.00		\$129,000.00	
Other Miscellaneous Sponsor Revenue (see tab 2)			\$31,375.00		
NET INCOME (LOSS)					
	Projected	Actual/To Date			
Projected Income	\$189,475.00	\$41,125.00			
Projected Expenses	\$164,695.00	\$800.00			
Projected Sponsorships	\$52,500.00	\$41,125.00			

IHN Conference Sponsor Matrix Update

Contacts	Resp.	ICMA	IHN Conf.	Valdez Award	General	Comments
Austin Water Utility	Mike		\$5,000.00			
Austin Energy	Rolando		X			
San Antonio Utilities - CPS	Alex Briseno		X			
San Antonio Water System	Alex Briseno		X			
H.E.B.	Jorge		X			
Marc Rodriguez	Karen		\$2,500		\$250	IHN retreat/awards reception
Hispanic C of C - Austin	Darlene		X			
Hispanic C of C - San Antonio	Alex Briseno		X			
TCMA	Jason Garza		X			
TML	Rolando		X			
Waters & Company	Karen		\$625.00			
Esrrada Hinojosa	Alex Briseno		X			
Freese & Nichols, Ft. Worth	Karen		declined			
Breweries/Distributors	Mike/Rolando		X			
HDR Engineering, Austin			X			
Mass Mutual			X			
Cigna	Karen		X			
CBIZ, San Antonio office	Ann		X			
GIS Planning	Karen		X			
SAK Construction	Karen		X			
CH2M	Ray Gonzales		X			
Applied Materials	Darlene		X			
Rudy Garza	Karen		\$5,250		\$250	IHN retreat/awards reception
Bosc, Inc (Rick Menchaca)	Rolando		declined			
Texas Workforce Commission	Ray Gonzales		X			
Buxton	Ray Gonzales		X			
Seton Hospital	Rolando		\$5,000.00			
Starbucks	Dave/AHN Committee		X			
GovHRUSA	Karen	\$2,000 (est)				
Mejarando Group	Karen	\$1,000	\$2,500			
Bob Murray	Karen/Dave Mora	X	\$1,250.00		\$500	WLG-IHN//Conf bags + ad
Ralph Anderson	Karen/Dave Mora	X	resent 8/3			
Novak Consulting	Karen/Dave Mora	X	declined			
Bobbi Peckham	Karen/Dave Mora	X	declined		\$250	WLG-IHN
Avery & Associates	Karen/Dave Mora	X	resent 8/3		\$250	WLG-IHN
Mercer Group	Chris Zapata	X	X			
KC Hispanic C of C	Magda	X				
KS/MO managers groups	Bob	X				
Manuel's contact - KC area	Manuel	X				
Black & Veach (KC based Company)	Karen	X				
Robert Dole Institute of Politics, KU	Karen	X				
ICMA-RC	Karen		\$10,000		\$50,000	
ATT					X	
Comcast					X	
Foundations**					X	
Tech companies					X	
Local government memberships					X	
Cigna***					X	
CPS HR Consulting					X	
Creative Benefits, Inc.					X	
Infrastructure Engineering, Inc.					X	
J Dos Internationale					X	
Quadel Consulting					X	
Review ICMA Partners List	Karen					
IHN Founders (7 @ \$150 each)	Karen			\$1,050		
Macias & Assoc.	Rolando		resent 8/3			
Texas Disposal Systems	Rudy					
Affion Public	Veronica					
Frost Bank	Rolando					
URS	Darlene					
Wells Fargo	Veronica					
HSBC	Rolando					
Red Bull	Darlene					
United Health Care						
Hispanic Bar Association						

Acura						
Toyota						
Ford Motor Co.						
Gottesman Co.						
MMANC	Karen		\$500.00			
UMANT						
UMAST						
Capital Metro			\$2,500.00			
VIA	Alex Briseno					
IBM						
Bell						
Motorola						
Samsung	Darlene					
Clearesult	Darlene					
ARM	Darlene					
3m						
Texas Coffee Traders	Darlene					
Giant Noise	Darlene					
University Federal Dredit Union	Darlene					
Velocity Credit Union	Darlene					
C3	Darlene					
Jet Blue						
Southwest Airlines						
Walmart						
Individual Contributions		\$1,000	\$1,000	\$500		
Hawkins Company	Mike		sent 8/16			
Springsted	Claudia		sent 8/11			
Airlines	Rolando					
Stifel (Nora Chavez)	Karen	sent 8/19	sent 8/19	sent 8/19		
Sutherland Law Firm	Mike		sent 8/19			
Siebert Bradford Shank & Co LLC	Karen		sent 8/19			
ICMA	Rita		sent 8/19			
Red Bull (Jennifer Jones)	Darlene		in-kind			
VIA Technology			\$2,500.00			Awards reception
Chris Zapata		\$250.00				
Maria Hurtado		\$1,000.00	\$1,000.00			
John Dever				\$ 250.00		
Karen Davis				\$ 250.00		

PROPOSED SCOPE OF WORK IHN REBRANDING PROJECT

August 11, 2016

Project Overview

Our understanding of the task at hand for the International Hispanic Network (IHN), is to undertake a **rebranding process** with a specific deliverable to create a new Brand Name. Creative Civilization is familiar with this type of assignment and will work closely with the leadership of IHN and its board leadership team to ensure that a unified, seamless brand identity is created.

Project Approach & Timeline

Below is an overview of the process the Agency recommends to work with the IHN in a highly collaborative fashion to design, create and implement a fully integrated, holistic renaming, rebranding and repositioning program. Based on prior experience, Creative Civilization strongly recommends a 2½ month project in preparation to present the new brand name at the IHN National Annual Conference in Austin, TX, November 3-5, 2016.

The proposed approach for the rebranding process for IHN involves two phases, as described below. The subsequent phase of creative interpretation (designing the logo, creating branding guidelines, etc.) will be conducted by another resource engaged by IHN.

Phase 1: Planning/Research (mid-Aug/Sep) – Survey tools, video conference calls and interviews when feasible will be conducted with key organization leaders to determine rebranding goals. This information will provide content for the brand development process utilizing the Agency's proprietary tools -- ASM Model and Belief Evolution.

The Agency will work in collaborative mode with the IHN board and key stakeholders including select former board members to gather research on the current brand architecture including the following:

- Core values
- Current Beliefs/Desired Beliefs
- Attributes - traits, characteristics, features
- Message strategic platform

Phase 2: Brand Development (Oct) – Review research findings, develop and present brand positioning, brand name and brand brief narrative.

Project Fee

Based on previous experience on similar rebranding assignments, Creative Civilization estimates a typical total labor investment of approximately 80 hours on this project. The project will be billed at the reduced non-profit rate of \$95.00 per hour. (The standard blended hourly rate is \$125.00 per hour). Based on 80 hours, the total project cost is **\$7,600.00**.

Upon execution of said agreement, 50% of the project cost or \$3,800 will be due and payable prior to initiation of work. The balance, \$3,800 is due upon presentation of the final brand name.



AN AGUILAR/GIRARD AGENCY

APPROVED & ACCEPTED:

CREATIVE CIVILIZATION ("Agency")

IHN ("Client")

Al Aguilar, Chairman/CEO

Veronica Lara, IHN Board Chair

Date

Date

Gisela Girard, President/COO

Date