



Executive Committee Meeting
Hotel Monaco
480 King St., Alexandria, VA
May 15, 2015
9:00 a.m.

Action Agenda

- I. Call to Order
- II. Additions to Agenda
- III. Consideration of Minutes from January 28, 2015 [Tab 1]
- IV. 2015 – 2016 Strategic Vision and Goals [Tab 2]
- V. Selection of VML Audit Firm [Tab 3]
- VI. Consideration of 2014 – 2015 Budget [Tab 4]

Information/Discussion Agenda

- VII. Executive Director's Report [Tab 5]
- VIII. Staff Report on 2015 General Assembly [Tab 6]
- IX. Staff Report on Federal Issues [Tab 7]
- X. Staff Report on Amicus Briefs [Tab 8]
- XI. VML Annual Conference Update [Tab 9]
- XII. Go Green Update [Tab 10]
- XIII. Future Meetings:
 - a. August 13 (dinner); 14 (meeting) Charlottesville Dinner w/VMLIP
 - b. October 4 (meeting) Richmond
- XIV. Items Proposed for Discussion at August and October Meetings
- XV. Other Matters
 - a. Executive Director Evaluation
- XVI. Adjournment



**Executive Committee Meeting
Hilton Garden Inn
501 East Broad St., Richmond
January 28, 2015**

Attending: President Bill Euille, President-Elect Ron Rordam, Vice President Bob Coiner, Past President David Helms, Mimi Elrod, Katie Hammler, Mary Hynes, Ceasor Johnson, Edythe Kelleher, Christina Luman-Bailey, Anita James Price, Faye Prichard, and Patricia Woodbury. **Staff:** Kim Winn, Mark Flynn

- I. **Call to Order.** President Euille called the meeting to order at 10:48 a.m.
- II. **Introductions.** The Executive Committee roster was reviewed and new members welcomed.
- III. **Additions to Agenda.** There were none.
- IV. **Consideration of Minutes from October 5, 2014.** The date in the header needs to read October 4, 2014 and Ceasor Johnson should be listed as being present. Woodbury moved and Rordam seconded the approval of the minutes with the noted corrections. Motion was approved without objection.
- V. **Approval of Financial Report as of December 31, 2014.** Winn reviewed the financial report. There was a discussion of the use of parens in the report to indicate positive numbers. Johnson moved and Kelleher seconded a motion to approve the financial report, along with the request to put only negative numbers in parens. Motion was approved without objection.
- VI. **VML Budget Committee Preliminary Recommendations.** The Budget Committee report was reviewed. It was recommended that there be no dues increase for the 2015 – 2016 year. Hynes moved and Price seconded a motion to approve the budget report as presented. Motion was approved without objection.
- VII. **Executive Director's Report.** Winn reviewed the Executive Director's report which included a 6-month review of the status of the Strategic Vision and Goals. There was discussion amongst the group on various issues, including the desire

to have an annual meeting between VML and VACo officers and to jointly sponsor the Finance Forum with VACo in the future.

- VIII. 324 Places Initiative.** Winn reviewed plans for the 324 Places initiative which will be looking at future local government trends. The Executive Committee engaged in discussion of a number of the key areas of study.
- IX. Overview of 2015 VML Day at the Capitol.** Winn reviewed plans for VML Day at the Capitol. The Governor, Lt. Governor, the Attorney General, at least 58 legislators, and a number of cabinet officials indicated that they would be attending.
- X. Staff Report on the 2015 General Assembly.** Flynn provided an update on current happenings at the Capitol.
- XI. Staff Report on Federal Issues.** Staff reviewed the latest information provided by the National League of Cities regarding key federal issues.
- XII. Staff Report on Amicus Briefs.** The Executive Committee reviewed the memo provided by Mark Flynn.
- XIII. Future Meetings.** Dates and locations for future meetings were reviewed.
- XIV. Items Proposed for Discussion at Future Meetings.** There were none.
- XV. Other Matters.** There were none.
- XVI. Adjournment.** There being no other business to come before the body, the meeting was adjourned at 12:24 p.m.



Mission

“The Virginia Municipal League is a statewide, nonprofit, nonpartisan association of city, town and county governments established in 1905 to improve and assist local governments through legislative advocacy, research, education and other services.”

Vision Statement

VML Shall:

- Work to build strong relationships among local, state, and federal officials;
- Serve as a communications hub for local governments;
- Facilitate the engagement of our members with the organization and facilitate the engagement of citizens with their local governments; and
- Maintain a financially stable organization that is staffed to serve the needs of the membership.

Strategic Goals

Building Relationships

Relationships are the critical foundation upon which successful organizations must be built. VML is committed to forming and maintaining relationships in order to provide excellent service to the membership and to promote the principles of good government.

- VML will develop and maintain strong working relationships with members of the General Assembly, the State Administration, and the Federal Delegation.
- VML will facilitate networking among the membership and between VML and local government officials.
- VML will build and maintain partnerships with peer associations, the business community, and other groups with mutual interests.
- The VML Executive Committee will promote and implement principles of ethical and effective leadership throughout the organization.

Communications

Timely and substantive communication is critical to the overall mission of VML. As such we are committed to establishing both print and electronic communications to achieve the research, training, and advocacy goals of the organization.

- VML will develop a comprehensive communications strategy in order to tell the local government story and to establish VML as the primary information hub for local government officials.
- VML will explore and maximize ways to use communications in order to promote the legislative agenda of the organization.
- VML will develop a comprehensive marketing strategy in order to build stronger relationships with the business community and to provide appropriate avenues for businesses to offer their services to the VML membership.
- VML will work to educate and assist the membership in learning to tell their story in a manner that effectively demonstrates the community building accomplished by local governments.

Engagement

Developing and maintaining an engaged membership is vital to both the short and long term success of VML. We will actively seek ways to engage our membership and to support citizen engagement in our local governments.

- VML will evaluate new ways to demonstrate the value of membership in VML along with the value of being an active participant in the association and our conferences.
- VML will work to identify ways to improve citizen engagement, including ways to enhance the civics knowledge of Virginia's students.
- VML will identify and implement programs to encourage the membership to play a more active role in advocacy at both the state and federal level.

Finance

In order to evaluate existing programs and plan for the future of the organization, VML must maintain a strong financial position. VML is committed to maintaining and modernizing accurate and appropriate financial systems.

- VML will evaluate existing programs, seek efficiencies, and make recommendations for staffing changes in order to accomplish the strategic goals of the organization.
- VML will seek strategic partnerships, where possible, in order to enhance our ability to provide top quality programming and services for the membership.
- VML will enhance financial reporting and modernize financial systems where appropriate.



OFFICERS

PRESIDENT

WILLIAM D. EUILLE
ALEXANDRIA MAYOR

PRESIDENT-ELECT

RON RORDAM
BLACKSBURG MAYOR

VICE PRESIDENT

ROBERT K. COINER
GORDONSVILLE MAYOR

IMMEDIATE PAST PRESIDENT

DAVID P. HELMS
MARION MAYOR

EXECUTIVE DIRECTOR

KIMBERLY A. WINN

MAGAZINE

VIRGINIA TOWN & CITY

To: VML Executive Committee
From: Kim Winn
Date: May 4, 2015
Re: Selection of Auditor

We prepared a Request for Proposal seeking firms to do the VML audit and the audits for our affiliates. We indicated a preference to enter into an agreement for the next three fiscal years (beginning with 2014 – 2015).

We received three proposals that are summarized as follows:

Firm 1. \$23,500 for year one, increasing to \$25,700 by year three.

Firm 2. \$23,000 for year one, increasing to \$25,000 by year three.

Firm 3. \$17,500 for year one, increasing to \$18,500 by year three.

Firm 3 was the lowest bidder and it also happens to be our current provider (Keiter). We have been happy with the reports that they provide and they work well with our staff.

Recommendation: I recommend that we enter into a three-year agreement with Keiter to provide our audit services as outlined in their proposal (attached).

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Virginia Municipal League 2015 – 2016 Proposed Budget

The following comments are provided for your information in reviewing the proposed budget (attached).

Just a reminder that previous budget reports did not include historical information to be used in making budget determinations. Using prior audits and help from Jeff Nickey, I have developed a budget format that includes data from previous years and a forecast for the 2014 – 2015 fiscal year. The challenge we face is that the chart of accounts and the audit information did not match the budget categories in prior years.

Further, my thoughts as to where a particular revenue or expenditure should be included in the budget may vary from my predecessor. So, it may take a budget cycle or two to really hone in on the specifics.

Also, beginning July 1, 2015, we began using the new chart of accounts which matches the budget categories. I will be asking the auditors to use the same categories as well so that we can compare data more easily in the future.

Revenue

- Membership Dues consists of regular dues, associate dues, and sustaining memberships (see below for the dues for your locality). As directed, the 2015 – 2016 budget reflects no dues increase.

10-Year Dues History

2006	4%
2007	4%
2008	4%
2009	0%
2010	0%
2011	0%
2012	3%
2013	3%
2014	0%
2015	0%

10-Year Average = 1.8%

Dues for VML Executive Committee Localities

Locality	2014-2015		2015-2016	
	Population	Dues	Population	Dues
Alexandria	151,218	\$38,171	155,230	\$38,904
Arlington	227,146	\$53,206	229,302	\$53,600
Ashland	7,289	\$4,754	7,287	\$4,753
Blacksburg	42,627	\$14,597	43,609	\$14,836
Gordonsville	1,529	\$845	1,555	\$845
Hopewell	22,707	\$9,748	22,846	\$9,782
Leesburg	45,936	\$15,402	47,673	\$15,825
Lexington	7,332	\$4,776	7,329	\$4,774
Lynchburg	77,376	\$23,036	77,874	\$23,168
Marion	5,869	\$4,037	5,905	\$4,055
Newport News	183,412	\$44,050	183,362	\$44,041
Roanoke	98,913	\$28,729	99,320	\$28,836
Vienna	16,188	\$8,161	16,370	\$8,206

- Annual Conference revenues have been reduced from the forecasted level as it appears that 2014 – 2015 was a bit of an outlier.
- Workshops/Seminars includes charges to participants for attending various VML workshops.
- Advocacy captures revenues received in relationship to our legislative advocacy (primarily rent from our space at Old City Hall). There is a corresponding expense category.
- Interest is a self-explanatory category and is projected to remain stable (and very low).
- Publications includes revenues related to *Virginia Town & City* and other VML publications.
- Insurance Program is the revenue received from VMLIP pursuant to our agreement.
- Sponsorships include the U.S. Communities purchasing program and the VML/VACo pooled financing program. These revenues are expected to remain constant.
- Affiliated Groups include secretariat fees for VBCOA, VLGMA, MEPAV, VEPGA, AEP, and the Southern Municipal Conference. These revenues are expected to remain constant.
- Miscellaneous includes revenues from all other sources and is expected to remain constant.
- Transfer from Surplus reflects the budget amendment made in order to finance the trend analysis project (324 Places).

Expenses

- Compensation and benefits includes all salaries and benefit related expenses. This line includes a 3% adjustment for existing employees. It should also allow for some merit and market adjustments.

History of Salary Adjustments for VML Staff

2008-09	4%
2009-10	0%
2010-11	0%
2011-12	3%
2012-13	2%
2013-14	0%
2014-15	3%

- Annual Conference includes all conference related expenses and has been increased to reflect actual expenditures in recent years and to reflect higher costs in Richmond.
- Workshops/Seminars corresponds to the revenue line of the same name. This has been set to reflect recent expenditures and the newly added regional suppliers.
- HR & Financial Services reflects the agreement between VML and VMLIP for these services. I propose continuing this relationship.
- Travel includes all staff travel, including travel for various VML events as well as professional development travel. This number has been decreased from last year's budget. However, I am recommending an amount higher than the forecasted figure as I have actively been encouraging staff members to attend professional development related events. Several have indicated that they will be doing so in 2015 – 2016.
- Office Supplies & Postage is being decreased to reflect actual expenditures in recent years.
- Office Maintenance & Equipment includes expenses for copiers, postage machines, and other leased equipment. In December, we entered into a lease for a new copier/printer. With the addition of newer equipment, we plan to run more publications and printing in-house.
- Office Rent reflects expenses for rental storage space.
- Building Expenses & Utilities is a category that combines two prior expenses lines involving building expenses and utilities. This line is expected to remain constant.
- Computer Services includes non-capitalized computer related expenses. Our actual numbers in this line will be well over the budget for 2014 – 2015. Our expenses in this area have been increased as a result of out-sourcing our technical services that were previously provided by VMLIP staff. In addition, we have made a conscious effort to enhance our technical capabilities.

- Dues and Subscriptions includes various memberships and publications for VML and VML staff. This line is expected to remain constant.
- National League of Cities Dues includes our dues to NLC for the upcoming fiscal year. In addition, I have included funds to host a regional meeting. Therefore, I am suggesting that we remove “dues” from the label.
- Insurance reflects expected costs for non-employee related insurance.
- Professional Fees includes expenses for professional services (such as legal services). This line is expected to remain constant.
- Advocacy is the line that corresponds to the revenue line of the same name. It includes payments to various policy advocates and the costs associated with the VML lobbyists. This line is expected to remain constant.
- Publications is the line that corresponds to the revenue line of the same name. It includes expense relating to publications including *Virginia Town & City*.
- Executive Committee includes all expenses related to the Executive Committee. I am recommending that the travel policy for the Executive Committee be altered to include both the President and President-elect and their spouses to attend NLC and SMC meetings.
- Depreciation is expected to remain constant.
- Miscellaneous is expected to remain constant.
- Special Projects is the expense line for the 324 Places project. We will have some remaining expenses for this project in 2015 – 2016. I am also recommending that we keep some funding in this line for new initiatives.
- Interest includes capitalized expenses related to the copier lease.
- Property Taxes reflects property taxes paid for the property at 13 E. Franklin.
- Accumulated Leave Earned includes all cash pay-outs for leave time. Because we have a combined “paid time off” system, we have to compensate employees for all accumulated leave time when they leave VML (whether by retirement, resignation, or termination). In addition to payments when they leave VML employ, employees had previously been allowed to “cash-in” leave time. In order to have a consistently applied policy, I have established an internal limitation of five days per employee per year for this.

Our outstanding liability for employee leave time was approaching \$300,000. With one recent retirement and others likely in the next few years, I felt like that was an extraordinarily high liability for the organization. So, I instituted the following changes: 1) Starting January 1, 2016, staff will no longer accrue leave time once they reach the cap (currently 675 hours); and 2) Beginning July 1, 2016, the cap will be reduced to 450 hours. This change in policy will reduce our liability by 1/3 and still provide employees with a benefit that is well in excess of the average (240 hours).

Capital Expenditures

Capital expenditures are not reflected in the operations budget and will be funded through current net assets. The VML building is in desperate need of some updating. To accomplish this, planned capital expenditures include the replacement of carpet and window coverings, along with other building updates. We are waiting for estimates, so I

am proposing approval for capital expenditures not to exceed \$80,000. Should any additional need arise, I will take that to the Budget Committee (VML Officers).

Net Assets

Checking (as of 4/30/2015) = \$167,151

Invested Reserve (as of 4/30/2014) = \$2,828,182

Virginia Municipal League

Proposed Budget

July 1, 2015 to June 30, 2016

	2011-2012 Actuals	2012-2013 Actuals	2013-2014 Actuals	2014-2015 Budget	2014-2015 Forecast	2015 - 2016 Proposed
REVENUE						
Membership Dues	1,111,378	1,158,266	1,132,016	1,136,000	1,148,967	1,140,000
Annual Conference	218,548	239,750	226,971	245,000	276,540	250,000
Workshops/Seminars	14,768	29,801	9,760	20,000	40,290	35,000
Advocacy	40,980	9,935	10,350	25,000	32,170	25,000
Interest	3,019	3,426	2,673	2,000	2,900	2,500
Publications	71,719	56,376	73,194	61,000	85,830	80,000
Insurance Program	616,540	616,645	786,416	867,000	899,800	890,000
Sponsorships	160,960	161,543	155,856	150,000	141,350	140,000
Affiliated Groups	79,687	82,791	86,814	85,000	87,340	85,000
Miscellaneous	23,213	20,213	53,570	25,000	33,326	25,000
Transfer from Surplus	N/A	N/A	N/A	40,000	40,000	0
Total Revenue	2,340,811	2,378,747	2,537,621	2,656,000	2,788,513	2,672,500
EXPENSES						
Compensation and Benefits	1,600,992	1,615,047	1,571,132	1,680,000	1,622,950	1,680,000
Annual Conference	172,749	181,306	191,264	180,000	195,568	200,000
Workshops/Seminars	17,043	29,346	26,579	35,000	37,600	38,000
HR & Financial Services	2,298	2,372	5,688	18,000	15,800	20,000
Travel	37,760	38,438	33,332	60,000	35,000	50,000
Office Supplies & Postage	45,787	35,849	29,848	40,000	25,000	30,000
Office Maintenance & Equipment	3,677	1,854	7,263	30,000	21,800	30,000
Office Rent	5,008	10,386	2,818	11,000	3,000	5,000
Building Repairs & Utilities	33,243	31,834	37,398	40,000	33,100	35,000
Computer Services	6,726	6,218	26,088	20,000	40,000	45,000
Dues and Subscriptions	15,325	17,638	20,686	22,000	10,950	20,000
National League of Cities-Dues	21,192	21,616	22,048	22,048	22,048	32,050
Insurance	14,383	14,763	19,785	18,000	10,884	18,000
Professional Fees	97,144	49,578	53,417	46,000	44,600	46,000
Advocacy	140,469	94,442	96,166	118,000	112,500	115,000
Publications	67,986	57,959	76,181	100,000	68,500	75,000
Executive Committee	25,011	24,666	27,487	40,000	31,000	40,000
Depreciation	25,004	26,934	32,876	30,000	32,900	33,000
Miscellaneous	19,005	16,195	20,739	20,000	21,850	25,000
Special Projects	N/A	N/A	N/A	40,000	40,000	40,000
Interest	4,288	3,242	2,061	3,000	2,000	2,000
Property taxes	6,913	6,913	6,975	7,000	6,975	7,000
Accumulated Leave Earned	7,626	2,146	32,880	20,000	54,793	55,000
Total Expenditures	2,369,628	2,288,743	2,342,710	2,600,048	2,488,818	2,641,050
Budget Surplus	(28,818)	90,004	194,910	55,952	299,695	31,450
Checking (as of 4/30/15)	167,151					
Invested Reserve (as of 4/30/15)	2,828,182					



To: VML Executive Committee
From: Kim Winn, Executive Director
Date: May 5, 2015
Re: ED Report

The following summarizes our activities since July 1, 2014. It by no means is a complete list of VML work. It highlights what I believe to be the key achievements in each of the focus areas.

As I know that I have said many times, I am very proud of the work that has been accomplished over the last year. There is much more to do and I look forward to working together toward our goals.

Building Relationships

Relationships are the critical foundation upon which successful organizations must be built. VML is committed to forming and maintaining relationships in order to provide excellent service to the membership and to promote the principles of good government.

- VML will develop and maintain strong working relationships with members of the General Assembly, the State Administration, and the Federal Delegation. We invited the delegates and senators from the region to attend our Annual Conference in Roanoke. Several took us up on that offer and even more participated in the host city event. The fall regional suppers were focused on the 2015 legislative session and all members of the General Assembly were invited to attend (12 did so).

By far, the most exciting change in this area was VML Day at the Capitol with over 50 legislators and a number of Cabinet members attending our reception. In addition, both the Governor and the Lt. Governor spoke. The Attorney General was also in attendance. The response from the membership was tremendous, with over 70% indicating that they made face-to-face contact with their legislators during the day.

- VML will facilitate networking among the membership and between VML and local government officials. The newly instituted regional suppers have been a terrific success. In the spring (of 2014 and 2015), we had the opportunity to focus on different topics in different parts of the state. As mentioned above, the fall meetings were focused

on the upcoming legislative session. Not only do these events get VML staff on the road, but they provide our members an opportunity to meet together on a regional basis.

VML hosted a reception at the NLC Congress of Cities. Over 50 individuals participated and many thanked us for providing this networking opportunity. As a side note, most of the expense for this event was underwritten by sponsors secured by our new Conference & Marketing Coordinator, Anita Yearwood.

Key components of the 324 Places initiative are bringing our membership together in different ways. The recent webinars focused around the 324 Places topics have been well received. In addition, conference sessions have been established that will include specific topics and regional discussions.

- VML will build and maintain partnerships with peer associations, the business community, and other groups with mutual interests.

VML maintains a positive working relationship with VACo. Together, the two associations host weekly liaison meetings during the legislative session. In addition, the officers of both associations met in the fall. We also extended the offer (and VACo accepted) to work together to host the 2016 Finance Forum.

The hiring of our new Conference/Marketing Coordinator signaled the beginning of our efforts to enhance our relationship with the business community. We have developed a new “corporate engagement” strategy that includes packages designed to suit businesses with different interests in working with VML.

I worked with the Department of Education in the development and distribution of the If I Were Mayor essay contest materials. Those partnerships will continue to grow as VML gets more involved in civics education.

It would be impossible to recite all of the boards and commissions that VML works with on a regular basis. But, the staff at VML is frequently called upon to participate in various groups with a wide variety of interests.

- The VML Executive Committee will promote and implement principles of ethical and effective leadership throughout the organization.

The 324 Places initiative is truly an example of the Executive Committee stepping out and providing strong leadership for this organization. Through this project, we will be able to provide our localities invaluable research and action steps for their future.

Communications

Timely and substantive communication is critical to the overall mission of VML. As such we are committed to establishing both print and electronic communications to achieve the research, training, and advocacy goals of the organization.

- VML will develop a comprehensive communications strategy in order to tell the local government story and to establish VML as the primary information hub for local government officials.

We have been working to upgrade all of our communications. This included a complete overhaul of the website and development of online registrations. In addition, *Virginia Town & City* is now full color and substantive articles by VML staff have enhanced the content. Our new Communications Specialist, Nancy Chafin, will be working on a communications strategy over the coming months.

The 324 Places initiative will provide significant, substantive content for dissemination in the magazine, via webinars, and at the Annual Conference.

- VML will explore and maximize ways to use communications in order to promote the legislative agenda of the organization.

We recently combined our various electronic mailing lists to ensure that all individuals will receive all of our electronic communications. The legislative staff made a concerted effort to contact local officials asking them to engage in direct lobbying on a number of key issues (e.g., budget amendments, redistricting).

- VML will develop a comprehensive marketing strategy in order to build stronger relationships with the business community and to provide appropriate avenues for businesses to offer their services to the VML membership.

As I mentioned previously, we developed a marketing guide that includes a variety of options for the business community. Through this multi-pronged approach, vendors and sponsors will be able to participate in VML events either as part of a package or as an individual offering.

We are also working to enhance the database of potential business partners. Each time one of us attends a conference, we share the sponsors/vendors with our Conference/Marketing Coordinator. In addition, I have encouraged staff to actively consider groups or individuals that we should solicit.

- VML will work to educate and assist the membership in learning to tell their story in a manner that effectively demonstrates the community building accomplished by local governments.

Virginia Town & City does a terrific job of allowing localities to tell their story. In addition, one of the regional suppers last spring was specifically focused on how to tell your community's story.

Engagement

Developing and maintaining an engaged membership is vital to both the short and long term success of VML. We will actively seek ways to engage our membership and to support citizen engagement in our local governments.

- VML will evaluate new ways to demonstrate the value of membership in VML along with the value of being an active participant in the association and our conferences.

Two new localities joined VML over the past year (Saltville and Monterey). We have also updated our internal publications that explain the value of VML. Getting on the road and developing regional relationships has also been a key to demonstrating VML's value.

The 324 Places initiative has already engaged our membership by conducting a survey of the topics that localities would like to be studied. The resulting eight topic areas will be the focus of numerous trainings and programs. This type of trend-based programming keeps VML current and relevant as the primary source for information for local officials.

- VML will work to identify ways to improve citizen engagement, including ways to enhance the civics knowledge of Virginia's students.

The If I Were Mayor essay contest was a terrific success. Exactly 999 students submitted essays for consideration. That means that nearly 1,000 students in Virginia spent time thinking about their locality and what it would be like to be the leader of that community. It is impossible to put a value on the importance of programs like this. Through this and other civics education programs, VML will be have a direct impact on our future leaders.

One of the key areas for study in the 324 Places initiative is public engagement and purpose. We have scheduled this topic as the opening keynote for our Annual Conference.

- VML will identify and implement programs to encourage the membership to play a more active role in advocacy at both the state and federal level.

On January 7, 2015, VML hosted another successful Finance Forum with 76 local officials participating. This event gives us the opportunity to educate the membership about the state budget so that they can be more effective advocates for their community.

In addition, the new VML Day at the Capitol was designed to facilitate more direct contact between local officials and state officials. We had nearly 200 local officials participate in this event. The post-event evaluations were

overwhelmingly positive. Plans are underway for the 2016 event which will be held in the same location during the same timeframe.

Finance

In order to evaluate existing programs and plan for the future of the organization, VML must maintain a strong financial position. VML is committed to maintaining and modernizing accurate and appropriate financial systems.

- VML will evaluate existing programs, seek efficiencies, and make recommendations for staffing changes in order to accomplish the strategic goals of the organization.

Following individual meetings with each staff member, I made two significant staff changes. First, I moved Kimberly Pollard into the Information Services Manager position. As we move forward with our database and other electronic data, it was very clear that we needed an individual to facilitate and manage this information and data.

I also established and filled the position of Conference & Marketing Coordinator. This position has already enabled us to modernize our events and will continue to do so. In addition, this position will be critical in bringing in marketing revenue to make sure that we have the resources available to engage in projects related to our strategic goals.

I have also started the process of working through some of our existing arrangements to make sure that we are being as efficient as possible. For example, after the purchase of the new phone system, we asked our vendor to research the best service rates. As a result, we changed providers and will be saving \$200/month on phone service.

- VML will seek strategic partnerships, where possible, in order to enhance our ability to provide top quality programming and services for the membership. The relationship with Southeastern Institute of Research and the 324 Places initiative is a perfect example of a partnership that will inform our future programming. Once we determine the key trends for localities, we will be able to customize our offerings to coincide with those trends.

VML/VACo Finance continues to provide critical services for our members. The new Virginia Investment Pool (VIP) is off to a great start and will likely be a source of quality investments for large and small communities alike.

Our relationship with VMLIP serves a twofold purpose: 1) It provides our members with a high quality insurance option; and 2) It provides significant revenue to VML general funds and to the VML Annual Conference.

- VML will enhance financial reporting and modernize financial systems where appropriate.

We re-worked the chart of accounts to match the budget that was adopted for 2014 – 2015. With this change, the budget, the financial reports, and the audit should have consistent categories.

In addition, we now accept credit card payments and each staff member has been issued a purchasing card. This convenient method of payment has allowed for more consistent reporting, a reduction in bank fees, and even a cash back allowance.

We received a clean audit with no management letter for the period ending June 30, 2014. After doing a request for proposal for audit services, the low bid came in at \$10,000 under our prior agreement.

VML 2015 Legislative Summary & Update



Bristol, Rocky Mount, Leesburg, Wachapreague, Farmville, Williamsburg, and Orange

April-June, 2015

Budget Bill Highlights

Good News

- \$30 million “Local aid to the Commonwealth” ended;
- Salary boosts for teachers & state-supported local employees;
- VRS “super” deposit will cut back the unfunded liability for the teacher retirement plan, thereby reducing the amount of future contributions.

Bad News

- Expansion of raid on local fines & fees - \$895,000/year;
- No increase in 599 funding.



Ethics Reform



- Absolute \$100 cap on gifts – tangible or intangible, if from lobbyist, lobbyist’s principal or party contracting with locality;
- Travel paid by a 3rd party if approved by COIA Council. Approval not required for locality-paid travel;
- Clarifies that travel paid for by a local official’s government agency is not a gift (Legislature rejected Gov. McAuliffe’s amendment to this provision to make it a “gift”);

Ethics Reform (continued)

- \$250 civil penalty for missing filing deadline;
- In towns under 3,500, officials are not required to file the disclosure form, not subject to the \$100 gift cap, and are not required to obtain the approval of the COIA Council for trips;
- Bill clarifies that local officials will file forms with local clerk of the governing body.

Legislature continues annual assault on local revenues

- BPOL & M&T;
- Property tax exemptions by class - increases the tax burden on others;
- Challenges to correctness of assessments.



Property tax exemptions – a disturbing trend

HB 1721

- Retools the benefit calculation for surviving spouses whose soldier-spouses were killed in action;
- Survivors will be eligible for a tax exemption capped at the average assessed value of all dwellings located within the locality that are situated on property zoned as single-family residential;
- Example: if the average assessment is \$200,000, then a residence assessed at \$500,000 will be exempted on the first \$200,000 of the assessment. The remaining \$300,000 assessment would remain taxable.

Property tax exemptions – a disturbing trend (continued)

HJR 597

- Constitutional amendment to provide, at local option, property tax exemptions for the surviving spouse of any first responder killed in the line of duty;
- The exemption would apply to survivors whose spouses worked for state and federal as well as local first responder agencies;
- The survivors who did not live in Virginia at the time their spouses were killed in the line of duty would also be eligible upon moving to Virginia;
- The proposal must be readopted next session with identical language and then approved in the November, 2016 election to become law.

Zoning: Rules governing variances changed

HB 1849

- Makes it easier for a BZAs to grant a variance to a landowner who applies for relief from zoning rules;
- Adds the height of buildings and shape of a lot to the kinds of regulation from which a variance provides relief;
- Currently, a variance is allowable only when the rules “result in unnecessary or unreasonable hardship to the property owner.” The bill changes that test to one in which the rules “unreasonably restrict the utilization of the property”;
- One caution: bill has new procedural rules a BZA must follow.

Transportation

HB 1887 (Jones) alters the current allocation for construction projects

Beginning July 1, 2021:

- 45% to rebuild deteriorated pavement and bridges within the state's interstate and primary system of highways. (This includes those primary routes owned and maintained by cities and towns);
- 27.5% for projects (including rail and transit) that reduce congestion along statewide corridors and within regional networks;
- 27.5% in highway construction district grants to fund local projects to address needs identified in the Statewide Transportation Plan.

These changes will benefit VML members. That's because the current formula directs the Commonwealth Transportation Board (CTB) to prioritize the funding of state projects, which leaves nothing to reflect local priorities.

Transportation (continued)

Beginning July 1, 2021 the Northern Virginia construction district will receive annual allocations of:

- \$31.2 million to rebuild pavement & bridges (10.6% of state total); and
- \$37.4 million in highway construction district grants (20.7% of state total)



Transportation (continued)

Starting in FY 2017 through FY 2021 - \$208 million of currently un-allocated funds will be available for highway construction district grants.

VDOT Construction District	Total allocations 2016-2020 in Millions \$
Bristol	14.8
Culpeper	12.9
Fredericksburg	14.4
Hampton Roads	42.0
Lynchburg	14.8
Northern Virginia	43.1
Richmond	30.0
Salem	20.0
Staunton	16.2

- Going forward, all proposed projects will be ranked by a new prioritization process that is scheduled to be adopted by the CTB in June;
- Screening criteria requires projects be located in designated state/regional corridors and/or Urban Development Areas (UDAs);
- The ranking of projects will assist the CTB in making final decisions on allocation of funds;

Procurement: Changes to law have local implications

HB 1835 and SB 1371

For local governments, what did not get added to the bill was significant. Special interests pushed to require DGS to issue opinions on any problems of a construction procurement that a contractor wished to complain about. VML, VACo and others fought successfully to have the provision stripped from the final version of the law.

Procurement (continued)

- Local councils will not be required to issue a written decision justifying procurement of goods or services by competitive negotiation (best overall offer) instead of competitive sealed bidding (lowest bid);
- Non transportation-related construction is specifically included in the kinds of procurement that may be done in a small-purchasing procedure;
- Architectural and engineering services for multiple projects may be combined into a single procurement, subject to numerous restrictions including a maximum term of 5 years.

Procurement (continued)

Job order contracting (JOC) rules were rewritten:

- JOC is a method of procuring construction “by establishing a book of unit prices and then obtaining a contractor to perform work as needed using the prices, quantities and specification in the book”;
- The new law limits how big a JOC can be to \$500,000 for an order and a total of \$5 million for a year;
- The bill severely limits acquiring architectural & engineering services via JOC and prohibits its use for highway work;

Procurement (continued)

- Cooperative procurement (piggybacking onto another locality's contract) may not be used for construction. 2 or more localities, however, can jointly procure goods, services or construction.
- The procurement of construction valued at more than \$2 million must be reported to the Department of General Services (DGS) if any method other than competitive sealed bidding is used;



Public safety: Towns may use electronic traffic tickets HB 1560 & SB 888

- Minimizes time officer & driver are on the side of a road or highway;
- Allows town police to interface via onboard laptops with the electronic traffic summons system;
- The onboard program issues the summons & coordinates with the traffic court so all the information is on record;
- A locality may impose a \$5 fee that must be segregated to pay for the e-summons system.



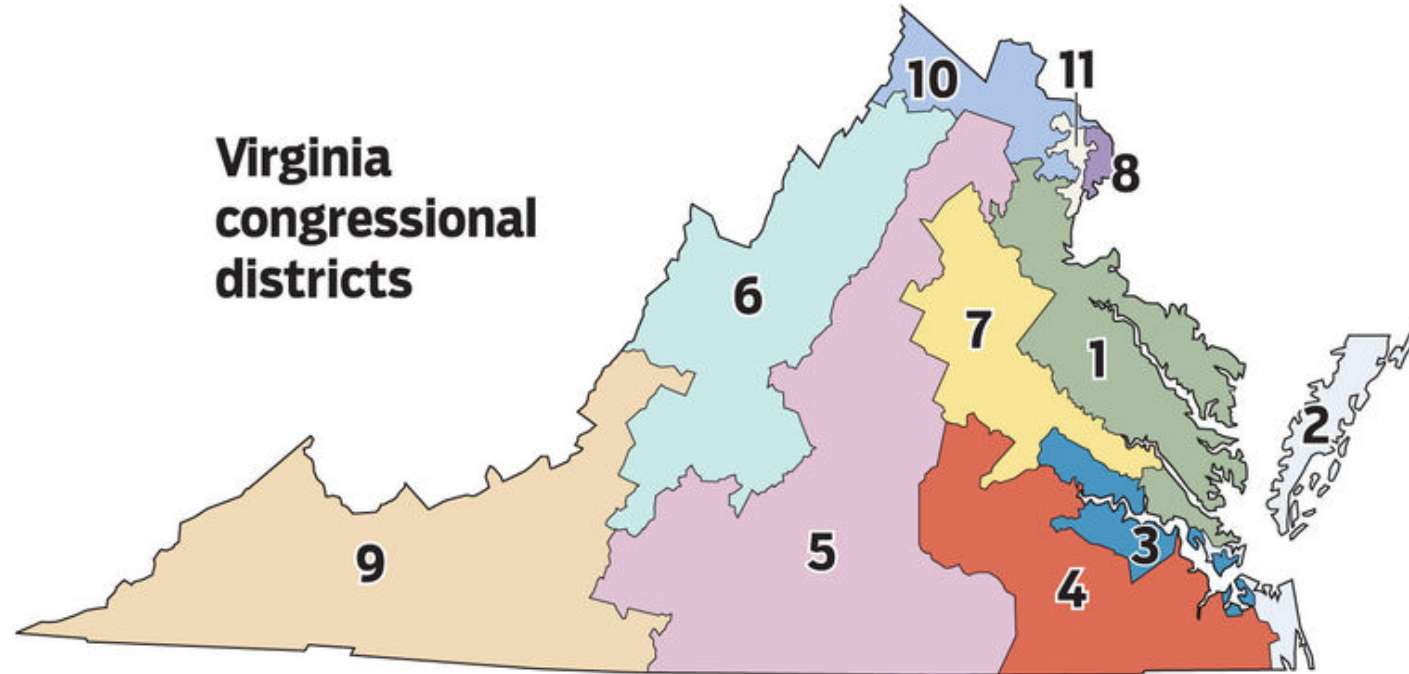
General Assembly begins efforts to reform child care

HB 1570 and SB 1168

- Strengthens safety and reporting requirements for home-based child care services;
- Localities that have BPOL must report to VDSS information on child day centers or family day homes that are issued business licenses;
- Lowers the minimum from 5 to 4 children to be classified as a “family day home” for zoning purposes;
- Mandatory fingerprint checks of most providers into effect July 1, 2017.



Redistricting: Reform initiatives rejected by House panel



JOHN G. OWNBY/TIMES-DISPATCH

- VML supports the establishment of a nonpartisan commission to draw the district lines for Congressional and state legislative seats according to specified criteria, including recognizing political boundaries;
- OneVirginia2021 will continue to push for redistricting reform in future sessions.

VML Legislative Scorecard

Legislation	VML Position	Result
HB 1352 (Ramadan) would have gutted the BPOL tax.	Opposed	Bill Failed
HB 1416 (Taylor) would have eliminated the presumption that an assessor's valuation of real estate is correct.	Opposed	Bill Failed
HB 1540 (Albo) would have prohibited a local government from obtaining any information on price when procuring professional services until it is negotiating a contract with the top pick.	Opposed	Bill Failed

VML Legislative Scorecard (continued)

Legislation	VML Position	Result
HB 1576 (Pogge) would have established an arbitration process for residential assessment appeals.	Opposed	Bill Failed
HB 1721 (Ramadan) – as introduced – eliminated the formula for awarding real estate tax exemptions to survivors of military personnel killed in action. Would have awarded the benefit to all survivors regardless of economic need.	Opposed	Amended Bill Passed, Partial victory
HB 1744 (Hugo) would have allowed all local government employees to demand use of a 3-member panel instead of a hearing officer for the final step of a grievance.	Opposed	Bill Failed

VML Legislative Scorecard (continued)

Legislation	VML Position	Result
HB 2083 (Peace) and SB 1041 (Hanger) requires local CSA teams to create new policy and procedures to allow a parent or guardian to directly refer a child to the local Family Assessment and Policy Team.	Opposed	Bill Passed
Redistricting reform - SB 840 (Watkins) and SJR 284 (Vogel and Lucas).	Supported	Bill Failed
SB 1448 (Vogel) will protect the ability of a locality to use a community development authority (CDA) as a financing tool for infrastructure.	Supported	Bill Passed



May 4, 2015

To: VML Executive Committee

From: Janet Areson

Subject: Federal issues update

FY2016 federal budget. This week the House voted 226-197 to adopt a FY2016 budget resolution that would increase defense spending, retain the sequester, and deeply cut domestic discretionary spending (i.e., the programs of greatest importance to local governments). Under this resolution, child welfare, nutritional programs (such as SNAP and WIC), and low-income housing assistance would see a 14.2 percent cut over the next 10 years (\$718 billion). The \$1.017 trillion sequestration budget ceiling for FY2016 would be retained.

Federal assistance for education, transportation, and housing would be kept below the caps set in a 2011 deficit reduction law. Cuts would also come to public health, biomedical response and health-related research through the National Institutes of Health, as well as to early childhood education and disability-related services.

Transportation reauthorization. The clock is again ticking on reauthorization of the country's transportation funding program, which will expire at the end of this month, following a 10-month extension approved last year. This is going to be nearly impossible to achieve this month since Congress will be in session for less than two weeks total this month.

The Senate is looking for a funding source to close a shortfall in federal funding estimated to be about \$15 billion per year. House leaders are not in favor of increasing the federal gas tax, and though they pledge they want a long-term reauthorization, it does not likely to see anything but short-term extensions for the remainder of this fiscal year.

On the budget front, earlier this week the House Appropriations Transportation subcommittee approved a funding bill for next year that would freeze next year's federal funding for highway and transit at this year's \$51 billion level (\$40.25 billion for highways and \$10.7 billion for transit). This is about \$20 billion less than the Obama Administration included in its proposed FY2016 budget. It also does not address the expected \$16 billion gap in FY2016 between the gas tax revenues dedicated to the Highway Trust Fund and expected expenditures. In addition, the subcommittee's bill would cut the Transportation Investment Generating Economic Recovery (TIGER) competitive grant program by 80 percent to \$100 million – compared to \$500 million this year. The spending measure now goes to the full committee for consideration.

The National League of Cities joined the Environmental and Energy Study Institute and the American Public Transportation Association on "Stand Up for Transportation Day" for a Capitol Hill briefing about the looming expiration of the federal surface transportation bill, and the potential consequences for cities. A number of local officials spoke to the impact of proposed cuts and the lack of movement on a reauthorization overall.

Cities represented on tax reform group. The National League of Cities (NLC) was recently invited to participate on a federal tax code working group established by the Senate Finance Committee. At the task force's first meeting, NLC presented the local government perspective, emphasizing the importance of tax-exempt municipal bonds as "the preeminent financial tool" for building infrastructure.

NLC, along with the National Association of Counties, the U.S. Conference of Mayors, and the Government Finance Officers Association, also submitted a letter to the Senate Finance and task force leadership, asking that they be mindful of three specific areas as they examine tax reform:

- 1) Maintaining the federal tax exemption on municipal bonds to promote job creation and improve the country's infrastructure;
- 2) Ensuring that state and local government retain authority to set their own tax policy; and
- 3) Opposing federal preemption to grant preferential tax treatment to certain industries and threaten the health of state and local governments.

The letter reminded the committee leadership that for more than a century, tax-exempt municipal bonds have been the primary tool for state and local governments to finance basic public infrastructure, including schools, water treatment plants, bridges, and libraries. This exemption is not a "loophole" but rather a fundamental component of the intergovernmental partnership. Further, more than two-thirds of all public infrastructure projects in the country are financed by municipal bonds, allowing local governments to save approximately two percent on borrowing costs, which translates to substantial savings for taxpayers.

Finally, the letter put in a plug for action on the Marketplace Fairness Act (S 698) as a way to respect local authority and allow the collection of taxes already owed to state and local governments on mail-order and Internet-based sales.

Municipal bond letter. NLC reports that more than 100 representatives, including Virginia Representatives Comstock, Connolly, and Wittman, signed on to a bipartisan Dear Colleague letter urging House leadership to support the preservation of the tax exemption on municipal bond interest. The letter was co-authored by Reps. Randy Hultgren (R-IL) and C.A. Ruppertsberger (D-MD).

As referenced in the previous item, the tax-exempt status of municipal bonds is under threat, whether as part of tax reform discussion, deficit reduction plans, as an offset for new spending, or budget proposals (including the President's FY16 budget proposal).

Amicus report

To: VML Executive Committee

From: Mark Flynn, General Counsel

Re: Amicus report

Date: 28 April 2015



Hazel Homes v. King George County Service Authority

VML has been asked to participate in an amicus brief in the King George Service Authority (KGSA) case now before the Virginia Supreme Court.

Background:

The developer that created a residential subdivision in King George County entered into an agreement with the county's service authority for the developer to build the internal water and sewer infrastructure and then to turn it over to the authority. The developer agreed to pay all connection and other fees that the authority charged all users. The project was sold and the new owner balked at paying the fees.

In King George County, the service authority operates several separate systems for various parts of the county. It operates them all as a single, unified system.

Issues:

The Virginia code provides that water authorities like the King George Service Authority and locality-owned water & sewer operations may charge fees based on the share of all costs to the authority or locality to provide water and sewer services. That is, the authority or locality is not required to identify one set of fees for each separate system that is part of its operations.

This appeal raises the question of whether the authority may include the various areas it serves in a unified system and charge uniform fees throughout. If it may not, the bookkeeping for the authority would become very extensive, expensive and burdensome.

The appeal also raises the question of whether a payment made by a citizen (Hazel Homes, in this case) is voluntary or is made as an "urgent and immediate necessity" payment. Under Virginia law, a payment made for an urgent and immediate necessity may be demanded to be repaid by the party that made the payment. The

standard is a difficult one for the party making the payment to meet. Because Hazel Homes raised the issue, it is a factor in this appeal.

The appeal raises contractual issues, but those are specific to the parties.

Factors VML considers in deciding to participate in an amicus brief.

1. Whether the case has statewide implications for Virginia's cities, towns and counties.
MET. If the Court were to rule against the authority, it would have a negative impact on other water and sewer authorities and on cities, towns and counties that provide the services directly.
2. The importance of the issues raised in the case to the operation of local government and possible financial impact on local governments.
IMPORTANT. The expense of complying with an adverse ruling would cause significant record keeping efforts for Virginia's localities.
3. Whether the appeal involves a significant question of law for Virginia's local governments.
The law on this issue is reasonably well settled, with fairly clear state code provisions and a few recent Supreme Court opinions that flesh out the statutory provisions. That would be unsettled for local government-run water providers.
4. Whether the participation by VML would have a positive effect on the outcome of the case and the likelihood of success in the appeal.
It should be helpful to convey the message to the Court that this is not just a dispute between a single county and a property owner. The Court's decision will have statewide impact.
5. Whether there is sufficient time to adequately prepare a brief and available funds to pay the costs of the brief by competent counsel.

An amicus brief would not be due until mid-summer so time is not a major issue. VML would join the Local Government Attorneys of Virginia, possibly VACo and possibly the water authorities association in a single brief. The costs would probably be less than \$5,000 to VML. The bill would probably fall due next fiscal year.

For these reasons, I recommend that VML participate in an amicus brief with other associations, if the Supreme Court grants the petition for appeal.



2015 Annual Conference Key Executive Committee Events

Sunday, October 4

12:00 p.m. – 1:00 p.m.	Executive Committee Lunch
1:00 p.m. – 3:00 p.m.	Executive Committee Meeting
3:00 p.m. – 5:00 p.m.	Legislative Committee Meeting
4:00 p.m.	Nominations Committee
5:30 p.m. - 6:30 p.m.	Executive Committee Open House & Reception VML staff will host an Open House at the VML Headquarters for the VML Executive Committee. The cocktail reception will feature heavy hors d'oeuvres and include tours of the VML offices.

Monday, October 5

9:00 a.m. – 10:15 a.m.	Opening General Session
6:00 p.m. – 9:00 p.m.	Host City Night Host City Night will start with a reception at Richmond CenterStage, a fully renovated, historic performing arts complex. Rich visual displays will showcase the art, culture and history of Richmond. A food truck court will provide an assortment of local cuisine, highlighting Richmond's excellent and authentic food scene. Local performance arts groups will provide entertainment.
9:00 p.m. – 10:00 p.m.	Dessert Reception in Outgoing President's Suite

Tuesday, October 6

9:00 a.m. – 10:30 a.m.	General Session
3:30 p.m. – 5:00 p.m.	Business Meeting & Election of Officers
5:45 p.m. – 6:30 p.m.	President's Reception
6:30 p.m. – 10:00 p.m.	Annual Banquet & Entertainment The Annual Banquet will include remarks by the incoming President and the presentation of Achievement Awards. Afterwards, guests will go to the lower level for a dessert reception. Kings of Swing, "Virginia's most versatile dance and show band," will provide the evening's entertainment.
9:30 p.m. – 10:30 p.m.	Reception in Incoming President's Suite



2015 Annual Conference Preliminary Agenda

October 4-6, 2015

Richmond Marriott

500 East Broad Street, Richmond, VA 23219

Sunday, October 4

12:30 p.m.	6:30 p.m.	Registration
12:00 p.m.	1:00 p.m.	Executive Committee Lunch
1:00 p.m.	3:00 p.m.	Executive Committee Meeting
1:00 p.m.	6:30 p.m.	Exhibit Hall Open
3:00 p.m.	5:00 p.m.	Legislative Committee Meeting
3:30 p.m.	4:30 p.m.	Nominations Committee Meeting
4:30 p.m.	5:30 p.m.	First Cities Meeting
5:30 p.m.	7:00 p.m.	Opening Reception in the Exhibit Hall
5:30 p.m.	6:30 p.m.	Executive Committee Open House/Tour

Monday, October 5

8:00 a.m.	8:45 a.m.	Continental Breakfast in Exhibit Hall
8:00 a.m.	3:00 p.m.	Exhibit Hall Open
8:00 a.m.	4:00 p.m.	Registration
9:00 a.m.	10:15 a.m.	Opening Session
9:00 a.m.	12:00 p.m.	VLGMA Meeting*
10:15 a.m.	10:45 a.m.	Break
10:45 a.m.	11:45 a.m.	Breakouts (Trends) & Mobile Workshop
11:00 a.m.	1:30 p.m.	Spouses Tour & Group Lunch (VMFA)
12:00 p.m.	1:00 p.m.	NBC-LEO Program and Luncheon
12:00 p.m.	1:15 p.m.	VLGMA Luncheon*
12:00 p.m.	1:00 p.m.	Lunch in Exhibit Hall
1:30 p.m.	2:30 p.m.	Breakouts (Trends) & Mobile Workshop
1:15 p.m.	3:00 p.m.	VLGMA Board Meeting*
2:30 p.m.	3:00 p.m.	Break
3:00 p.m.	4:00 p.m.	Breakouts (Regional)
4:00 p.m.	6:00 p.m.	First Cities Meeting
6:00 p.m.	9:00 p.m.	Host City Night

Tuesday, October 6

8:00 a.m.	9:00 a.m.	Continental Breakfast
8:00 a.m.	12:00 p.m.	Registration
9:00 a.m.	10:30 a.m.	General Session
10:30 a.m.	10:45 a.m.	Break
10:45 a.m.	12:00 p.m.	City, Town and Urban Section Elections & Workshops
12:00 p.m.	1:30 p.m.	Awards Luncheon
12:00 p.m.	1:15 p.m.	Women in Local Government Luncheon*
1:45 p.m.	3:15 p.m.	Local Government Roundtables
2:00 p.m.	3:00 p.m.	Past Presidents' Meeting
3:30 p.m.	5:00 p.m.	Business Meeting & Election of Officers
5:45 p.m.	6:30 p.m.	President's Reception
5:45 p.m.	6:30 p.m.	Banquet Reception
6:30 p.m.	8:00 p.m.	Annual Banquet
8:00 p.m.	10:00 p.m.	Dessert Reception & Entertainment

*Items marked with an asterisk take place at the Hilton Garden Inn, located at 501 E Broad St, Richmond, VA 23219.

Annual Conference Event Dates & Hotel Accommodations

Richmond, Virginia

Events

Virginia Mayors Institute

October 3-4, 2015

Hilton Garden Inn

Newly Elected Officials Conference

October 4, 2015

Hilton Garden Inn

VML Annual Conference

October 4-6, 2015

Richmond Marriott



Hotel Accommodations

Richmond Marriott

500 E Broad St, Richmond, VA 23219

(804) 643-3400

\$159/night

Reservation cut off date: 9/18/2015

Online Reservations: <http://bit.ly/1CzBxBb>

Hilton Garden Inn

501 East Broad Street, Richmond, Virginia, 23219

(804) 344-4300

\$139/night

Reservation cut off date: 9/18/2015

Online Reservations: <https://aws.passkey.com/g/39966255>

**Mark your calendar for these events and
make your hotel reservations today!**

Memorandum

To: VML Executive Committee

From: Joe Lerch

Date: May 4, 2015

Re: Go Green Virginia initiative update

The Go Green Advisory Committee, now chaired by Christina Luman-Bailey reconvened after a 2-year hiatus on April 13th. The committee will be exploring how to expand the initiative to include federal and state partners in addressing sustainability and resiliency at the community level.

At the meeting it was decided to create two subcommittees: (1) a scorecard committee to update the Green Government Challenge to include both sustainability and resiliency actions local governments can adopt; and (2) an outreach and education committee to develop a plan for increasing participation in both the Go Green Virginia initiative and the challenge. Both subcommittees have begun their work and the full committee will meet again on June 22nd.

In the meantime work has begun on updating the website so that the revised Green Government Challenge for 2015 will be ready to launch by the end of June.

Copy: Kimberly A. Winn, Executive Director