



BETTER COMMUNITIES THROUGH
SOUND GOVERNMENT

DRAFT AGENDA
JUNE 7th, 2024 – 9:00am
Richmond Downtown Marriott

- I. **Call to Order**
- II. **Approval of Minutes - February**
- III. **Strategic Plan – Follow Up** (Chris Bennett, Spark Mill)
- IV. **Strategic Plan – New Updates**
 - a. Elected Officials Event/Small Town Conference
 - b. Future Relationships (VRSA/Kentucky League of Cities/Milberg Law Firm)
- V. **Operational Action-Items**
 - a. 2024-2025 Annual Budget
 - b. Conference location 2025
 - c. General Assembly Session
 - i. VTA, First Cities, VACo
- VI. **Future Meetings**
 - a. October 12th Virginia Beach

MEETING RHYTHM

Meeting 1 – June - Strategic Planning Retreat (Richmond)

Create annual workplan (incl. revenue, programming, etc.)

Approve Budget

Meeting 2 – October (Conference location)

Next year's dates

Meeting 3 – December (President's Locality)

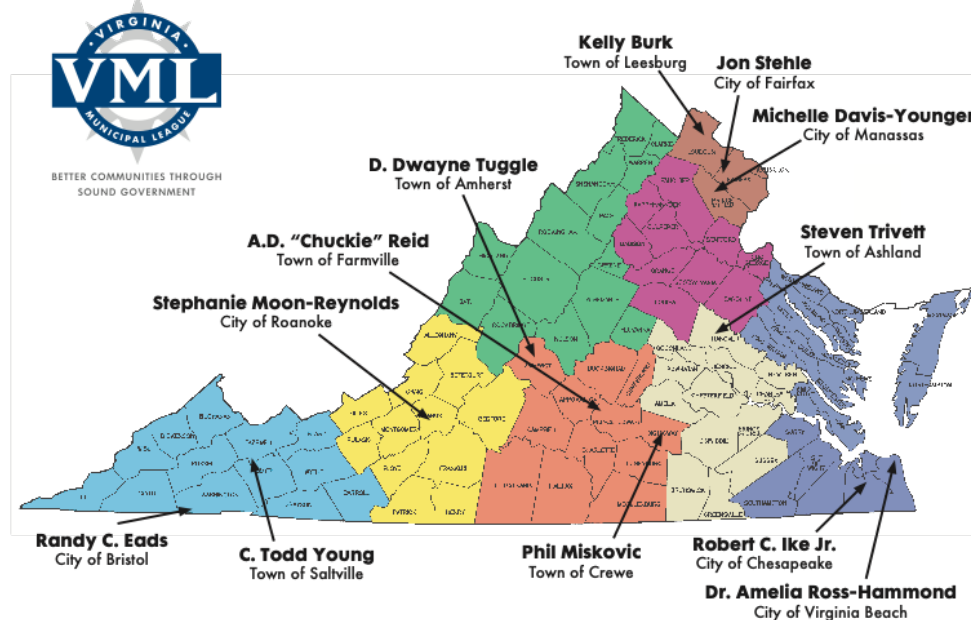
Celebrate President's Locality

Meeting 4 – January/February (Richmond)

Legislative Update

VML Board of Directors

as of November, 2023



STRATEGIC GOALS

1. Elevate the Impact of Local Government by Strengthening Relationships with and Between Municipalities

- 1.1. Increase connection with our locality members across the state
- 1.2. Grow our outreach and support with municipal staffs
- 1.3. Facilitate collaborative peer-to-peer connections

2. Accelerate Local Elected Official and Municipal Staff Impact Through Expanded Value-Added Programming

- 2.1. Expand support for newly elected officials
- 2.2. Bolster education through strategic partnerships with higher education
- 2.3. Maintain strong advocacy efforts and grow member voice with the General Assembly
- 2.4. Emphasize member localities' leading practices and successes
- 2.5. Establish member connections leveraging 21st century communication

3. Cultivate 21st Century Leadership By Streamlining Our Governance Structure

- 3.1. Update our governance structure to include a broader range of municipal voices
- 3.2. Designate and articulate clear entry-points and pathways for leadership participation by members
- 3.3. Fully deploy and empower VML staff
- 3.4. Renew membership categories for broader participation and engagement

4. Support Strategic Initiatives Through Organizational Strength

- 4.1. Align current and new staff to support stronger relationships and member value
- 4.2. Cultivate a strong brand through focused and strategic communication

4.3. Re-envision the annual conference to strengthen relationships, engage members, and equip members for excellent leadership

2023-2024 Expectations for Serving on the VML Board of Directors

Board Member Role

The 13-member VML Board of Directors comprises local officials from across the commonwealth. As a member of the VML Board of Directors you provide guidance and direction to the organization in a variety of areas, including:

- Strategic direction in support of VML's mission, vision
- Oversight and fiduciary responsibility aligning with the mission for VML,
- Support and offer guidance to the Executive Director on managing the league's affairs,

There are three ways to participate on the Board of Directors.

- 1. Serve as chair of the Urban, City, or Town Section.** Seek a position as chair of a section applicable to the locality you serve and represent that section on the VML Board of Directors.
 - The Urban Section of VML consists of those cities and counties that are regular members and have a population of more than 35,000.
 - The City Section of VML consists of those cities and counties that are regular members and have a population of 35,000 or less.
 - The Town Section consists of all Town members.
- 2. Fill an "at-large" position.** Each year, the Nominating Committee considers candidates to fill two at-large seats. More at-large positions may be available if an individual serving in one becomes an officer.
- 3. Volunteer for Vice President and President-Elect.** The Nominating Committee also recommends these officers. According to the VML Constitution these positions come from individuals with one year or more of existing Board of Directors service. By virtue of the VML Constitution, the President-Elect automatically moves into the President position.

Board Nominations Process

The past president acts as the chair of the nominating committee. The current president then appoints members to the team.

A Board of Directors Application Form is to be completed by the person seeking to serve on the Board of Directors or by another official on their behalf. This form is released in August and is typically due by September 15.

What criteria are used for board selection?

- **Board Matrix** – geography and demographics, get the best mix of talent to serve this non-partisan board to help move VML's mission forward

- **Preferred Qualifications** – years of public service, active participation in VML (meetings, committees), commitment to the mission/vision of VML, a desire to serve their colleagues across the state.

Board Member Expectations

- A willingness to serve
- A commitment to shared, non-partisan leadership
- Individual board members do not represent the whole of the board. They therefore should not personally extend invitations for speaking opportunities to others or speak to the press or nationwide organizations authoritatively other than at Board direction.

Board of Director Meetings

Participation

Your participation and attendance at Board meetings are important to the success of the League. With the Board only meeting four times a year, you are expected to attend to miss no more than one meeting. Missing more than one meeting will result in a follow-up conversation with the board chair and executive director to determine if the individual is ready for board service at this time.

If a Board member has to be absent from a scheduled meeting, it is their responsibility to contact the Executive Director and the President as soon as practicable to prepare for the absence and ensure undue costs are not incurred.

Meeting Etiquette

Meetings are conducted professionally and efficiently when we respectfully discuss ideas, decisions, and actions in ways that allow for a variety of viewpoints and foster healthy and constructive conversation to get the best decisions and solutions in support of VML's mission and vision.

Travel & Conference Info And Expectations

BOARD OF DIRECTORS MEETINGS

VML reimburses for travel, hotel and meals for the two summer meetings and a retreat if needed. We do not pay for travel or hotel for the VML Day meeting or the annual conference.

CONFERENCES

Board members will have certain responsibilities at conference events. This includes sitting at the head table during the main event. A Board meeting is held on the first day of the conference.

VML Conference

As a general rule, the President is the presiding officer at the opening general session, the business meeting, and the reception at the annual meeting. The President-elect presides at the closing session.

President's Suite – the President is provided a suite at VML expense for the duration of the conference.

President-Elect Suite – the President-Elect is provided a suite at VML expense for the duration of the conference.

Virginia Town & City Magazine – New President's Profile, November – this requires photos, interviews and a review of the article.

NLC Conferences

The VML President travels to both National League of Cities (NLC) and the Southern Municipal League Conference (SMC) at VML's expense. This does not include guest travel.

The president-elect or designee travels to NLC conferences and SMC at VML's expense; this does not include guest travel.

For NLC meetings, the Executive Director will complete the registration. Reimbursement includes registration, transportation, accommodations and meals.

NLC FLY In (in Washington, DC) for Executive Director and President (TBD – February typically)

NLC Congressional Cities Conference (DC) – (March)

Southern Municipal Conference

VML reimburses for travel of the President to this meeting or for the SMC Board designee.

SMC Elected Officials – (TBD -April typically)

Committees & Policies

COMMITTEES

The VML Legislative Committee and the five policy committees are appointed by the president for one-year terms. Staff provide suggestions regarding members and guidance to the president in their selection.

Policy Committees are:

- Finance,
- General Laws,
- Community and Economic Development,
- Human Development and Education,
- Infrastructure, Transportation and Environmental

CONFLICT OF INTEREST AND HARASSMENT POLICY

Conflict of Interest

Members of the Board of Directors shall avoid any conflict between their respective personal, professional, or business interests and the interests of the League, in any and all actions taken by them on behalf of the League in their respective capacities. If any Board member has a direct or indirect interest in any organization or relationship with any individual that proposes to enter into any Board-approved transaction with the League, that member shall give notice to the President with a copy to the Executive Director of such interest or relationship and shall thereafter refrain from discussing or voting on the particular transaction in which he/she has an interest, and shall refrain from otherwise attempting to exert any influence on the League or its components to affect a decision to participate or not participate in a transaction.

Any consequences to the Board member resulting from a failure to make a disclosure described above will be determined by a majority of the Board voting at a regularly scheduled Board meeting.

A violation of this conflict-of-interest policy does not render an action of the Board voidable unless any measure that was the subject of action would not have passed without the vote of the person who violated the policy.

Harassment Policy

The League is committed to having a diverse workforce with all employees being valued for their individual capabilities and contributions, complying with all federal, state, and local laws on equal employment opportunity, and providing a workplace free from tensions involved in conduct that does not relate to the League's business. In particular, we seek to avoid any hostile atmosphere created by

non-work-related conduct, including derogatory ethnic, racial, sexual, or religious remarks, personal animosity, unwelcome sexual advances, requests for sexual favors, or other similar conduct.

Harassment based on race, color, religion, gender, gender identity, gender expression, age, national origin, veteran status, political affiliation, or disability will not be tolerated. Harassment arises from the dynamics of the workplace including and can be based on nuances, subtle perceptions, and implicit communications. Conduct that may rise to the level of harassment includes verbal remarks (epithets, derogatory statements, slurs, jokes), physical contact (assaults, physical interference with movement or work, touching), visual displays (displaying of printed or photographic materials, objects), and other actions that are demeaning or hostile.

A. Sexual Harassment

Sexual harassment includes unwelcome advances, requests for favors, or other verbal or physical conduct of a sexual nature when:

- A. submission to such conduct is either explicitly or implicitly made a term of condition of employment.
- B. submission or rejection of such conduct is used as a basis for employment decisions.
- C. the conduct is severe or pervasive enough to create an intimidating, hostile, or offensive work environment.

Examples of sexual harassment are:

- 1) physical assaults.
- 2) subtle or overt pressures or direct requests for sexual favors.
- 3) inappropriate displays of sexually suggestive objects or pictures.
- 4) a pattern of unwelcome conduct of a sexual nature that would be offensive to a reasonable person such as unnecessary touching, abusive or demeaning language or gestures (including remarks about another's clothing, body or body movements, or sexual activities), or teasing or joking.

Non-supervisory employee or coworker shall intimate either explicitly or implicitly that an employee's submission to or rejection of sexual advances will in any way influence any personnel decision regarding that employee's employment, evaluation, wages, advancement, assigned duties, shifts, or any other conditions of employment.

The League has a legal duty under state and federal law to shield its employees from such inappropriate behavior, both from other employees, and from among its membership. VML employees' job responsibilities bring them into frequent contact with VML's members, especially those serving on its numerous committees and the officers and members of its Board of Directors.

Our employees understandably perceive officers and Board members as being in a position to influence or control their continued employment. It is essential, therefore, that Board members refrain from any harassing conduct as described above. Board members' dealings with employees should be cordial and professional at all times. If a Board member has concerns about an employee's behavior or performance, they should be expressed to the Executive Director privately. Under no circumstances should a Board member chastise or threaten adverse action against an employee directly.

Likewise, employees are trained to bring complaints of harassment, including those involving a Board member, to the attention of the Executive Director. Upon receiving such a complaint about a Board member, the Executive Director shall consult with the current President (or the Vice President if the complaint involves the President, to determine what corrective action should be taken.

Failure to protect an employee from harassment in such a situation can result in litigation and financial liability for VML and potentially for the individual member involved as well.

Acknowledgment

Each Board of Directors member shall indicate that they have read and understand the 2024 expectations for serving on the Board of Directors.

Signature of Board of Directors member: _____

Name (printed)_____

Date: _____



Application to Serve on VML Board of Directors

At-Large Position

Vice President

President-Elect

The President, President-Elect and Vice Presidents must have served not less than one year on the Board of Directors immediately prior to the election.

Name: _____ Current Title: _____

Locality: _____

Mailing Address:

Email: _____

Phone: _____ Cell: _____

Home address:

Name of Spouse/Partner:

List any section leadership roles you have had:

Position

Dates of Service

Check the box of all the committees you have served on:

- Finance,
- General Laws,
- Community and Economic Development,
- Human Development and Education,
- Infrastructure, Transportation and Environmental
- Legislative Committee

List your participation or service with VML opportunities:

Position

Dates of Service

List all positions (elected or appointed) held with your locality, including your current position:

Position

Dates of Service

Reasons why I (or person nominated) should be considered by the Nominating Committee:

If you are nominating another official, does that official consent to this nomination? _____

Name of person submitting this form: _____

Please send this form along with a letter of interest and resume to mgowdy@vml.org. You also may mail the materials to VML Nominating Committee, P.O. Box 12164, Richmond, VA 23241.


FY25 VML PROPOSED BUDGET

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REVENUE HIGHLIGHTS

- ▶ Includes a 3% rate increase
- ▶ Increases Investment revenues based on market conditions

EXPENSE HIGHLIGHTS

- ▶ Provides for a staffing level of 12
 - ▶ Includes a 3% increase for staff
 - ▶ Includes a 10% increase in health insurance premiums
- 

VIRGINIA MUNICIPAL LEAGUE

FY2025 Budget

	Budget	YE Estimate	FY24 Proposed	INC/DEC over FY23 BUDGET
Revenue				
4120 Investment Income	100,400.00	178,339.21	158,000.00	57,600.00
4180 Miscellaneous Income	7,500.00	6,838.25	7,575.00	75.00
Advocacy				
4070 Local Government Day	22,000.00	22,070.00	22,000.00	0.00
4320 Rent Payments During GA	16,200.00	14,500.00	14,500.00	(1,700.00)
Total Advocacy	\$ 38,200.00	\$ 36,570.00	\$ 36,500.00	\$ (1,700.00)
Affiliated Groups				
4135 AEP Administrative Fee	12,500.00	12,500.00	12,875.00	375.00
4136 VBCOA Administrative Fee	24,000.00	24,000.00	24,000.00	0.00
4137 VLGMA Administrative Fee	13,800.00	13,800.00	14,200.00	400.00
4138 MEPAV Administrative Fee	10,900.00	10,900.00	11,200.00	300.00
4145 VEPGA Administration Fee	43,000.00	43,000.00	45,000.00	2,000.00
Total Affiliated Groups	\$ 104,200.00	\$ 104,200.00	\$ 107,275.00	\$ 3,075.00
Annual Conference				
4050 Conference Registration	160,000.00	138,192.73	160,000.00	0.00
4055 Conference Sponsorship	165,000.00	153,700.00	165,000.00	0.00
4061 Mayor's Institute	17,000.00	9,280.00	17,000.00	0.00
Total Annual Conference	\$ 342,000.00	\$ 301,172.73	\$ 342,000.00	\$ -
Membership Dues				
4000 Regular Dues	1,265,000.00	1,270,695.00	1,310,000.00	45,000.00
4010 Associate Dues	92,000.00	89,948.00	100,000.00	8,000.00
4030 Sustaining Dues	10,000.00	22,500.00	10,000.00	0.00
Total Membership Dues	\$ 1,367,000.00	\$ 1,383,143.00	\$ 1,420,000.00	\$ 53,000.00
Publications				
4090 VTC Advertising	16,000.00	4,130.00	5,000.00	(11,000.00)
4185 VTC Subscriptions	200.00	144.00	150.00	(50.00)
4290 Online Classified Advertising	20,000.00	24,725.00	25,000.00	5,000.00
Total Publications	\$ 36,200.00	\$ 28,999.00	\$ 30,150.00	\$ (6,050.00)
Sponsorships				
4095 VML Bond/Finance Program	160,000.00	170,669.32	175,000.00	15,000.00
4150 Insurance Programs	750,000.00	750,000.00	750,000.00	0.00
4200 US Communities Program	50,000.00	28,835.80	20,000.00	(30,000.00)
Total Sponsorships	\$ 960,000.00	\$ 949,505.12	\$ 945,000.00	\$ (15,000.00)
Workshops/Seminars				
4130 Other Workshops/Seminars	3,500.00	765.12	3,500.00	0.00
4190 Newly Elected Officials	10,000.00	9,955.00	10,000.00	0.00
4195 Finance Forum	6,000.00	0.00	0.00	(6,000.00)
Total Workshops/Seminars	\$ 19,500.00	\$ 10,720.12	\$ 13,500.00	\$ (6,000.00)
Total Revenue	\$ 2,975,000.00	\$ 2,999,487.43	\$ 3,060,000.00	\$ 85,000.00
Expenditures				

Total Advocacy Expenses	\$ 206,200.00	\$ 102,382.58	\$ 206,000.00	\$ (200.00)
Total Annual Conference Expenses	\$ 342,000.00	\$ 250,413.20	\$ 342,000.00	\$ -
Total Compensation and Benefits	\$ 1,620,000.00	\$ 1,514,000.90	\$ 1,743,900.00	\$ 123,900.00
Total Executive Committee	\$ 23,500.00	\$ 11,790.89	\$ 23,500.00	\$ -
Total General Operating Expenses	\$ 488,900.00	\$ 395,093.40	\$ 491,900.00	\$ 3,000.00
Total Miscellaneous	\$ 180,400.00	\$ 85,557.80	\$ 145,000.00	\$ (35,400.00)
Total Publications Expenses	\$ 80,500.00	\$ 73,752.59	\$ 85,400.00	\$ 4,900.00
Total Workshops/Seminars expenses	\$ 33,500.00	\$ 12,710.37	\$ 22,300.00	\$ (11,200.00)
Total Expenditures	\$ 2,975,000.00	\$ 2,445,701.73	\$ 3,060,000.00	\$ 85,000.00

**MINUTES
VML BOARD OF DIRECTORS
MARRIOTT DOWNTOWN RICHMOND
February 1, 2024**

In attendance: A.D. “Chuckie” Reid, Steve Trivett, Dwayne Tuggle, Stephanie Reynolds-Moon, Michelle Davis-Younger (arrived at 9:15), Phil Miskovic, Kelly Burk, Randy Eads (via phone), Todd Young, Jon Stehle, Danielle Powell (General Counsel) Sue Mellen (Chief of Staff), Michelle Gowdy (Executive Director)

Call to Order: President-Elect Reid called the meeting to order at 9:02 am.

Appointment of Board Member: A motion was made and passed unanimously to appoint Dan Hoffman, City of Winchester Manager to fill a board vacancy that will expire in October of 2024.

Consideration of Minutes: The Board considered minutes from their December meeting. A motion was made and passed unanimously to approve the minutes.

Legislative Briefings from Staff: VML staff introduced themselves and discussed the various pieces of legislation that VML is working on.

Financials: Ms. Mellen reviewed the financials, and they were accepted unanimously.

Conference: There was a brief discussion about the conference location for 2025 – it was unanimously agreed that we would go hold the 2025 conference in Roanoke.

National League of Cities: Irma Esparza Diggs, Senior Executive and Director of Federal Advocacy at the National League of Cities did an overview of the League and Federal Legislation.

Adjournment. The meeting was adjourned at 11:07am.

Respectfully submitted,

Michelle Gowdy
Executive Director