



## VML BOARD OF DIRECTORS MEETING

March 27, 2023 - 9:00am

### VIRTUAL MEETING

#### Agenda

- Only one person speak at a time and give the courtesy of listening to your colleague
- Start and end in a timely fashion
- Debate an item and move on, there is no need to rehash
- Stay on topic and be respectful
- Agree to disagree in a professional manner
- Seek to understand and be understood
- Know when to move on
- Don't monopolize the time
- Give everyone a chance to be heard

MONDAY MARCH 27 – 9:00am

- I. **Call to Order**
- II. **Approval of the January minutes**
- III. **Confirmation of Article VI 1(G) of the VML Constitution**
  - a. Absence of a President – the President Elect assumes the functions
- IV. **2024 Conference Location**
- V. **2025 Conference Location**
- VI. **Proposed Future Meeting Dates:**
  - a. Thursday May 11<sup>th</sup> (Richmond)
  - b. Thursday August 17<sup>th</sup> (Roanoke)
  - c. Sunday October 8<sup>th</sup> - Norfolk, VML Annual Conference

**MINUTES  
VML BOARD OF DIRECTORS  
OMNI DOWNTOWN RICHMOND  
January 19, 2023**

**In attendance:** A.D. “Chuckie” Reid, Derrick Wood, Bill Rush, Steve Trivett, Stephanie Reynolds-Moon, Robert Ike (via phone), Phil Miskovic, Kelly Burk, Katie Cristol (arrived at 9:16), Randy Eads (via phone), Dwayne Tuggle, Jon Stehle, Jill Carson (absent), Roger Wiley (via phone), Sue Mellen (Chief of Staff), Michelle Gowdy (Executive Director)

**Call to Order:** President-Elect Reid called the meeting to order at 9:08 am.

**Consideration of Minutes:** The Board considered minutes from their October 2<sup>nd</sup> 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 agreed that staff would obtain proposals and follow up.

**Adjournment.** The meeting was adjourned at 10:19am.

Respectfully submitted,

Michelle Gowdy  
Executive Director

# VML Annual Conference

## Host Responsibilities

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### Basic Requirements

1. Meeting space and banquet facilities to accommodate at least 500 attendees in a general session, luncheon, and break-out sessions.
2. At least 5 meeting rooms for groups meeting simultaneously, the groups varying in size from 50 to 250 people. The meeting rooms, exhibit hall and banquet facility for the conference should be in the same building.
3. Contemporary WIFI and AV
4. Exhibit space to house a minimum of 30 exhibitors – it is preferred this is in a common area rather than a separate room.
5. Sleeping rooms either on-site or within walking distance to accommodate approximately 350 room per night on peak nights (traditionally Sunday, Monday night).
6. Lodging rate schedule for at per diem or as close to per diem as possible
7. Conference room rate extended one day prior to and one day after conference.

### Host Locality Responsibilities

1. Commitment to assign staff person(s) to work with League staff on a regular basis throughout the year prior to the Conference.
2. Dining information and/or discounts would be welcome
3. Gifts for conference attendees
4. Operation of Information Booth throughout conference
5. Operation of Exhibit Booth at preceding year's conference

### ***VIRGINIA TOWN & CITY host localities articles***

For the July issue (deadline in June), an article about attractions/activities in Roanoke that would be of particular interest to conference participants: something that would tell them about festivals or other attractions of interest. For the October issue (conference issue) David Parsons, editor of *Virginia Town & City*, will be your contact. The issue of the magazine will include several articles about the City, as well as “annual report” type of information on the league. David will work with your PIO on the content of the articles, photographs, etc.

### ***Exhibit/Information Booth at the conference.***

The league will provide a complimentary exhibit booth for the Host the year before and year of the conference which should be open during the exhibit hall hours. In addition, it may be helpful to have a City representative available on Tuesday.

## OPTIONAL HOST CITY RESPONSIBILITIES

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1. **Development of Spouse Program**-Tours, special sessions, entertainment/restaurant guide. A separate fee is charged to defray the cost of the event. There should not be additional City expenses involved.
2. **Souvenir gift for conference delegates** (approximately 400-800 depending if the gift is to be given to spouses, exhibitors and speakers as well as delegates). If the City wishes, the league will print tickets that will be put in the VML conference registration packets. The delegates can redeem these tickets at the Host City exhibit booth.
3. **Other Assistance for VML**
  - Helping develop mobile workshops on Monday
  - Helping to secure color guard for opening session
  - ☐ Help locate a map/tourist information to be sent with conference registration confirmation letter.
  - Help organize a tour of a city facility on Sunday afternoon.
  - ☐ Any ideas for improving conference.
4. **Mayor to give welcoming remarks at opening session of conference.**

## VML RESPONSIBILITIES

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1. *Development of conference program and events*
2. *Monday reception/ banquet.* The mayor, council members, manager, liaisons and other persons from the City registered for the conference will be invited to attend the President's Reception. Tables will be reserved for the Host City at the Tuesday banquet.
3. *Printing of conference program, guest program, and conference issue of Virginia Town & City magazine.*
4. *Conference registration.* Registration material is generally released in early June. We will need to have enough information on spouses' event, the optional Sunday tour, Host City, etc., to include on the registration form by that time.
5. *Advance publicity on conference.*
6. *Complimentary registrations.* The league provides a complimentary exhibit booth to the Host City and a complimentary conference registration to the conference liaison.