



VML BOARD OF DIRECTORS MEETING

May 11th - 9:00am

RICHMOND DOWNTOWN MARRIOTT

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

THURSDAY MAY 11th – 9:00am

- I. **Call to Order**
- II. **Approval of the March minutes**
- III. **Spark Mill – Strategic Plan Check in**
- IV. **Review of Proposed 2024 Budget**
- V. **2024 Conference Location**
- VI. **Discussion of Building – Relocation**
- VII. **Gov Deals Presentation**
- VIII. **Proposed Future Meeting Dates:**
 - a. Thursday May 11th (Richmond)
 - b. Thursday August 17th (This date needs to change and it was proposed in Roanoke)
 - c. Sunday October 8th - Norfolk, VML Annual Conference


FY24 VML PROPOSED BUDGET

The image features a solid blue background with a gradient from light blue at the top to a darker blue at the bottom. In the bottom right corner, there are several white, parallel diagonal lines that create a sense of motion or a stylized graphic element.

REVENUE HIGHLIGHTS

- ▶ Includes a 2% rate increase
- ▶ Increases Investment revenues based on market conditions
- ▶ Moves money from Business Memberships to cover cost of Conference
- ▶ Includes impact of new contract with VRSA

EXPENSE HIGHLIGHTS

- ▶ Provides for a staffing level of 12
 - ▶ Includes a 5% increase for staff
 - ▶ Includes a 7% increase in health insurance premiums
 - ▶ Increases operational expenses in anticipation of inflationary costs
 - ▶ Includes funding for potential moving expenses and rent payments
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VIRGINIA MUNICIPAL LEAGUE

FY2024 Budget

	FY23 Budget	YE Estimate	FY24 Proposed	INC/DEC over FY23 BUDGET
Revenue				
4120 Investment Income	12,000.00	110,230.67	100,400.00	88,400.00
4180 Miscellaneous Income	7,500.00	6,800.00	7,500.00	0.00
Advocacy				
4070 Local Government Day	22,000.00	19,910.00	22,000.00	0.00
4320 Rent Payments During GA	15,000.00	17,067.00	16,200.00	1,200.00
Total Advocacy	\$ 37,000.00	\$ 36,977.00	\$ 38,200.00	\$ 1,200.00
Affiliated Groups				
4135 AEP Administrative Fee	12,500.00	12,500.00	12,500.00	0.00
4136 VBCOA Administrative Fee	23,500.00	23,250.00	24,000.00	500.00
4137 VLGMA Administrative Fee	13,400.00	13,400.00	13,800.00	400.00
4138 MEPAV Administrative Fee	10,600.00	10,600.00	10,900.00	300.00
4145 VEPGA Administration Fee	42,000.00	21,000.00	43,000.00	1,000.00
Total Affiliated Groups	\$ 102,000.00	\$ 80,750.00	\$ 104,200.00	\$ 2,200.00
Annual Conference				
4050 Conference Registration	150,000.00	157,450.00	160,000.00	10,000.00
4055 Conference Sponsorship	80,000.00	116,354.16	165,000.00	85,000.00
4061 Mayor's Institute	20,000.00	11,750.00	17,000.00	(3,000.00)
Total Annual Conference	\$ 250,000.00	\$ 285,554.16	\$ 342,000.00	\$ 92,000.00
Membership Dues				
4000 Regular Dues	1,250,000.00	1,251,143.72	1,265,000.00	15,000.00
4010 Associate Dues	87,800.00	88,329.00	92,000.00	4,200.00
4030 Sustaining Dues	60,000.00	74,500.00	10,000.00	(50,000.00)
Total Membership Dues	\$ 1,397,800.00	\$ 1,413,972.72	\$ 1,367,000.00	\$ (30,800.00)
Publications				
4090 VTC Advertising	25,000.00	15,280.00	16,000.00	(9,000.00)
4185 VTC Subscriptions	200.00	176.00	200.00	0.00
4290 Online Classified Advertising	20,000.00	20,225.00	20,000.00	0.00
Total Publications	\$ 45,200.00	\$ 35,681.00	\$ 36,200.00	\$ (9,000.00)
Sponsorships				
4095 VML Bond/Finance Program	150,000.00	157,211.86	160,000.00	10,000.00
4150 Insurance Programs	525,000.00	750,000.00	750,000.00	225,000.00
4200 GovDeals	40,000.00	56,398.74	50,000.00	10,000.00
Total Sponsorships	\$ 715,000.00	\$ 963,610.60	\$ 960,000.00	\$ 245,000.00
Workshops/Seminars				
4130 Other Workshops/Seminars	3,500.00	0.00	3,500.00	0.00
4190 Newly Elected Officials	3,000.00	12,635.00	10,000.00	7,000.00
4195 Finance Forum	6,000.00	0.00	6,000.00	0.00
Total Workshops/Seminars	\$ 12,500.00	\$ 12,635.00	\$ 19,500.00	\$ 7,000.00
Total Revenue	\$ 2,579,000.00	\$ 2,946,211.15	\$ 2,975,000.00	\$ 396,000.00

Expenditures

Total Advocacy Expenses	\$ 206,200.00	\$ 126,823.96	\$ 206,200.00	\$ -
Total Annual Conference Expenses	\$ 250,000.00	\$ 287,132.99	\$ 342,000.00	\$ 92,000.00
Total Compensation and Benefits	\$ 1,500,900.00	\$ 1,304,258.41	\$ 1,620,000.00	\$ 119,100.00
Total Executive Committee	\$ 23,500.00	\$ 9,112.68	\$ 23,500.00	\$ -
Total General Operating Expenses	\$ 370,900.00	\$ 423,251.35	\$ 488,900.00	\$ 118,000.00
Total Miscellaneous	\$ 133,500.00	\$ 152,738.00	\$ 180,400.00	\$ 46,900.00
Total Publications Expenses	\$ 73,500.00	\$ 76,598.00	\$ 80,500.00	\$ 7,000.00
Total Workshops/Seminars expenses	\$ 20,500.00	\$ 11,596.02	\$ 33,500.00	\$ 13,000.00
Total Expenditures	\$ 2,579,000.00	\$ 2,391,511.41	\$ 2,975,000.00	\$ 396,000.00
			\$ -	

Proposals for the 2024 VML Annual Conference

October 13-16th in Va Beach
October 4-8 in Alexandria

Location	Virginia Beach	Alexandria – Westin	Alexandria - Hilton
Room Rate	\$159 all 3 hotels	\$249	\$189
Min. F&B	\$45,000	\$80,000	\$100,000
Conf Space	Waived if meet F&B	Waived if meet F&B	Waived if meet F&B
Parking	\$20 Self/\$28 Valet	\$25 Self/\$40 Valet	\$36 Self / No Valet

*VA Beach also bid on 2025 at a rate of \$164

For context – this year at Norfolk the room rate is \$189 and the F&B minimum is \$100K with the conference space waived if we meet it.

Couple of thoughts:

1 – if we are changing to dinner on your own Sunday night – it is likely we won't make a \$100k food & beverage – I told Alexandria that and they offered to have a discussion

2 -VA Beach's proposal includes the new Embassy Suites which includes free breakfast; they also have meeting space at each hotel which allows members to scatter about