



BETTER COMMUNITIES THROUGH
SOUND GOVERNMENT

DRAFT AGENDA
Saturday October 12th, 2024 – 5:00pm
Virginia Beach Marriott
Executive Boardroom

- I. **Call to Order**
- II. **Approval of Minutes – February, June**
- III. **Introduction of Brent Manuel, Chief Administrative Officer**
- IV. **Strategic Plan – Follow Up**
- V. **Strategic Plan – New Updates**
 - a. VML/VACo Finance
 - b. Weldon Cooper, Eric Scorsone Executive Director
- VI. **Operational Action-Items**
 - a. 2027 Proposal for the Conference by Kalahari
- VII. **Future Meetings**
 - a. January 30th Richmond, Legislative Day

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)

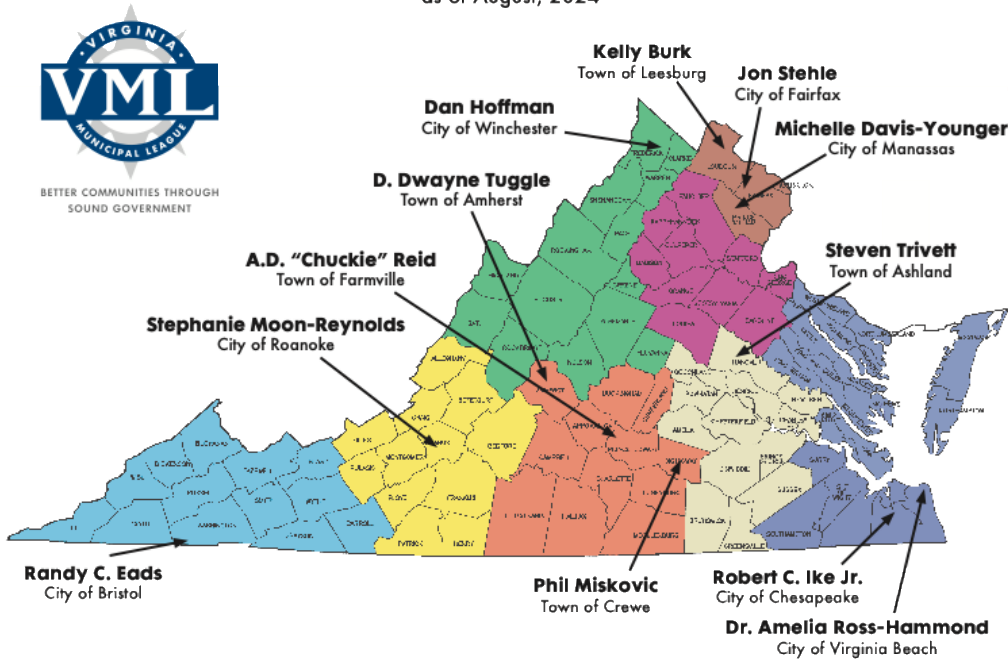
Celebrate President's Locality

Meeting 4 – January/February (Richmond)

Legislative Update

VML Board of Directors

as of August, 2024



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

**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, a motion was made and they were accepted unanimously.

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

MINUTES
VML BOARD OF DIRECTORS
MARRIOTT DOWNTOWN RICHMOND
June 7th 2024

In attendance: A.D. “Chuckie” Reid, Steve Trivett, Dwayne Tuggle, Stephanie Reynolds-Moon, Michelle Davis-Younger, Phil Miskovic, Kelly Burk, Robert Ike, 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 9:01 am.

Strategic Plan: Chris Bennett of the Spark Mill led the group in a Strategic Planning Discussion to include successes and things to work on at VML. 2 subcommittees were created – the first to educate legislators and the second to Highlight local successes. Subcommittee one was created to include Steve, Stephanie and Kelly. The second includes Phil, Michelle and Amelia.

Financials and the Annual Budget: Ms. Mellen reviewed the current financials and a proposed budget for 2024-2025. A motion was made and voted on unanimously to accept the financials and a motion was made and voted on unanimously to approve the proposed 2024-2025 budget.

VML report: Ms. Gowdy reviewed the Elected officials event, the Small Towns Conference as well as general updates on VML’s ongoings.

Adjournment. The meeting was adjourned at 11:01am.

Respectfully submitted,

Michelle Gowdy
Executive Director

AN EVENT SPACE BIG ENOUGH FOR YOUR EXPECTATIONS



Kalahari Resorts & Conventions | Spotsylvania County, VA



VML 2027 Annual Conference



Proposed Dates available:

Sunday, October 10th – Tuesday, October 12, 2027

Availability as of July 22, 2027. Subject to change. Rates quoted are valid for (2) six weeks.



ROOMS

Beautifully Appointed Rooms & Suites

Room Block

Dates	Total Rooms Requested	Rate
<p data-bbox="117 322 490 391">Day of Check In: Sunday, October 10, 2027</p> <p data-bbox="117 436 498 505">Last Day of Check Out: Tuesday, October 12, 2027</p>	<p data-bbox="703 339 1016 408">350 Rooms - Sunday 350 Rooms - Monday</p> <p data-bbox="596 454 1122 562">*Standard (Family, sleeps up to 6 guests & King Business Suites, sleeps up to 4)</p>	<p data-bbox="1219 339 1823 408">Standard (Family Suite or King Business) \$119per room plus tax</p> <p data-bbox="1251 454 1789 486">\$39.99 per night Resort Fee - waived</p> <p data-bbox="1248 529 1798 562"><i>*quoted rates are non-commissionable</i></p>



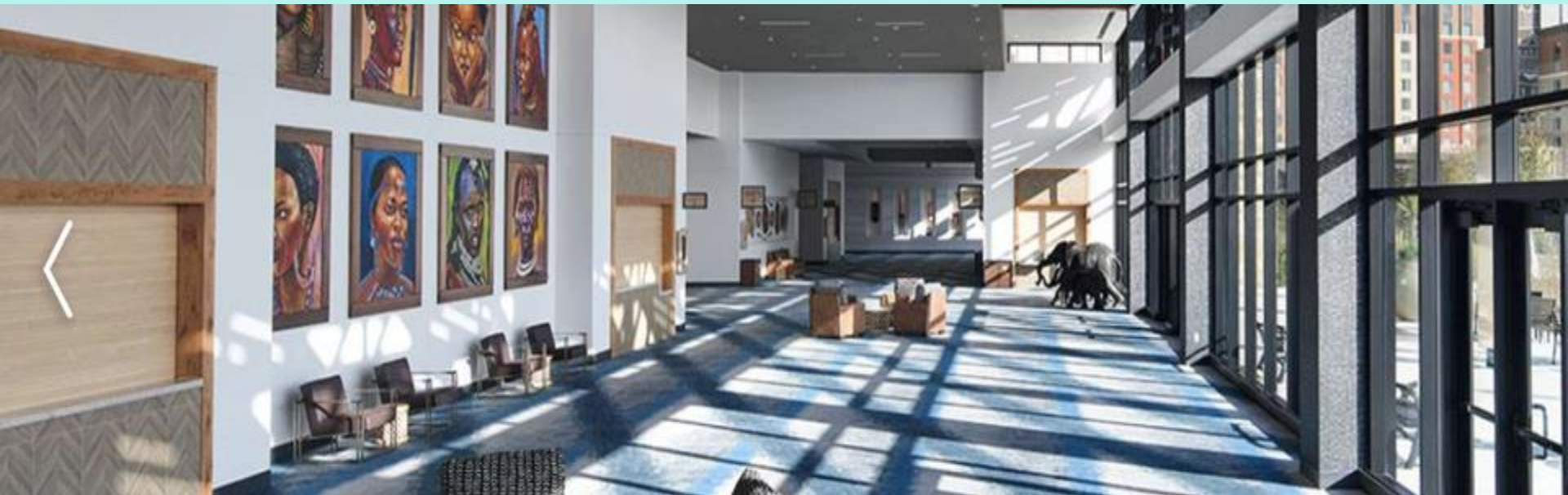
An Unconventional Convention Center

We're coming. And it'll be big. REAL BIG. With 150,000 square feet - an Unconventional Convention Center doesn't begin to describe it.

Plus, we get it: with all the moving parts, organizing an event can get overwhelming, which is why Kalahari Resorts & Conventions does everything it can to make the process a breeze.

From trade shows, exhibitions, conventions, conferences, to faith-based retreats and other gatherings, our venues are the ideal location. Not to mention, with our dedicated teams, enviable amenities and conveniently located properties, your meeting or event is sure to leave a lasting impression.

Why choose Kalahari? From versatile meeting space to stunning accommodations, it's all here under one roof. We ensure picture-perfect stays, meetings and experiences.



A large, empty conference room with rows of tables and chairs, a stage with a screen, and modern lighting fixtures. The room is set up for a meeting or presentation. The stage features a large screen and a small table with chairs. The room is illuminated by recessed ceiling lights and large, cylindrical pendant lights. The floor is covered with a patterned carpet. The walls are dark, and the ceiling is white with recessed lighting.

AGENDA

VML 2027 PROGRAM AGENDA

Date	Time	Event	Set	Att.	Venue Fee
Sunday, October 10, 2027	7:00AM-12:00PM	Exhibit Setup	Exhibits	40	\$35.00 ea. (one time set-up fee)
	12:00PM-5:00PM	Breakout	Classroom	100	Waived
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	12:00PM-5:00PM	Breakout	Classroom	100	Waived
	12:00PM-5:00PM	Breakout	Classroom	100	Waived
	12:00PM-5:00PM	General Session	Crescent Rounds	500	Waived
	2:00PM-5:00PM	Exhibit Showcase	Exhibits	40	Waived
Monday, October 11, 2027	8:00AM-5:00PM	General Session	Crescent Rounds	500	Waived
	8:00AM-5:00PM	Breakout	Classroom	100	Waived
	8:00AM-5:00PM	Breakout	Classroom	100	Waived
	8:00AM-5:00PM	Breakout	Classroom	100	Waived
	8:00AM-5:00PM	Breakout	Classroom	100	Waived
	8:00AM-5:00PM	Breakout	Classroom	100	Waived
	12:00PM-1:00PM	Lunch	Rounds	500	Waived
	6:00PM-7:00PM	Reception	Cocktail Rounds	500	Waived
	7:00PM-10:00PM	Banquet Dinner	Rounds	500	Waived

CONCESSIONS

- Complimentary Wi-Fi in guestrooms and meeting space
- Waived Resort Fee of \$39.99 (value of \$27,300)
- Complimentary Self-Parking with in/out privileges
- Waived Rental based on F&B minimum of \$26,500
- Discounted Exhibit Fees (\$35.00 versus \$55.00); one time fee only
- Complimentary Presidential Suite for residing President over event dates
- One (1) per fifty (50) complimentary room nights per actualized
- (5) Suite Upgrades at Group Rate over Event Dates
- Group rate honored three (3) days pre-post event dates
- Commitment to assign staff person(s) to work with League staff on a regular basis throughout the year prior to the Conference
- Small token to conference attendees upon arrival
- Chamber to hold booth to display attractions and events during program dates
- Color guard to be secured for Opening Session



BANQUET

F&B Minimum: \$26,500





So Many Dining Options...

Although some see meals as just something you do between waterslide runs or meetings, part of your Kalahari experience is world-class dining.



Double Cut Steak House

A signature steak house experience featuring a menu with robust selections, including steak (of course), seafood, chops, chicken, and vegetables.



Sortino's Italian Kitchen

Whether you're dining with friends, gathering with colleagues or simply feeding the kids, Sortino's satisfies the appetite and soothes your soul with the flavors of Italy and the warmth of family.



Cinco Niños

A modern Mexican & tequila bar encompassing all the resounding classic flavors as they intertwine with a sizzling plate of pure goodness.



And some more...

At Kalahari, we take food pretty seriously. Every location features restaurants to satisfy every taste, from steakhouses to ice cream shops. You'll never have to eat in the same spot twice... but you just might want to.



B-Lux Grill & Bar

Deliciously unique burgers and shakes handcrafted from scratch. Invite your family and friends to try a signature burger or indulge in one of our hard shakes. We are proud to offer fresh ingredients that are locally sourced.



The Last Bite

Specializing in sweet indulgence, The Last Bite offers a number of ways to get your sugar fix. Either order a sweet treat for delivery to your room or stop by the main lobby for an assortment of sweet treats.



Java Manjaro

Rejuvenate for more Kalahari getaway fun with Starbucks® coffee, delicious cappuccino, fresh-baked pastries, desserts and more.



GIVES BACK...



Water is Life

The Water Colors Life Project is making a significant, life-changing difference for people in Africa—one million people to be exact.



Kalahari Resorts & Conventions, in partnership with charity: water, has pledged to bring clean water to 1 million people in Africa through The Water Colors Life Project.

That is a commitment of \$50 million.

703 million people worldwide do not have access to clean water. That's twice the population of the United States. The majority live in rural regions, where they devote hours each day to the arduous and time-consuming task of gathering water for their families. Oftentimes, the water they collect carries diseases and parasites.

If we work together, we can end the global water crisis in our lifetime.

Celebrating the Joy of Water

All this (and more!) to be included in your stay



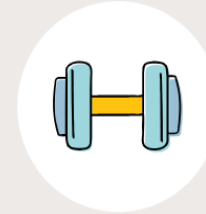
Waterpark Admission



Free WiFi



Access to Tom Foolerys Arcade



Fitness Center Access



#1 Best Indoor Water Park

Kalahari Resorts has been voted #1 Best Indoor Water Park by USA Today 10Best Readers' Choice Awards for the second year in a row. Come see why we are the indoor waterpark champs!



Kadi Rodriguez
Director of Sales
Virginia
757-503-8817

