



**Executive Committee Meeting  
Hilton Richmond Downtown  
Richmond, Virginia  
January 31, 2018**

**Action Agenda**

- I. Call to Order
- II. Additions to Agenda
- III. Consideration of Minutes from October 1, 2017 [Tab 1]

**Information/Discussion Agenda**

- IV. Executive Director's Report [Tab 2]
- V. Affiliate Updates [Tab 3]
- VI. Staff Report on 2017 General Assembly (will be provided at the meeting so that you have the most up to date information)
- VII. Travel Policy [Tab 4]
- VIII. Review of Job Descriptions [Tab 5]
- IX. Future Meetings
  - a. Newport News – May 4-5
  - b. TBD – August 10-11

EXECUTIVE COMMITTEE MEETING  
DECEMBER 14, 2017  
THE OMNI CHARLOTTESVILLE, VA

The meeting was called to order by the President at 11:00am. All members of the Executive Committee were present except for Jill Carson who participated over Skype.

The President called for a moment of silence and then provided comments and a brief presentation on working together.

Minutes from the October 1, 2017 meeting were presented and approved unanimously by the Committee.

During the time period from October 1 – December 14<sup>th</sup>, the Committee was made aware of an amicus brief request and the need to update contracts with Hefty, Wiley & Gore and McGuire Woods Consulting. The actions taken by the Acting Executive Director with the knowledge of the Committee were confirmed by unanimous vote at the meeting.

The Acting Executive Director then informed the Committee that Sherall Dementi, a longtime employee had announced her retirement effective January 31<sup>st</sup> of 2018. It was suggested that the Committee consider having an outside consultant review the operations of VML and make recommendations. A discussion ensued about who could look at the inner operations of VML and whether or not it should be a subcommittee of the Executive Committee. There were also questions on the timing of filling positions; should it be prior to the hiring of a full-time Executive Director or after? The Committee then asked to go into closed session.

After closed session, the Acting Executive Director was offered the position of Executive Director. The vote was unanimous in approving this change. A contract will be negotiated by Mr. Littleton a member of the Executive Committee and brought back for final approval. A bonus was also offered for the interim work.

A replacement for General Counsel and a discussion about the other open positions were then discussed. This discussion also included the role of the Executive Committee and their responsiveness. It was acknowledged that the Executive Committee ultimately has a fiduciary duty to the League and needs to be kept informed of issues. The weekly updates seem to be a good way to ensure all members are given the same information.

The Executive Committee then discussed the request for computer upgrades. A motion was made and passed unanimously to use up to \$100,000 from the capital reserve for the computer upgrades.

A review of the conference schedule was next for discussion and survey results from the 2017 conference had been provided. A lot of questions and concerns about the schedule were expressed – the need for a longer conference to accommodate those who have to travel far and

the need for people with jobs to have a shorter time period. It was decided that a subcommittee should be created to work with VML's conference planner on how next year's conference schedule should work. The subcommittee consists of Jill Carson, Shannon Kane, Bridge Littleton and Anita Price. A report was requested for the January 31<sup>st</sup> meeting.

There were proposed changes to the VML fee schedules for the various membership types as well as for advertising. The proposed changes were agreed to by unanimous vote to include an affiliate membership with over 300,000 in population at a rate of \$15,000.

The Executive Director offered to bring back recommendations on the strategic vision of VML.

The Legislative Program had been provided and Legislative Day was discussed. The "If I Were Mayor" awards will be handed out on another day and Legislative Day will focus on education.

The next meeting is on January 31, 2018 in Richmond and then May 4-5 in Newport News and August 10-11 tbd.

The Meeting adjourned at 3:15pm.



To: Executive Committee  
From: Michelle Gowdy  
Re: Executive Director's Report  
Date: January 22, 2018

In our last meeting, I announced that Sherall Dementi will retire on January 31, 2018. That leaves us with really four open positions; Communications Specialist, General Counsel, Special Projects Coordinator and a Finance Person. Please find in your packets copies of all of the completed job descriptions for discussion at the meeting.

The building continues to have issues, as I reported last week many of the pipes were found to have no insulation and as such have caused water damage due to condensation. A wall is also currently being reconstructed to deal with water damage and our back stairs are being repaired. We are also getting quotes to remove the ivy and repaint the bricks; once they are received we will look at the budget and timing of these repairs.

The "If I Were Mayor Essays" have been through a first review and the winners will now be selected. This will drive where our spring training sessions will be as well as when we can host a reception in Richmond for the children.

The General Assembly session has halted our education seminars and Go Green; I expect that they will both restart in early April. I would like to discuss Stairway to Success and the Innovation Awards for 2018.

Mike Polychrones has worked on the proposed travel policy with the past presidents. It is also included in your packet for your review and edits.

We signed the contract with Creserance for our new Association Management System, Capitol Impact, in December and are actively working to implement the various features/modules in that system.

- We are analyzing our current member and affiliate membership information to populate the base functionality for managing members and should have a test system by the end of January. We will want to do some data clean up on those records, but should be able to have a working system with accurate data in late February/early March.
- In parallel, we are standing up the Legislative and Grassroots modules to better track active legislative activities and engage our members for advocacy.

We provided the ability for the following groups to register/renew their memberships online for 2018:

- Municipal Business Associates
- MEPAV Associate Members

I will verbally update you on other issues and am happy to answer any questions.



Date: January 10, 2018

To: Michelle Gowdy,  
Executive Director

From: Sandra Harrington,  
Government Relations Associate

Subject: Affiliate Updates

Over the past several months we have been working on moving most of the VML Affiliate groups under a centralized framework to provide consistent affiliate relations customer service and process efficiency. The Affiliate groups currently included are: the Virginia Building and Code Officials Association (VBCOA), Virginia Energy Purchasing Group Association (VEPGA), Municipal Electric Power Association of Virginia (MEPAV), Northern Virginia Electric Cooperative (NOVE), and VML/VACo Appalachian Power Company (APCo).

Activities include an evaluation of existing service agreements in comparison to work performed for affiliate organizations and updating service agreements. Building relationships with the leadership of each of these affiliate groups, membership services, dues assessments, financial accountability, responding to inquiries, staffing board meetings, planning and executing conferences, meetings, and training events, and other services necessary to fulfill our service agreement obligations.

Some recent process improvements that have resulted in successful outcomes include:

VBCOA has approximately 1,000 dues paying members in the past, paper invoice renewals were mailed and reminder invoices at 30, 60 and 90 days past due. This year, we provided an online link for all memberships to use to register and pay online or mail in a check. With just (3) emails to the membership since November 8, 2017, approximately 60% have renewed online and paid by credit card. The membership renewal deadline is not until January 31, 2018.

MEPAV Member and Associate Member dues were also sent out via an email and a link to pay dues and/or sign up for membership, versus mailing paper invoices on December 28. As of today, 34 associate members have renewed, all but one of which paid online via credit card.

**Affiliate activities on the radar:**

Continue to monitor revenue, approve expenditures and provide financial updates to each designated affiliate contact and continue to monitor affiliate member service provision activities in comparison to service agreements.

VEPGA FY19 Budget Development Meeting (January 19)

VBCOA FY19 Budget Development Meeting (February 2)  
VBCOA Board Meeting (first BOD meeting with new President Gregg Fields-(February 2)  
VEPGA Board Meeting (February 16)  
MEPAV Board Meeting (March 15)

VBCOA-Mid-Year Conference and Board Meeting (April 29/30) – Online Registration open  
VEPGA-Annual Meeting (May 2/3)  
MEPAV-Annual Meeting and Election (May 23 – 25)  
VBCOA-89<sup>th</sup> Annual Conference and Officer Election (Sept 15 – 18) (hotel contract signed and available for reservations; conference registration will open May 1)

## **VML Travel Policy for Officers, Executive Committee Members, and Staff:**

### ADMINISTRATIVE POLICY

- A. It is the Policy of the Virginia Municipal League (VML) to pay all legitimate and necessary expenses incurred while traveling on VML business if funds are available. It is the responsibility of VML staff to ensure that budgetary requirements are met prior to spending funds for travel. Travelers on VML business must have appropriate authorization. Travel forms must be completed within the times specified within this Policy and must be signed OR authorized by the Executive Director for the League. It is the responsibility of the traveler and the Executive Director to ensure that the best possible rates are obtained when traveling on VML business.
- B. Travel includes expenses for conferences, conventions, workshops, seminars, educational and training courses, forums and other business activities related to the administration of municipal government or other league business that includes a day or overnight trip.

### III. APPLICABILITY, RESPONSIBILITY, AND AUTHORITY

- A. This policy applies to all VML employees and volunteers, officers and Executive Committee members. For convenience, all such persons are referred to herein as "travelers."
- B. The Executive Director, or their designee, is responsible for administering the requirements of this Policy including issuing administrative procedures to accompany it.

### IV. GENERAL REQUIREMENTS

- A. Travel expenses may include all necessary expenses associated with official League business.
- B. Receipts or appropriate documentation will be required regardless of payment method as provided within this Policy.
- C. Allowable expenses may include travel/transportation, lodging, meals, and other necessary expenses. Travelers may have expenses incurred as an officer, board member or presenter, etc. for professional organizations. VML will pay allowable expenses. However, when possible, an effort to have the requesting organization reimburse a portion or all of the expenses involved is encouraged.
- D. Travelers may incur expenses which are paid by a professional organization in their capacity as officer, board member, or presenter, etc. of an organization (but not as an attendee) at a conference or seminar. VML will pay allowable expenses when not paid by the professional organization. However, when possible, an effort to have the requesting organization reimburse a portion, or all of the expenses is encouraged. Travelers shall not duplicate travel reimbursement requests from different funding sources.

- E. Approval for travel is not a blanket approval of all expenses incurred during travel. For example, VML will not pay the expenses of accompanying Spouses, Significant others, or other family members (unless specifically authorized by the Executive Director) or others, personal items, childcare, eldercare, pet boarding, or other indirect expenses.
- F. Generally, travel reservations should be made as far in advance as possible to obtain the most reasonable prices. Travelers should justify the mode of travel on the basis of the most economical use of time, the cost of the various travel options, and the requirements of the trip.
- G. The Travel Expense Report is used to document eligible expenses. All travel expenses must be reported on the Travel Expense Report and submitted to the Executive Director, or their designee (along with any employee reimbursements to VML) within fifteen (15) business days of travel return.
- H. All travel must be approved in advance by the Executive Director.
- I. Failure to meet the requirements of this Policy may be considered unsatisfactory work performance and is subject to disciplinary policies and procedures. Other applicable administrative practices and policies, including the reporting of injuries, accidents or illness, are in force during travel. While traveling, if clarification of, and/or assistance with, existing policies and procedures is needed, the traveler should contact the Executive Director.
- J. Travel for VML business outside the continental United States requires approval by the Executive Director or designee.
- K. Any exceptions to this Policy must be approved by the Executive Director or their designee.

## V. REIMBURSEMENT REQUIREMENTS

- A. Reimbursements totaling amount of less than \$50.00 do not require completion of the Travel Expense Report. All claims for reimbursements exceeding a total of \$50.00 must be recorded on the Travel Expense Report. No receipts for meals are needed for travelers using the per diem rate for meals. Submissions should include all signatures required to process the claim. By signing the Travel Expense Report, the traveler is certifying the accuracy of all information and the legitimacy of the travel and expenses incurred on the authorized trip. The approval signature certifies that travel was necessary and that the requested reimbursements have been reviewed, authorized, and are within this Policy's requirements.
- B. Travel Expense Report and supporting documentation must be complete and submitted for processing within fifteen (15) business days of travel return.
- C. Generally, the documentation accompanying the Travel Expense Report should provide the information required by the Internal Revenue Service to support business expense reimbursement. The documentation should show the payee of the expenditure, the purpose of the expenditure was, when the expense was incurred, where the expenditure took place, and why the expenditure was made.
- D. During any given year, VML will reimburse the President for any VML related business travel expense, they may incur. This will only apply to the President and to any spouse or family



member. If the President cannot attend, then the Executive may request another VML officer to attend in their place. Same travel and expense restriction applies.

E. Travel expense reimbursement for the President, etc. is limited to their attendance to the following: National League of Cities events, Southern Municipal Conference and Virginia Association of Counties (if invited).

## VI. TRANSPORTATION

The mode of transportation should reflect the most practical, cost-effective and economical use of time based on the requirements of the travel. Receipts for rental vehicles and other related transportation expenses are required with the Travel Expense Report.

### A. Use of Privately-Owned Vehicles

1. The use of a private vehicle for authorized travel will be reimbursed.
2. Reimbursement of private vehicle expenses is at the Standard Mileage Rate set forth by the Internal Revenue Service ("Standard Mileage Rate") for miles traveled on official VML business, including parking, garage and toll fees when documented.
3. When travel is from home directly to the destination without going to the VML offices, the traveler will be reimbursed for the shorter of: (1) the distance from the VML office to the destination or (2) the distance from home to the destination. This provision only applies to employees of VML.
4. Requests for mileage reimbursement need to be on VML Mileage form.

### B. Rental Vehicles

1. Reimbursement for the use of a rental vehicle must be approved by the Executive Director, or their designee, in advance, and justified as a reasonable need and not a matter of personal convenience. The rental vehicle chosen must be the most economical available, given the purpose for which the vehicle will be used. When traveling together, travelers should share vehicles to minimize costs.
2. VML will not provide additional pay for the use of a rental car to accommodate family members or non-business associates traveling with the traveler.
3. Travelers will accept optional insurance for collision and comprehensive coverage offered by the car rental agency. The collision and comprehensive coverage costs are reimbursable by VML.
4. Travelers are encouraged to fill the gasoline tank prior to returning the vehicle to the rental company whenever possible.

### C. Public or Private Transportation

1. Taxicabs and public conveyance, including tips, are reimbursable when Justified and documented. Justifiable transportation examples include: ferry fares, road, tunnel and bridge tolls, and parking charges. Receipts should be submitted when available.

### D. Air Travel

1. When air travel is necessary, VML will reimburse a traveler for travel by coach/economy class. When travelling on a discount airline, extra charges may be allowed if the overall air fare is less expensive than air fare charged by a major airline. A copy of the receipt and documentation to support the use of the discount airline is required for reimbursement.

2. VML will reimburse a traveler the cost for one piece of luggage if the airline charges to check luggage. If the bag exceeds weight or size limits and the traveler is charged by the airline for additional fees associated with overweight or oversized bags, VML will only reimburse for the standard fee to check the bag. Traveler will be responsible for the additional fees. If the airline charges for carry-on luggage, VML will reimburse the traveler for the cost of 1 carryon bag

#### VII. LODGING

A. Expenditures for lodging should be reasonable. Itemized receipts are required for reimbursement.

B. Lodging expenses are eligible if the lodging is more than 50 miles away from the VML office (13 E. Franklin Street, Richmond, VA 23219, or any subsequent future official address) Exceptions must be approved in advance by the Executive Director or their designee.

C. Accommodations shared with others not on official VML business are reimbursable at the single occupancy rate only.

#### IX. NON-REIMBURSABLE EXPENSES

A. Personal expenses including but not limited to the following will not be reimbursed:

1. Barber or salon services
2. Personal entertainment not related to the conference such as movies, cable fees, theater, health clubs, night clubs, bowling or golfing
3. Personal toiletry articles, medicines, or other personal items
4. Loss of funds or loss/damage to personal belongings
5. Airline or trip insurance, passports, or money orders
6. Personal postage, reading materials, personal sight-seeing or shopping
7. Non-business telephone calls except as provided elsewhere in this Policy
8. Childcare, eldercare, babysitting, or pet care costs
9. Parking or moving violation fines, bail, or legal fees
10. Donations
11. Medical expenses (Human Resources will need to be contacted if a work related injury occurs while traveling on VML business.)
12. Personal vehicle repairs or towing
13. ATM or banking service fees except as provided elsewhere in VML employee policy
14. Tobacco products

#### X. PURCHASE CARD

A. A Purchase Card (P-Card) is a VML-issued bankcard used as a payment tool authorized by VML staff for official VML business. Use of the P-Card substitutes for a Purchase Order, which is a promise to pay, using VML funds. All purchases must comply with the VML's P-Card Policy and Purchasing guidelines.

B. P-Cards may be used for most authorized travel expenses. Use of the P-Card must comply with both VML's P-Card policy and VML's Travel Policy. The P-Card may be used for official purchases including lodging, transportation, or other justifiable business-related travel expenses.

Name & Title	Classification	Reports To – Name & Title	Date
Communications Specialist	Full Time – Non-Exempt	Michelle Gowdy Executive Director	01/2018

**Summary**

This position coordinates electronic and hard copy communications for the organization.

**Essential Job Functions**

1. Oversees the production of the monthly *Virginia Town & City* magazine, *eNews* newsletter and any other publications.
2. Webmaster for the VML website. Coordinate content management processes with IT staff.
3. Works with the Marketing Coordinator to sell ad space in the magazine and for other publications.
4. Assist with securing content for *Virginia Town & City* and other publications.
5. Assist staff on other graphic designs and publication needs for special event **materials.**
6. Assist planning committee to solicit suggestions for conference content for each Annual Conference.
7. Assist planning committee to develop graphic and visual suggestions for each Annual Conference.
8. Establishes and works within approved budgets.
9. Create and maintain planning and marketing materials for VML events including trainings, regional suppers, and other events as needed.
10. Works together with other VML staff to achieve established goals.
11. Provides on-site management for the VML Annual Conference and other events which may include weekend and overnight travel.
12. Reviews all related billings to ensure accuracy and submits for payment..
13. Accepts other duties as assigned and completes such duties in a professional and effective manner.

**Qualifications**

**ESSENTIAL SKILLS AND EXPERIENCE:**

Experience/Education:

Undergraduate degree in Communications arts, event planning and marketing.

Knowledge/Skills/Abilities:

1. Comprehensive knowledge of graphic design, printing and web processes and establishing successful relationships with members of the business community.
2. Proficient in the use of personal computers including Mac OS and Microsoft Suite software applications, database management and use of the Internet for business purposes.
3. Proficient in digital photography, full Adobe Design Suite process experienced: Photoshop, Illustrator, InDesign, etc.

4. Demonstrated abilities to conduct research, analyze data and make sound business decisions; effectively develop and manage multiple programs; prepare and administer budgets; negotiate and enforce contractual relationships; develop and implement policies and procedures; and effectively communicate with all levels of an organization.

**NONESSENTIAL/BENEFICIAL SKILLS AND EXPERIENCE:**

1. Professional designation(s).
2. Achievement of related industry or management courses.

**PHYSICAL DEMANDS AND WORK ENVIRONMENT:**

1. Reaching and manual dexterity.
2. Looking at a computer monitor.
3. The ability to hear and carry conversation within ordinary speech range of hearing.
4. Lifting and carrying up to 20 lbs.
5. Occasional lifting, bending, stooping, kneeling, reaching, carrying and climbing.

This position is performed 90% in an office environment, while 10% will be spent outside environment with visits to facilities, members, clients, outside vendors, meetings and seminars.

90% of the job is performed sitting down, 10% is walking or standing. Overall 90% of the workday is on the computer or phone, and 10% is spent in meetings.

***Candidates whose disability makes them unable to perform a non-essential job function will still be considered fully qualified for the position if they can perform the essential job functions with reasonable accommodations.***

NOTE: I understand that this job description is intended to describe the general nature and level of work involved for this job. *Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.* This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

\_\_\_\_\_  
Employee Date: \_\_\_\_\_

\_\_\_\_\_  
Supervisor Date: \_\_\_\_\_

Name & Title	Classification	Reports To – Name & Title	Date
Communications Specialist	Full Time – Exempt	Executive Director	<u>01/2018</u>

**Summary**  
This position coordinates electronic and hard copy communications for the organization.

- Essential Job Functions**
1. Oversees the production of the monthly *Virginia Town & City* magazine.
  2. Edits *Virginia Town & City* and other VML publications.
  3. Develops and implements a comprehensive communications plan for the organization.
  4. Works with the Marketing Coordinator to sell ad space in the magazine and for other publications.
  5. Secures content for *Virginia Town & City* and other publications.
  6. Develops content for all publications.
  7. Oversees the distribution of VML’s electronic communications.
  8. Develops content and oversees the maintenance of the VML website.
  9. Produces and distributes news releases as appropriate.
  10. Works together with other VML staff to achieve established goals.
  11. Participates in the VML Annual Conference and other events. This includes weekend and overnight travel.
  12. Prepares content for and maintains social media and other electronic communication account.
  13. Accepts other duties as assigned and completes such duties in a professional and effective manner.

**Qualifications**

**ESSENTIAL SKILLS AND EXPERIENCE:**

Experience/Education:  
Undergraduate degree in communications or related field.  
Professional communications experience and knowledge of local governments helpful.

Knowledge/Skills/Abilities:

1. Comprehensive knowledge of magazine and communications production and distribution.
2. Proficient in the use of personal computers including Microsoft Suite software applications, and use of the Internet for business purposes.
3. Demonstrated abilities to conduct research, analyze data and make sound business decisions; effectively

develop and manage multiple programs; prepare and administer budgets; negotiate and enforce contractual relationships; develop and implement policies and procedures; and effectively communicate with all levels of an organization.

**NONESSENTIAL/BENEFICIAL SKILLS AND EXPERIENCE:**

1. Professional designation(s).
2. Achievement of related industry or management courses.

**PHYSICAL DEMANDS AND WORK ENVIRONMENT:**

1. Reaching and manual dexterity.
2. Looking at a computer monitor.
3. The ability to hear and carry conversation within ordinary speech range of hearing.
4. Lifting and carrying up to 20 lbs.
5. Occasional lifting, bending, stooping, kneeling, reaching, carrying and climbing.

This position is performed 90% in an office environment, while 10% will be spent outside environment with visits to facilities, members, clients, outside vendors, meetings and seminars.

90% of the job is performed sitting down, 10% is walking or standing. Overall 90% of the workday is on the computer or phone, and 10% is spent in meetings.

***Candidates whose disability makes them unable to perform a non-essential job function will still be considered fully qualified for the position if they can perform the essential job functions with reasonable accommodations.***

NOTE: I understand that this job description is intended to describe the general nature and level of work involved for this job. *Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.* This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

\_\_\_\_\_  
Employee Date: \_\_\_\_\_

\_\_\_\_\_  
Supervisor Date: \_\_\_\_\_

Name & Title	Classification	Reports To – Name & Title	Date
Conference & Marketing Coordinator	Full Time- Exempt	Michelle Gowdy – Executive Director	01/2018

**Summary**  
The Conference and Marketing Coordinator oversees all conference and meeting logistics and coordinates the marketing for events and Municipal Business Associate memberships.

- Essential Job Functions**
1. Oversees all logistics and marketing for VML’s conferences and events for 15 – 500 attendees to include: Annual Conferences from current through 2 years forward, quarterly Executive Committee Meetings, Regional Directors Meetings, Regional Dinners, FOIA & COIA training, Finance Forums, Newly Elected Officials Conferences, VML Legislative Day, VML Host night during NLC annual summit, other planned events and designated events for VML’s affiliates up to 1,000 attendees.
  2. Creates and maintains a Planning Committee and Sub-Committee to provide logistical consultation and guidance for conferences and meetings.
  3. Coordinates the work of outside vendors/contractors in support of conferences and events to include scheduling, organization, preparation, venue selection, concepts and designs, décor and vendor set up and breakdown, exhibitors, catering, entertainment, security with local law enforcement, transportation of attendees and VIPs, staging and audio visual, ordering of marketing materials, supplies, and gifts, related to each event.
  4. Oversees contractual agreements with venues and outside vendors.
  5. Solicits sponsorships.
  6. Scheduling and management of onsite personnel and volunteers.
  7. Manages current online conference and event registration information.
  8. Manages online MBA membership information and invoices/payments.
  9. Resolves problems and complaints during conferences.
  10. Provides liability insurance information to venues.
  11. Works with the Communication Specialist to sell ad space in the magazine and for other publications.
  12. Works with the Communication Specialist on Annual Conference Program.
  13. Establishes and works within approved budgets for each event.
  14. Works together with other VML staff to achieve established goals.
  15. Provides on-site management for the VML Annual Conference and other events which may include weekend and overnight travel.
  16. Assists members with logistical issues and ensures that members are satisfied with VML events.
  16. Accepts other duties as assigned and completes such duties in a professional and effective manner.

**Qualifications**

**ESSENTIAL SKILLS AND EXPERIENCE:**

Experience/Education:  
Professional event planning and marketing experience.

Knowledge/Skills/Abilities:  
1. Comprehensive knowledge of event planning and establishing successful relationships with members of the business community.

2. Proficient in the use of personal computers including Microsoft Suite software applications, database management and use of the Internet for business purposes.
3. Demonstrated abilities to conduct research, analyze data and make sound business decisions; effectively manage multiple programs; prepare and administer budgets; negotiate and enforce contractual relationships; develop and implement policies and procedures; and effectively communicate with all levels of an organization.

**NONESSENTIAL/BENEFICIAL SKILLS AND EXPERIENCE:**

1. Professional designation(s).
2. Achievement of related industry or management courses.

**PHYSICAL DEMANDS AND WORK ENVIRONMENT:**

1. Reaching and manual dexterity.
2. Looking at a computer monitor.
3. The ability to hear and carry conversation within ordinary speech range of hearing.
4. Lifting and carrying up to 20 lbs.
5. Occasional lifting, bending, stooping, kneeling, reaching, carrying and climbing.

This position is performed 70% in an office environment, while 30% will be spent outside environment with visits to facilities, members, clients, outside vendors, meetings and seminars.

70% of the job is performed sitting down, 30% is walking or standing. Overall 90% of the workday is on the computer or phone, and 10% is spent in meetings.

***Candidates whose disability makes them unable to perform a non-essential job function will still be considered fully qualified for the position if they can perform the essential job functions with reasonable accommodations.***

NOTE: I understand that this job description is intended to describe the general nature and level of work involved for this job. *Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.* This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

\_\_\_\_\_  
Employee Date: \_\_\_\_\_

\_\_\_\_\_  
Supervisor Date: \_\_\_\_\_



Name & Title	Classification	Reports To – Name & Title	Date
Office Coordinator/ <u>Executive Assistant</u>	Full Time	Michelle Gowdy Executive Director	12/2017

Summary

Essential Job Functions
<ol style="list-style-type: none"> <li>1. <u>Executive Assistant</u> to Executive Director.</li> <li>2. Oversee day to day office functions (i.e. coordinate mailings, order office supplies, maintain alarm system, distribute VML General Mailbox emails to appropriate staff etc.).</li> <li>3. Prepare Executive Committee meeting notebooks <u>and</u> distribute email agenda for meetings.</li> <li>4. Work with legislative staff on delivery of emails/mailings, alerts of importance to VML membership.</li> <li>5. Prepare annual dues notices for VML member localities (dues amts. population figures as provided by Finance Director).</li> <li>6. Maintain database groups i.e. policy committees, legislative committee, executive committee, liaisons, general assembly members etc.</li> <li>7. Maintain and oversee registration for VML Annual conference and other meetings/conference i.e. regional meetings, Finance Forum, NEO Conference, Mayor Institute.</li> <li>8. <u>Work with member localities and provide information to them as needed</u></li> <li>9. Accepts other duties as assigned and completes such duties in a professional and effective manner.</li> </ol>

Qualifications
<p><b>ESSENTIAL SKILLS AND EXPERIENCE:</b></p> <p><u>Experience/Education: High School Degree and/or Equivalent Experience</u></p> <p><u>Understanding of intergovernmental relations and Virginia Local Governments.</u></p> <p><u>Demonstrated abilities to oversee the member localities registration and attendance at various VML functions.</u></p>

**NONESSENTIAL/BENEFICIAL SKILLS AND EXPERIENCE:**

1. Experience within a public interest group or in local or state government policy arena

**PHYSICAL DEMANDS AND WORK ENVIRONMENT:**

1. Reaching and manual dexterity.
2. Looking at a computer monitor.
3. The ability to hear and carry conversation within ordinary speech range of hearing.
4. Lifting and carrying up to 20 lbs.
5. Ability to get around to meeting sites and stay at meeting sites for substantial periods of time during a day.
6. Occasional lifting, bending, stooping, reaching, carrying and climbing.

This position is performed 90% in an office environment, while 10% will be spent at meetings outside of the office at meeting venues. Travel outside Richmond (including some overnight) required for meetings and events.

70% of the job is performed sitting down, 30% is walking or standing. Overall 90% of the workday is on the computer or phone, and 10% is spent in meetings.

***Candidates whose disability makes them unable to perform a non-essential job function will still be considered fully qualified for the position if they can perform the essential job functions with reasonable accommodations.***

NOTE: I understand that this job description is intended to describe the general nature and level of work involved for this job. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

\_\_\_\_\_  
Date: \_\_\_\_\_  
Employee

\_\_\_\_\_  
Date: \_\_\_\_\_  
Supervisor

Name & Title	Classification	Reports To – Name & Title	Date
Director of Affiliate Relations	Full Time – Exempt	Michelle Gowdy	12/2017

**Summary**

*This position coordinates the affiliate groups that VML manages.* Duties include, but are not limited to, serving as the staff person assigned to manage VML Affiliate organizations in accordance with VML agreements for service. Additionally, this position provides support to senior legislative staff by tracking legislation, conducting research, preparing agendas, attending legislative meetings, and generally advocating VML’s legislative priorities.

**Essential Job Functions**

1. Manages Affiliate relationships pursuant to service agreements including but not limited to: the Virginia Building and Code Officials Association (VBCOA), Virginia Energy Purchasing Group Association (VEPGA), Municipal Electric Power Association of Virginia (MEPAV), Northern Virginia Electric Cooperative (NOVE), and VML/VACo Appalachian Power Company (APCo).
  2. This includes the ability to manage the business of the organizations to include membership services, dues assessments, financial accountability, responding to inquiries, staffing board meetings, planning and executing conferences, meetings, and training events, providing regular communications to the Board and Association members, and other services necessary to conduct the business of the Affiliate organization.
  3. Works in close partnership with legislative liaisons from member localities and provides support to Senior VML Legislative staff. This include compiling the legislation being monitored by VML, tracking legislation, conducting research, preparing the agendas and documents needed for weekly legislative liaison meetings, attending legislative committee meetings, and advocating VML’s legislative priorities, as needed.
  4. Write news items on policy/legislative issues and affiliates throughout the year for E-News, Virginia Town and City and other publications as needed. This includes proofreading and fact checking before submission.
  5. Assist with developing VML annual conference sessions as well as assisting and attending various educational forums held statewide to include affiliate events. These do include weekends and overnight stays.
  6. Accepts other duties as assigned and completes such duties in a professional and effective manner.
  7. Establishes and works within approved budgets.
- Services include, but are not limited to

**Qualifications**

**ESSENTIAL SKILLS AND EXPERIENCE:**

Experience/Education:

Masters of Public Administration and/or equivalent experience preferred.

Knowledge/Skills/Abilities:

1. Ability to plan, organize, direct, and work well with others.
2. Extensive knowledge of managerial, operational, political, community and economic issues related to or affecting local government operation, change, and development.
3. Ability to manage multiple tasks and coordinate projects.
4. Ability to interact effectively with elected and appointed officials at all levels of government.
5. Knowledge in how to assist affiliate groups and support lobbyists and legislative liaisons.
6. Excellent time management, planning/organizational, oral, written, and interpersonal communication skills.
7. Excellent writing skills.

**NONESSENTIAL/BENEFICIAL SKILLS AND EXPERIENCE:**

1. Achievement of related industry or management courses.

**PHYSICAL DEMANDS AND WORK ENVIRONMENT:**

1. Reaching and manual dexterity.
2. Looking at a computer monitor.
3. The ability to hear and carry conversation within ordinary speech range of hearing.
4. Lifting and carrying up to 20 lbs.
5. Occasional lifting, bending, stooping, kneeling, reaching, carrying and climbing.
6. Occasional driving required.
7. Occasional travel via airplane, train, or other mode of transportation.

This position is performed in 50% office environment while 50% will be spent at meetings outside of the office at various meeting venues. Travel outside Richmond (including some overnight) is required for meetings and events.

***Candidates whose disability makes them unable to perform a non-essential job function will still be considered fully qualified for the position if they can perform the essential job functions with reasonable accommodations.***

NOTE: I understand that this job description is intended to describe the general nature and level of work involved for this job. *Nothing in this job description restricts management's right to assign or reassign*

*duties and responsibilities to this job at any time.* This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

\_\_\_\_\_ Date: \_\_\_\_\_  
Employee

\_\_\_\_\_ Date: \_\_\_\_\_  
Supervisor

Name & Title	Classification	Reports To – Name & Title	Date
Director of Fiscal Policy	Full Time – Non-Exempt	Michelle Gowdy Executive Director	12/2017

**Summary**  
 This position coordinates the League’s policy development process on state/local/federal tax issues through the VML Legislative Program; performs legislative and policy analysis on state budget appropriations for locally administered programs, state tax legislation that affects state financial assistance to local governments, and state legislation that affects local taxing powers; serves as a member of VML’s lobbying team and coordinates with local government liaisons and other organizations local responses to state budget and other state legislative initiatives; serves as VML liaison to state legislative and executive task forces that affect local budgets and taxing authority ; writes for VML’s E-news and Virginia Town & City magazine; and assists with federal legislative issue monitoring/reporting.

- Essential Job Functions**
1. Co-staff two policy committees (Finance and Transportation); assist with agenda development for Legislative Committee.
  2. Perform policy analysis and monitor issues regarding state budget and finance issues and select state budget issues (transportation, economic development and natural resources) throughout the year. This includes serving on state work groups, performing research, developing testimony or information for state work groups to tell the local government story; finding representatives to serve on state work groups as needed.
  3. Represent VML as part of the legislative team lobbying the Virginia General Assembly. This includes covering assigned committees/subcommittees; communicating with legislators/General Assembly staff to obtain or give information about legislation of interest to VML; developing budget amendments, securing patrons/co-patrons and working on them through the session with goal of adoption in the budget; working with local government legislative liaisons and other organizations’ lobbyists on issues of mutual concern; writing summaries of actions/legislative action calls for VML’s membership. Also supports other members of the VML legislative team on state budget and tax issues.
  4. Write news items on policy/legislative issues throughout the year for E-News and *Virginia Town & City*.
  5. Serve as VML Liaison on state government task forces (e.g., GO Virginia Stakeholders Group, Joint Subcommittee Studying Short-term Rentals, etc.)
  6. Oversee recruitment of VML members as nominees to serve on state boards and commissions as requested by the Secretary of the Commonwealth or state agencies.
  7. Assist with developing VML annual conference sessions, VML-VACo Finance Forum and other educational activities, including topic development and securing speakers; staff sessions during the conference; and staff the VML-VACo Finance Forum.
  8. Work with member localities to answer questions and assist them with specific issues.
  9. Works together with other VML staff to achieve established goals.
  10. Accepts other duties as assigned and completes such duties in a professional and effective manner.

**Qualifications**

**ESSENTIAL SKILLS AND EXPERIENCE:**

Experience/Education:

Undergraduate degree.

Understanding of intergovernmental relations and Virginia local governments.

Knowledge/Skills/Abilities:

1. Comprehensive knowledge of assigned policy/legislative areas and establishing successful relationships with local government elected officials and staff, Executive branch officials and agency personnel, General Assembly members/staff, outside organization executives and staff, and local legislative liaisons.
2. Tolerance for ambiguity in policy making and the legislative arena.
3. Proficient in the use of personal computers including Microsoft Suite software applications, database management and use of the Internet for business purposes.
4. Demonstrated abilities to research, analyze data and make sound policy decisions in a timely manner; effectively oversee multiple policy/legislative issues (simultaneously); and effectively communicate in writing and orally both inside and outside the League.

**NONESSENTIAL/BENEFICIAL SKILLS AND EXPERIENCE:**

1. Masters' Degree of Public Administration or Public Policy
2. Experience within a public interest group or in local or state government policy arena

**PHYSICAL DEMANDS AND WORK ENVIRONMENT:**

1. Reaching and manual dexterity.
2. Looking at a computer monitor.
3. The ability to hear and carry conversation within ordinary speech range of hearing.
4. Lifting and carrying up to 20 lbs.
5. Ability to get around to meeting sites and stay at meeting sites for substantial periods of time during a day.
6. Occasional lifting, bending, stooping, reaching, carrying and climbing.

This position is performed 50% in an office environment, while 50% will be spent at meetings outside of the office at the State Capitol, state agency offices, and other meeting venues. Travel outside Richmond (including some overnight) required for meetings and events.

70% of the job is performed sitting down, 30% is walking or standing. Overall 50% of the workday is on the computer or phone, and 50% is spent in meetings.

***Candidates whose disability makes them unable to perform a non-essential job function will still be considered fully qualified for the position if they can perform the essential job functions with reasonable accommodations.***

NOTE: I understand that this job description is intended to describe the general nature and level of work involved for this job. *Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.* This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

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Employee Date: \_\_\_\_\_

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Supervisor Date: \_\_\_\_\_

Name & Title	Classification	Reports To – Name & Title	Date
Director of Member Services	Full Time – Exempt	Executive Director	<u>01/2018</u>

**Summary**

The Director of Member Services ensures that VML retain its current members and works to obtain new members. Duties include, but are not limited to, development of member programs, serving as an advocate for member localities, overseeing VML’s training program, and staffing the Go Green Initiative.

**Essential Job Functions**

1. Oversees and manages the Virginia Leadership Academy training program.
2. Works with the Executive Director to develop and implement programs to provide research, training, and advocacy services for VML member localities.
3. Perform policy analysis and monitor issues regarding the environment and transportation throughout the year. This includes serving on state work groups, performing research, developing testimony or information for state work groups to tell the local government story; finding representatives to serve on state work groups as needed.
4. Represent VML as part of the legislative team lobbying the Virginia General Assembly. This includes covering assigned committees/subcommittees; communicating with legislators/General Assembly staff to obtain or give information about legislation of interest to VML; developing budget amendments, securing patrons/co-patrons and working on them through the session with goal of adoption in the budget; working with local government legislative liaisons and other organizations’ lobbyists on issues of mutual concern; writing summaries of actions/legislative action calls for VML’s membership. Also supports other members of the VML legislative team on environmental and transportation matters.
5. Coordinates services for members in the area of environmental policy, including inquiries regarding environmental legislation or agency activities and Transportation Policy matters.
6. Staffs the Go Green Committee and oversees the implementation of the program.
- 7.
8. Assists in the preparation and formation of VML legislative materials which includes leading and attending various committee meetings, specifically for the Environmental Quality Policy Committee and Transportation Policy Committee.
9. Write news items on policy/legislative issues throughout the year for E-News, Virginia Town & City and any other publication.
10. Conducts and coordinates training sessions for local officials and others on a variety of topics.
11. Assist with developing the VML Annual Conference sessions, including topic development and securing speakers; staff sessions during the conference and other related events.
12. Develops the programing for the Mayor’s Institute Training, staffs and secures speakers.
13. Conducts the recruitment of and securing Exhibitors for the Annual Conference and ensuring that they are placed appropriately and have the resources needed.
14. Works to retain VML’s current members and actively recruits potential new members.
15. Works together with other VML staff to achieve established goals.
16. Accepts other duties as assigned and completes such duties in a professional and effective manner.
17. Travels as necessary for meetings, events, and professional development.

**Qualifications**



**ESSENTIAL SKILLS AND EXPERIENCE:**

Experience/Education:

Juris Doctorate and/or a Masters of Public Administration and/or equivalent experience preferred.

Knowledge/Skills/Abilities:

1. Comprehensive knowledge of assigned policy/legislative areas and establishing successful relationships with local government elected officials and staff, Executive branch officials and agency personnel, General Assembly members/staff, and outside organization executives and staff.
  2. Tolerance for ambiguity in policy making and the legislative arena.
  3. Proficient in the use of personal computers including Microsoft Suite software applications, database management and the use of the Internet for business purposes.
- Demonstrated abilities to conduct research, analyze data and make sound policy decisions; effectively oversee multiple policy/legislative issues; prepare and administer budgets; and effectively communicate in writing and orally both inside and outside the League.

**NONESSENTIAL/BENEFICIAL SKILLS AND EXPERIENCE:**

1. Achievement of related industry or management courses.

**PHYSICAL DEMANDS AND WORK ENVIRONMENT:**

1. Reaching and manual dexterity.
2. Looking at a computer monitor.
3. The ability to hear and carry conversation within ordinary speech range of hearing.
4. Lifting and carrying up to 20 lbs.
5. Occasional lifting, bending, stooping, kneeling, reaching, carrying and climbing.
6. Occasional driving required.
7. Occasional travel via airplane, train, or other mode of transportation.

This position is performed 50% in an office environment, while 50% will be spent at meetings outside of the office at the State Capitol, state agency offices, and other meeting venues. Travel outside Richmond (including some overnight) required for meetings and events.

70% of the job is performed sitting down, 30% is walking or standing. Overall 50% of the workday is on the computer or phone, and 50% is spent in meetings.

***Candidates whose disability makes them unable to perform a non-essential job function will still be considered fully qualified for the position if they can perform the essential job functions with reasonable accommodations.***

NOTE: I understand that this job description is intended to describe the general nature and level of work involved for this job. *Nothing in this job description restricts management's right to assign or reassign duties and*

*responsibilities to this job at any time.* This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

\_\_\_\_\_ Date: \_\_\_\_\_  
Employee

\_\_\_\_\_ Date: \_\_\_\_\_  
Supervisor

Name & Title	Classification	Reports To – Name & Title	Date
General Counsel	Full Time – Exempt	Kimberly Winn Executive Director	12/2015

Summary
The General Counsel works directly with the Executive Director to further the mission and interests of the Virginia Municipal League (VML).

Essential Job Functions
<ol style="list-style-type: none"> <li>1. Assists Executive Director, duties as assigned.</li> <li>2. Responds to legal inquiries and provides assistance to VML member localities.</li> <li>3. Staffs the Legislative Committee and assists in the preparation of VML legislative materials.</li> <li>4. Serves as a registered lobbyist for VML and advocates on behalf of VML and our member localities as necessary.</li> <li>5. Conducts legal and policy research.</li> <li>6. Prepares legal opinions, briefs, and correspondence as necessary.</li> <li>7. Prepares VML publications and bulletins as necessary.</li> <li>8. Provides content for <i>Virginia Town &amp; City</i> and other publications.</li> <li>9. Conducts training sessions and seminars.</li> <li>10. Prepares amicus briefs and provides updates to the VML Executive Committee regarding the status of pertinent cases.</li> <li>11. Participates in the VML Annual Conference and other events.</li> <li>12. Provides sample ordinances as requested.</li> <li>13. Accepts other duties as assigned and completes such duties in a professional and effective manner.</li> </ol>

Qualifications
<p><b>ESSENTIAL SKILLS AND EXPERIENCE:</b></p> <p>Experience/Education:</p> <p>Juris Doctorate required from an accredited law school.</p> <p>Member in Good Standing of the Virginia Bar.</p> <p>Knowledge/Skills/Abilities:</p> <ol style="list-style-type: none"> <li>1. Comprehensive knowledge of Virginia local government law.</li> <li>2. Ability to plan, organize, direct, and supervise employees.</li> <li>3. Extensive knowledge of managerial, operational, political, community and economic issues related to or</li> </ol>

- affecting local government operation, change, and development.
4. Ability to manage multiple tasks and coordinate projects.
  5. Ability to interact effectively with elected and appointed officials at all levels of government.
  6. Excellent time management, planning/organizational, oral, written, and interpersonal communication skills.
  7. Ability to exercise sound legal judgment in connection with VML's legal affairs.

**NONESSENTIAL/BENEFICIAL SKILLS AND EXPERIENCE:**

1. Professional designation(s).
2. Achievement of related industry or management courses.

**PHYSICAL DEMANDS AND WORK ENVIRONMENT:**

1. Reaching and manual dexterity.
2. Looking at a computer monitor.
3. The ability to hear and carry conversation within ordinary speech range of hearing.
4. Lifting and carrying up to 20 lbs.
5. Occasional lifting, bending, stooping, kneeling, reaching, carrying and climbing.

***Candidates whose disability makes them unable to perform a non-essential job function will still be considered fully qualified for the position if they can perform the essential job functions with reasonable accommodations.***

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Employee Date: \_\_\_\_\_

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Supervisor Date: \_\_\_\_\_