



# INSTITUTE FOR LOCAL GOVERNMENT<sup>SM</sup>

*Promoting Good Government at the Local Level*

## **Minutes from the December Board Meeting Friday, December 13, 2013**

### **Present**

- **Institute Board Members:** Michele Beal-Bagneris, Salud Carbajal, Brett Channing, Hal Conklin, Norman Coppinger (for Chris McKenzie), Greg Cox, Rosemary M. Corbin, Henry Gardener, Mark Gaughan, Rod Gould, Rick Haffey, Jean Jordan (for Matt Cate), Michael Kasperzak, James Keene, Dan Miller, Kathleen Millison, Jerry Patterson and Dan Whitehurst
- **Absent:** Pablo Espinoza, Pat Jones, and Art Takahara
- **Guests:** Brad Hudson and Paul Philleo
- **Staff:** Karalee Browne, Yvonne Hunter, Kristy Jensen, Melissa Kuehne, Candace Price, JoAnne Speers

### **I. Introductions and Announcements**

### **II. Telling the Institute's Story: Board Members Tales From the Field**

Board members shared information about their perceptions of the Institute's activities among local officials since the last board meeting, as well as whether they had received input and/or feedback on the Institute's efforts.

- Salud shared that Santa Barbara County had initiated the Beacon Award process.
- Rod noted he had used ILG resources related to millennials in the work place and sustainability. He added he would like to look into having training for the planning commission on public engagement. [[Sarah](#)]
- Rosemary reported that her son teaches at Union College in New York and serves on a committee dedicated to reducing their carbon footprint and she forwarded him ILG resources.
- Kathy shared an issue Sonoma County has been dealing with concerning law enforcement. She noted a few areas where ILG resources may be helpful moving forward including a workshop with the city council on their relationship with the city attorney and task forces on civilian review board best practices.
- Hal reported that he had participated in a Council on Foundations meeting and they had discussed the changing nature of non-profit finding. A key take-away is a shift from grant

making to collaborative efforts (through a bid process) with non-profits to advance shared objectives.

- Greg shared that San Diego County has initiated a “Live Well San Diego” campaign targeted at eliminating unhealthy food from schools, shopping locally and encouraging healthier lifestyles among all residents. He added that civic participation and partnerships have been an integral part of this endeavor.
- Michelle reported that through her office she has encouraged all attorneys to visit the ILG website and review ethics best practices resources.
- Jerry noted that all community colleges need to be accredited every five years, and they are now being pressed to have a code of ethics. ILG resources on this topic may be of use to them through this process.
- Jim thanked JoAnne for her feedback on his city’s code of ethics and reported that the City of Palo Alto has brought on a chief sustainability officer.

### **III. Discussion Items**

#### **Goal 6 (Storytelling) Report: The Sacramento County Story**

Karalee Browne introduced Sacramento County Executive Brad Hudson and Paul Philleo, Director of Sacramento County Department of Waste Management and Recycling. She noted this was a good example of the way in which ILG learns from its audience and updates its resources accordingly. Brad and Paul shared that Sacramento County had many sustainability programs in place, but many people were unfamiliar with them, including county employees.

To obtain a baseline on sustainability efforts throughout the county, the county adapted ILG’s best practices framework (<http://www.ca-ilg.org/sustainability-best-practices-framework>) into a checklist. They distributed the checklist to each department and received 18 responses (nine from traditional departments, five municipal services and four internal service departments). They then compiled all of this information into a spreadsheet to identify the saturation and completion levels of each task; this was helpful in determining which tasks were second nature to county staff (recycling and waste reduction) and identifying areas for improvement. [Yvonne]

Karalee noted that ILG hopes to write a case story and promote it through ILG channels. Sacramento County expressed interest in becoming a participant in the Beacon Program.

Board members liked the idea of using ILG resources as measurement tools and agreed this type of tool can encourage increased participation. Brad and Paul noted that in their experience, there was more buy-in on behalf of the departments when the overall goal of sustainability was broken down into smaller, more achievable goals.

## 2013 Annual Report

JoAnne presented the 2013 annual report to the Board and welcomed their feedback. The Board inquired about more specifics on the analytics of the website. JoAnne explained that ILG changed website platforms in the last year which makes some of the analytics for the past year difficult to interpret. The Board expressed interest in seeing multiple years of data on website hits, downloads, webinars, etc [\[For February board meeting\]](#). ILG staff will explore this option for next year's annual report. Board members also communicated interest in being more involved in ILG's social media activity and suggested this potentially be covered at a future Board meeting.

## Proposed Multi-year Goals for 2014-2015

JoAnne reported that staff had captured the Board's conversation from the August retreat and incorporated their ideas and feedback into three multi-year goals. Board members liked the idea of having a small number of multi-year goals. Board members inquired about including program area emphasis within the goals; staff agreed to do so.

The Board adopted the following proposed goals:

- Continue to add to and update ILG resources in ways that respond to the information and resources needs of local officials on key priority topics
- Increase the familiarity with and use of ILG resources by ILG's target audience (current California local agency elected officials and staff and the next generation of these groups), as well as other secondary audiences (state agencies, other local agency associations, media, emerging local leaders and others).
- Assess and document the impact of ILG resources, programs and efforts.

The Board approved slightly modified mission, goal, visions and values statements.

## Proposed 2014 Budget

JoAnne presented the Board with an overview of ILG revenue sources and trends in revenue since 2010. She noted that staff vacancies have been filled which accounts for increases in spending, and added ILG is exploring finding new revenue sources. She reported that ILG has a six month reserve and continues to strive to keep overhead costs to 20 percent of the budget.

Finance Committee member Kathy Millison reported that the committee liked the new budget format which allows for better tracking on a monthly basis and recommended the Board adopt the proposed budget. Board members expressed interest in seeing two years of data in the budget. [\[For May revise, Brook\]](#)

The Board adopted the proposed 2014 budget.

## **IV. Administrative Items**

### **Minutes from the August Retreat (action)**

The board passed a motion to approve the minutes from the August 2013 meeting.

### **Finance Committee (action)**

JoAnne reported that ILG has secured the services of Brooke Yciano for Controller. JoAnne added that projections are that ILG will end the year in the black and all programs' spending is within the approved budgets. The Board moved to accept the October financial statements and have the Board chair sign the 2014 League/ILG service agreement.

### **Governance (action)**

Committee Chair Rod Gould reported that the Governance Committee made the following recommendations to the Board:

- Nominate Henry Gardener as board vice chair and approve the officers for 2014-2015.
- Amend the bylaws to create liaison positions on the Board for both the Municipal Management Association of Southern California and the Municipal Management Association of Northern California.
- Update and readopt the ethics and board emeritus policies.
- Recognize Jerry Patterson as a board member emeritus due to his extraordinary and steadfast commitment to ILG's mission and goals.

The board passed all of the committee's recommendations. Board Chair Jim Keene thanked Jerry Patterson for his years of service and presented him with a certificate of appreciation.

### **Advancement Committee (action)**

Committee Chair Mike Kasperzak reported that ILG has nearly reached the 100 percent Board giving goal. He added this is something that funders look at when deciding whom to fund. ILG staff has added a donate tab to the homepage to allow website visitors to more easily donate to the endowment. He suggested that ILG add a plug to donate to the newsletters and work with the League's regional public affairs managers to help spread the word. Additionally he reported that the Committee had discussed establishing a Board Fellows Program that would facilitate an ILG presence in each region.

The Board moved to form a Committee to explore the idea of a Board Fellows Program further and report back to the full Board.

## **Executive Committee (information)**

The Board received a report on the last Executive Committee meeting in the Board packet.

## **2014 Board Meeting Dates (action)**

The Board agreed on the following meeting dates for 2014:

- Friday, February 28<sup>th</sup>
- Friday, May 30<sup>th</sup>
- Thursday and Friday, August 21<sup>st</sup>, 22<sup>nd</sup> (note uncertainty on whether we will have a two day retreat)
- Friday, November 7<sup>th</sup>

## **V. Executive Session**

As is its tradition, the board next met in executive session with the executive director and then without. A key focus of the conversation was JoAnne's announcement that she is leaving the Institute and the League to pursue a longstanding interest in teaching at the university level.

## **Adjourn**

Approved February 28, 2014

## OVERALL ILG MISSION STATEMENT

**The Institute for Local Government promotes good government at the local level with practical, impartial, and easy-to-use resources for California communities.**

### ILG GOAL

The Institute's goal is to be the leading provider of information that enables local officials and their communities to make good decisions.

### ILG VISION

The Institute believes trusted and effective local leaders bring people in communities together to create great places to live, work, learn and play. The Institute's work is focused on achieving the following:

- Decision-makers make informed policy choices based on their best sense of the public's interest.
- Local agencies effectively deliver public services.
- All segments of the community are appropriately engaged in key public decisions.
- People value their local public institutions.

### ILG VALUES

**Integrity:** Trustworthiness is of utmost importance to us. We present the results of our research in an unbiased way.

**Relevance:** Our information is high quality, useful and timely—we work hard to anticipate local agency information needs.

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*The Institute for Local Government is the research and education affiliate of the California State Association of Counties and the League of California Cities.*