



INSTITUTE FOR LOCAL GOVERNMENTSM

Promoting Good Government at the Local Level

Friday, January 31, 2020 Minutes

Present

- **Institute Board Members:** Teresa Acosta, Stan Caldwell, Brett Channing, Carolyn Coleman, Hal Conklin, Monica Davis, Mark Gaughan, Rod Gould, Graham Knaus, Randi Johl, Lee Lor, Pat Martel, Nat Rojanasathira, Lydia Romero, Hilary Straus
- **Absent:** Michele Bagneris, Nicholas Gonzalez, James Keene, Dallin Kimble, Neil McCormick, Richard Montgomery, Sue Novasel
- **Guests:** Jennifer Whiting
- **Staff:** Karalee Browne, Kim Danko, Nicole Enright, Kristy Jensen, Melissa Kuehne, Christal Lazard, Erica Manuel, Hanna Stelmakhovych, and Randi Kay Stephens

I. Welcome/Introductions

New Board Member

Rod welcomed Monica Davis to the Board.

Departing Board Member

Rod thanked Dan Miller for his service to the Board.

II. Administrative Items

Conflict of Interest Forms

Rod requested Board members return the conflict of interest form to Kristy.

November 2019 Minutes

Carolyn moved to approve the November 2019 minutes.
Brett seconded. All in favor. Motion approved.

Erica shared the 2019 Annual Report is available to Board members.



INSTITUTE FOR LOCAL GOVERNMENTSM

Promoting Good Government at the Local Level

III. Executive Committee Report

2020 Board Leadership Recommendations

Erica shared Michele has completed her term as Chair. Rod and Teresa volunteered to serve as Chair and Vice Chair respectively. The Executive Committee recommended their appointments for consideration by the Board.

Brett moved to approve the appointment of Rod as Chair and Teresa as Vice Chair. Graham seconded. All in Favor. Motion approved.

Committee Assignments

Rod requested Pat, Hal and Hilary to serve on the Advancement Committee, all of whom accepted.

Rod presented the Committee Assignments for 2020.

IV. Finance Committee Report

December 2019 Financials

Nat shared the Committee met January 22 via phone. The Committee discussed financials, audit and budget. The Board's decision to transfer \$5,000 to CalTrust has continued to be positive. Accounts receivable increased, which is specifically related to Sustainability and Public Engagement program spending, with several invoices also outstanding for payment. Nat reported \$273,000 in reserves with the \$332,000 League donation held. Nat shared the organization's financial health is on track and recommend on behalf of the Committee that the Board move forward with receiving the budget as proposed.

Nat shared audit dates tentatively confirmed and will be completed within the first quarter of 2020. Accounting services are provided by CPAs in Sacramento. Staff will release an RFQ for a new firm or renew an existing contract.

Erica shared the timing of the audit in 2021 will change, which will start earlier Q1 and end in Q2. This will realize a significant cost savings.

Erica shared ILG doesn't have a policy to change auditors, and the organization has had the existing firm for three years.

Erica shared the organization ended 2019 at 107% of total expected revenues with expenses at 93%.



INSTITUTE FOR LOCAL GOVERNMENTSM

Promoting Good Government at the Local Level

Hilary motioned to receive and file the December 2019 financials. Teresa seconded. All in favor. Motion approved.

V. Executive Session

The Board and Erica met in closed session.

VI. Strategic Planning Update

General

Erica thanked Nicole and Hanna for their work on Strategic Planning. Erica updated the Board on how ILG is shifting from planning to implementation and provided snapshots of progress made and next steps.

Erica shared that apprenticeships, homelessness, and resiliency and disaster preparedness are three areas in common across the affiliates that ILG could conduct programming around in the coming year.

Graham shared the CSAC staff was thrilled to invite ILG into meetings, to get an outside perspective and to increase continuity between conversations and work, sharing that it will save time and result in higher quality work moving forward.

Mark asked if there is interest in going to larger media sources. Erica shared ILG will focus on developing a clear message to potentially get there, and the communications plan and consultant will play a role.

Teresa shared the Marketing Committee will support communications plan efforts to elevate the message of ILG and will utilize the Committee's respective contacts.

Mark asked about diversifying revenue streams and if the stress of diversification has been somewhat relieved. Erica noted that upwards of 70% came from Sustainability and that the team is working to generate revenue across all the pillars. Erica shared that staff is working to diversify streams through new contracts, grants and others. Karalee reflected that the team has strength in contracts, and are developing capacity around sponsorships. Randi Kay noted that the strategic plan for each pillar helps to convey the value and define the message that can help to bring in the money. Melissa is happy to have explicit time to focus on development and think strategically.

Nicole shared how staff is using Teamwork to track and report on Strategic Planning.



INSTITUTE FOR LOCAL GOVERNMENTSM

Promoting Good Government at the Local Level

Kim shared the new approach to Social Media and asked Board members to follow ILG social channels and invite 10 followers.

Pillar Plan Overviews & Work Plan

Program Managers presented on implementation plans across the pillars and opportunities for Board engagement.

Leadership & Governance

Rod commented that the demand for this issue area will likely skyrocket in the coming years and that ILG has a strong value for local governments. Randi shared there is a high volume of inquiries in this area, especially with civility, and that city clerks provide high reviews on the AB1234 training.

Hal reiterated the importance of this topic, especially regarding district elections, term limits, and high turnover of electeds with a loss of institutional memory.

Melissa noted staff is looking at candidate training in future years and presented opportunities for Board engagement and asked the Board to follow up on interests.

Carolyn asked about the alignment overlap with leadership trainings and with what the affiliate orgs are doing. Melissa shared that these conversations are underway about needs and alignment without overlapping efforts.

Civics Education and Workforce

Carolyn asked if membership in affiliate orgs is a requirement to access ILG resources. Randi Kay shared that this is not a requirement.

Hal asked how staff is measuring success across pillars. Erica shared the team is tracking across projects and actively connecting the pillars. Part of strategic plan implementation is conducting baseline surveys.

Nat asked if staff have looked at influencing textbook curriculum. Randi Kay shared that Picture Yourself in Local Government (PYLG) will be marketed to schools and are actively exploring how PYLG and the State Seal of Civic Engagement can be incorporated into programming.



Randi Kay presented opportunities for Board members to engage in support of this pillar, including requesting Board members to share how they got involved in local government and who mentored them to share as part of the 65th anniversary.

Randi asked what the timeline is for marketing PYLG. Can leverage relationships with local schools to quickly share it out. Randi Kay shared staff is working on a marketing strategy. It is available online.

Carolyn would like to further discuss with Randi Kay about after school programming opportunities. Hal suggested a mayor invite school district and teachers to a challenge to include PYLG in the classroom.

Public Engagement

Hilary commented that public engagement is becoming increasingly critical and likes the idea of scaling the program for smaller agencies.

Christal requested the Board share the open Program Manager position with highly qualified public engagement facilitators and engage on additional opportunities to support this pillar.

Sustainable & Resilient Communities

Karalee stated staff is working on a strategy for planting the seeds for another ask similar to the BOOST program and presented opportunities for the Board to engage on and support this pillar.

Rod reflected on if Beacon has run its course or what is needed for Beacon 2.0. Hal suggested reviewing initial ideas for Beacon that we didn't get to in the past few years as potential opportunities.

Needs Assessment & Board Engagement

Erica will send the slides as well as additional resources to the Board regarding the opportunities and requested that the Board fill in the blanks with suggestions on additional partnerships.

VII. Additional Updates

Executive Retreat

Rod shared the Executive Retreat will occur in February.



INSTITUTE FOR LOCAL GOVERNMENTSM

Promoting Good Government at the Local Level

Kristy shared that Form 700 will show how much the organization pays per lunch for Board meetings and the retreat costs, as well as travel reimbursement costs for reporting to the FPCC.

Erica shared that Kristy will work with Chairs to schedule Committee meetings. Rod will lead the Executive Committee Retreat.

VIII. Adjourn

Approved April 17, 2020