



INSTITUTE FOR LOCAL GOVERNMENTSM

Promoting Good Government at the Local Level

ILG Board Meeting Minutes February 26, 2021

I. Call to Order and Welcome

The meeting was called to order at 9:34 a.m.

II. Roll Call

Roll call was confirmed verbally as the meeting was held by video conference. Those attending were Teresa Acosta, Virginia Bass, Michele Beal-Bagneris, Stanley Caldwell, Brett Channing, Hal Conklin, Monica Davis, Mark Gaughan, Rod Gould, Randi Johl, Jim Keene, Paolo Kespradit, Graham Knaus, Pat Martel, Richard Montgomery, Sue Novasel, Nat Rojanasathira, Lydia Romero, Hilary Straus and Jennifer Whiting (for Carolyn Coleman). Staff included Erica Manuel, Karalee Browne, Kim Danko, Nicole Enright, Kristy Jensen, Melissa Kuehne and Hanna Stelmakhovych.

Also in attendance was Sarah Pollo, ILG communications consultant.

Absent: Dallin Kimble and Neil McCormick

III. Consent Calendar

December Board Meeting Minutes

Hal moved to accept the December 2020 board minutes.
Graham seconded the motion. All in favor. Motion approved.

IV. Finance Update

Erica reviewed the 2020 Year End financials that were included in the agenda packet. The 2020-year end financials were incredibly positive, with revenues far exceeding expectations. Erica offered provide a deeper explanation after the meeting should any board member want to.

Mark asked, given the success of the contract work in 2020, whether ILG will be able to pivot back to including more diverse work and revenue sources. Erica assured the board that the organization is striving for funding diversity and that there are transition goals in place, including hiring a fundraising consultant.



INSTITUTE FOR LOCAL GOVERNMENTSM

Promoting Good Government at the Local Level

Jim motioned to receive and file the Year End 2020 financials.
Michele seconded the motion. All in favor. Motion approved.

V. Operational Updates

Administration

Erica announced that a new hire had been identified. Julia Salinas has accepted ILG's offer and will begin work as a Program Manager of Equity and Engagement, on March 15th. All other operations are running smoothly.

Marketing and Communication

Sarah Pollo reviewed the marketing and information in the board packet. The communications plan is being actively implemented and all efforts to expand ILG visibility through social media, earned media and marketing are showing strong returns.

Partner Program

Staff reported high confidence that ILG will meet its partner program budget target for 2021. There have been a number of new companies that have shown interest and a handful that have already signed up. The board asked for an information sheet (including staff contact information) that they could use when speaking with possible partners. Hal asked if there should be a vetting process for prospective partners. Erica explained that while ILG's partner recruitment approach follows current trends, we aren't interested in only sales, ILG is interested in quality over dollars. We are very selective about working with the right partners.

65th Anniversary

Erica asked the board for their thoughts on highlighting the ILG 65th anniversary in 2021 and what that could look like. The board had a lively conversation with ideas ranging from a virtual event to postponement. Rod summed up the conversation by asking the Marketing Committee to explore ideas for a low key event that would focus on building partnerships and report their findings at the May board meeting.

VI. Program Updates

Staff gave verbal review of the information in the board packet. The board had no questions.



INSTITUTE FOR LOCAL GOVERNMENTSM

Promoting Good Government at the Local Level

VII. Executive Committee Report

Equity and Diversity

Rod proposed that the board postpone the equity discussion until the May meeting when it could include Julia Salinas and use more time for an in-depth discussion. Randi Johl took a few moments to describe her role on the Cal Cities Equity and Diversity Task Force and explained how that work will align with the work ILG wants to accomplish. Erica closed this presentation by assuring the board that ILG's efforts will compliment, not compete, with the work being accomplished by CSDA, CSAC and Cal Cities.

Executive Director Year End Review

Rod reported to the board that the Executive Director Survey results were exemplary. In each area Erica received the highest reviews.

VIII. Administrative Items

100% Giving

The board met the 100% goal for 2020.

Annual Conflict of Interest Forms

The ethics policy and conflict of interest forms will be send out electronically this year.

Board Self Survey

The self-survey was sent out and the Governance Committee requested that all responses be sent to Kristy by March 12th so staff can tabulate the results and the committee will have time to review it. The goal is to present the results to the board at the May meeting.

IX. Executive Session

The chair elected not to have a closed session.

The meeting adjourned at 11:33 a.m.

Approved May 21, 2021