



Board of Directors Meeting
March 3, 2017
1:00-2:00 PM Eastern Time
11:00 AM-12:00 PM Central Time
10:00-11:00 AM Mountain Time
9:00-10:00 AM Pacific Time

Advancing Excellence and Inclusiveness in Local Government

Call-in Number:
1-866-210-1669
Guest Code: 5150240

Agenda

IHN Board of Directors

Veronica Briseño
President

Vacant
President-Elect

Magda Gonzalez
*Immediate
Past President*

Rolando Fernandez
*Vice President
for Membership*

Maria Hurtado
*Vice President
for Programs*

At Large Directors

Carlos Baia
ICMA Board Liaison

Yocelyn Galiano

Raymond Gonzales

Tommy Gonzalez

Ramiro Inguanzo

Claudia Lujan

Daro Mott

Patricia E. Martel
*Past ICMA
Board Member*

David Mora
ICMA Staff Liaison

Rod Alcázar
ICMA-RC Liaison

A. Call to Order/Roll Call/Welcome

B. ACTION: Consent Agenda – Receive and Approve

1. Minutes for Board Meeting of January 6, 2017*
2. Minutes/Board Retreat Notes of February 3-4, 2017*
3. Board Meeting Attendance Report for 2016/17*
4. Financial Report through February 28, 2017*

C. DISCUSSION/ACTION: Use of LGHN Logo by Chapters*

D. ACTION: Board Commitments*

E. ACTION: Maintenance Contract with Neon Rain*

F. Committee Reports/Updates (work plans attached)*

1. Executive Committee
2. Communications
3. Membership
4. Programs
5. Nominations
6. University Partnerships
7. Fund Development
8. Awards (separate committee for each)
 - a) Civic Engagement Award
 - b) Emerging Leaders Award(s)
 - c) Joel D. Valdez Legacy Award
9. Appoint co-chairs for each committee

G. Information Items

1. 2016 Accomplishments/Annual Report*
2. Website Tracking*

H. Future Board Meeting Agenda Items

1. President-Elect Vacancy (April)
2. 2017 Board Nomination Process (April)
3. Emerging Leaders Award Criteria and Process (April)
4. Relationship with IHN Chapters
5. Fundraising Status (ongoing)

I. Adjournment & Future Meeting Dates

1. Friday, March 3, 2017 – IHN Board Meeting
2. Friday, April 7, 2017 – IHN Board Meeting
3. Friday, May 5, 2017 – IHN Board Meeting
4. Friday, June 2, 2017 – IHN Board Meeting
5. Friday, June 9, 2017 – Annual Meeting (tentative)

*Supporting documents provided in board packet

6. Friday, July 7, 2017 – IHN Board Meeting
7. Friday, August 4, 2017 – IHN Board Meeting
8. Friday, September 1, 2017 – IHN Board Meeting
9. Friday, October 6, 2017 – IHN Board Meeting
10. October 22-25, 2017 – ICMA Conference, San Antonio, TX
11. Friday, November 2, 2017 – UHN Board Meeting
12. Friday, December 1, 2017 – IHN Board Meeting
13. Friday/Saturday, February 2-3, 2018 – IHN Board Retreat (Location TBD)



Advancing Hispanic leadership in local government

Board Members Present

Manuel Esquibel, President-Elect
Magda Gonzalez, Immediate Past President
Rolando Fernandez, Vice President for Membership
Carlos Baia, At Large Director
Tommy Gonzalez, At Large Director
Claudia Lujan, At Large Director
Patricia E. Martel, Past ICMA Board Member
David Mora, ICMA Staff Liaison
Rod Alcazar, ICMA-RC Liaison

Board Members Absent

Veronica Briseño, President
Maria Hurtado, Vice President for Programs
Yocelyn Galiano, At Large Director
Raymond Gonzales, At Large Director
Ramiro Inguanzo, At Large Director
Daro Mott, At Large Director

Others Present

Karen Davis, Executive Director

A. Call to Order/Roll Call/Welcome

Roll call was conducted and seven voting members were present; a quorum was established.

B. ACTION: Consent Agenda – Receive and Approve

1. Minutes for Board Meeting of December 2, 2016
2. Board Meeting Attendance Report for 2015/16
3. Financial Report through December 31, 2016.

Magda Gonzalez moved approval of the consent agenda; Pat Martel seconded the motion; the motion was approved unanimously.

C. ACTION: Donation to the scholarship fund at the University of North Carolina MPA Program honoring Tom Lundy, retired County Manager, Catawba County, N. C.

Tom Lundy was ICMA executive board liaison to the IHN board and a long time supporter of IHN during difficult times with ICMA. The North Carolina City/County Management Association started the scholarship as a retirement gift. The board agreed to donate \$1,500 to the scholarship fund. The board also agreed to showcase the donation opportunity on the IHN website. Rolando Fernandez moved approval; Pat Martel seconded the motion; the motion was approved unanimously.

D. Democracy at the Doorstep: Stories of Resilience and Leadership

Karen Davis presented the information on the third edition of “Democracy at the Doorstep” which is focusing on stories of resilience and leadership. Pat Martel said that she is doing the forward for the book. This is the first year that potential authors are asked to contribute financially to be in the book, which was not known fore the call for stories went out. Dave Mora suggested that IHN consider if/who would best represent IHN if IHN were to pay the costs for the article. Tommy Gonzalez agreed that the story should include why IHN feels it is important to contribute to the book. Carlos Baia moved sending the decision to the executive committee; Pat Martel seconded the motion; the motion was approved unanimously.

E. 2017 Retreat – February 3-4, 2017 in San Antonio, TX

The board added the following to the proposed agenda:

- *Review of 2016 accomplishments*
- *Work plan for NFBPA affiliate agreement*
- *Work plan for ICMA affiliate agreement*
- *Summarize/revisit value statement from 2016 retreat*

F. Information Items

No report.

G. Future Board Meeting Agenda Items

No reports.



**Board of Directors Retreat
February 3-4, 2017
San Antonio, TX**

MINUTES

Advancing Hispanic leadership in local government

Board Members Present – February 3

Veronica Briseño, President
Magda Gonzalez, Immediate Past President
Rolando Fernandez, Vice President for Membership
Maria Hurtado, Vice President for Programs
Carlos Baia, ICMA Board Liaison
Claudia Lujan, At Large Director
Daro Mott, At Large Director
David Mora, ICMA Staff Liaison
Rod Alcazar, ICMA-RC Liaison

Others Present

Karen Davis, Executive Director
Rita Ossolinski, ICMA

Board Members Present – February 4

Veronica Briseño, President
Magda Gonzalez, Immediate Past President
Rolando Fernandez, Vice President for Membership
Maria Hurtado, Vice President for Programs
Carlos Baia, ICMA Board Liaison
Raymond Gonzales, At Large Director
Claudia Lujan, At Large Director
David Mora, ICMA Staff Liaison
Rod Alcazar, ICMA-RC Liaison

Others Present

Karen Davis, Executive Director
Michael Trimble, AHLN
Rita Ossolinski, ICMA

A. Review 2016 Accomplishments

The board reviewed the preliminary list of accomplishments and added activities. The information will be put into a two-page annual report/year in review format. The report will be sent to IHN members, new ICMA members (along with IHN member application), etc.

B. Branding

The board reviewed the board tally of preferred names and tag lines. Board members were asked to identify their top three names and tag lines. Local Government Hispanic Network led with 10 votes, followed by Hispanic Local Government Professionals with five votes. Three tag lines received three votes each - ...Insights. Influence. Inclusivity; Networking Insights, Influence and Opportunities; and Advancing Excellence and Inclusiveness in Local Government (the current tag line which was approved in 2016). Claudia Lujan moved approval of changing the name to Local Government Hispanic Network and retaining the current tag line; Carlos Baia seconded the motion; the motion was approved unanimously.

Ray Gonzales asked the board to permit purchase of the LGHN.org, which is currently available. Carlos Baia moved approval of the purchase, Rolando Fernandez seconded the motion; the motion was approved unanimously.

Ray Gonzales presented five options for a new logo based on the acronym LGHN. The board concurred with option #3 (woven design) network/engagement, stating that it represented inclusiveness and unification. Ray Gonzales moved approval, Carlos Baia seconded the motion; the motion was approved unanimously.

Maria Hurtado asked the Communications Committee to provide key talking points on the reasons for the change. Ray Gonzales and Karen Davis explained that the rollout would take several months, with

the first step being to identify all the changes that will be required. The board decided that the rollout would be at the ICMA conference in San Antonio in October. All committees should incorporate the change into their work plans.

Rolando Fernandez asked that board members receive business cards with the new name and logo and the board concurred.

C. Committee 2017 Work Plans

Notes for each committee work plan are attached. The board agreed to appoint co-chairs or vice-chairs for each committee to increase board participation.

D. IHN Board Member Commitments/Expectations

In addition to paying annual board dues (may be included in local government membership). board member's jurisdiction join as a local government member and serving as a Madrina/Padrino, the board recommended adding attendance at meetings 80% of the time, attendance at annual retreat, chair or actively participate in IHN committees (add co-chairs to each committee), actively recruit new IHN members from board member's region and at conferences and regional events, participate in regional events and assist with conference planning/attend conferences in proximity to board member's region. A form will be prepared for current and potential board members to sign. The board recognizes that conflicts may arise and board members may need to be excused from occasional meetings and events.

E. IHN Conference Contract/Procedures/Lessons Learned

The board reviewed the contract template and recommended adding a requirement for "platicas" at each conference (and regional events). IHN will provide the template to the planning committee. They also added a recommendation for a two-day conference, preferably on Thursday and Friday. In Austin, the Saturday afternoon sessions were not as well attended as those on Friday. They also recommended that sessions end earlier in the day (e.g., 4:00). The board concurred with promoting biannual rather than annual conferences and asked staff to prepare a two-year budget showing the increase cost in the years a conference is held. The conference budget should cover the increased costs. Phoenix is proposing a conference October 25-26, November 1-2 or 8-9, 2018. The board expressed a preference for dates farther from the ICMA conference and the elections. The priority dates are mid/late January or November 8-9. The board left the final decision to the Phoenix planning committee.

F. NFBPA Affiliate Agreement

This item was not discussed. NFBPA representatives were unable to attend.

G. ICMA Affiliate Agreement

The previous goal of having joint ICMA and IHN membership applications is not doable because of accounting concerns. However, IHN will prepare a two-page "year in review" that will be included in ICMA new member packets along with an IHN membership application. IHN will work with ICMA and NFBPA to create and maintain a database of people of color who are city/county managers (and potentially assistants). IHN will continue to provide information for the ICMA newsletter and PM Magazine. A mid-year check on progress will be scheduled.

H. Arizona Travel Bans

The board reviewed the white paper prepared by the Phoenix staff and expressed concerns about whether City Councils would agree to lift bans because the law is technically on the books, and the provisions were struck down through legal actions and agreements. However, the board agreed to support the City, given that the Phoenix area is unable to revoke the legislation unilaterally. The board recommended that the lifting of travel bans be lifted from the political angle, working with Phoenix to encourage conversations between Mayors. Austin may be the first "test" of actions resulting from a conversation. If that is successful, the information can be publicized to draw attention to the issue.

2016-2017 IHN Board of Directors Board Meeting Attendance

Name	Jan 2016	Feb 2016	Mar 2016	April 2016	May 2016	June 1 2016	Annual Mtg. 2016	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016
Veronica Briseño	Present		Present	Present	Present	Present	Present	Present	Present	Present	Present		Present
Manuel Esquibel	Present		Present	Present	Absent	Absent	Present	Present	Present	Absent	Present		Present
Magda Gonzalez	Present		Present	Absent	Present	Present	Present	Present	Absent	Present	Present		Present
Maria Hurtado	Absent		Present	Absent	Absent	Present	Present	Present	Present	Present	Absent		Present
Rolando Fernandez	Present		Present	Present	Present	Present	Absent	Present	Present	Present	Present		Present
Carlos Baia	Present		Absent	Present	Present	Absent	Present	Absent	Present	Absent	Absent		Absent
Yocelyn Galiano	Present		Absent	Present	Absent	Present	Absent	Present	Present	Present	Present		Absent
Raymond Gonzales	Present		Absent	Absent	Present	Present	Absent	Present	Present	Present	Present		Present
Tommy Gonzalez	Absent		Absent	Absent	Absent	Absent	Absent	Present	Present	Present	Present		Present
Ramiro Inguanzo	Present		Present	Present	Absent	Present	Absent	Absent	Absent	Present	Absent		Absent
Claudia Lujan	Absent		Present	Absent	Absent	Absent	Present	Absent	Present	Present	Present		Absent
Pat Martel	Absent		Absent	Absent	Absent	Absent	Present	Absent	Absent	Present	Absent		Absent
Daro Mott	Present		Present	Present	Present	Present	Present	Present	Present	Absent	Present		Absent

Name	Jan 2017	Feb 2017*	Mar 2017	April 2017	May 2017	June 1 2017	Annual Mtg. 2017	July 2017	Aug 2017	Sept 2017	Oct 2017	Nov 2017	Dec 2017
Veronica Briseño	Absent	Present											
Manuel Esquibel	Present	Absent											
Magda Gonzalez	Present	Present											
Maria Hurtado	Absent	Present											
Rolando Fernandez	Present	Present											
Carlos Baia	Present	Present											
Yocelyn Galiano	Absent	Absent											
Raymond Gonzales	Absent	Present											
Tommy Gonzalez	Present	Absent											
Ramiro Inguanzo	Absent	Absent											
Claudia Lujan	Present	Present											
Pat Martel	Present	Absent											
Daro Mott	Absent	Absent											

Note: Excused v. unexcused absences are not differentiated on the chart.

*Attendance for Saturday, February 4 when board actions were taken. A quorum was present.

03/01/17
Cash Basis

International Hispanic Network
Profit & Loss
January through February 2017
Jan - Feb 17

Ordinary Income/Expense

Income

46400 · Other Types of Income
 46410 · Advertising Sales 955.50
Total 46400 · Other Types of Income 955.50

47200 · Program Income

 47230 · Membership Dues 14,545.30
 47250 · Conference Registration 375.00
 47260 · Conference Sponsorship 4,955.40
Total 47200 · Program Income 19,875.70

Total Income 20,831.20

Expense

60900 · Business Expenses
 60960 · PayPal Fees 140.55
Total 60900 · Business Expenses 140.55

62100 · Contract Services

 62150 · Outside Contract Services 13,754.82
Total 62100 · Contract Services 13,754.82

65000 · Operations

 65020 · Postage, Mailing Service 19.60
 65030 · Printing and Copying 75.00
 65050 · Telephone, Telecommunications 92.69
 65060 · Website 307.40
Total 65000 · Operations 494.69

65100 · Other Types of Expenses

 65190 · Special Projects 1,000.00
 65120 · Insurance - Liability, D and O 816.00
Total 65100 · Other Types of Expenses 1,816.00

68300 · Travel and Meetings

 68310 · Conference, Convention, Meeting 393.60
Total 68300 · Travel and Meetings 393.60

Total Expense 16,599.66

Net Income 4,231.54

bank balance as of 2/28/17 74,484.02



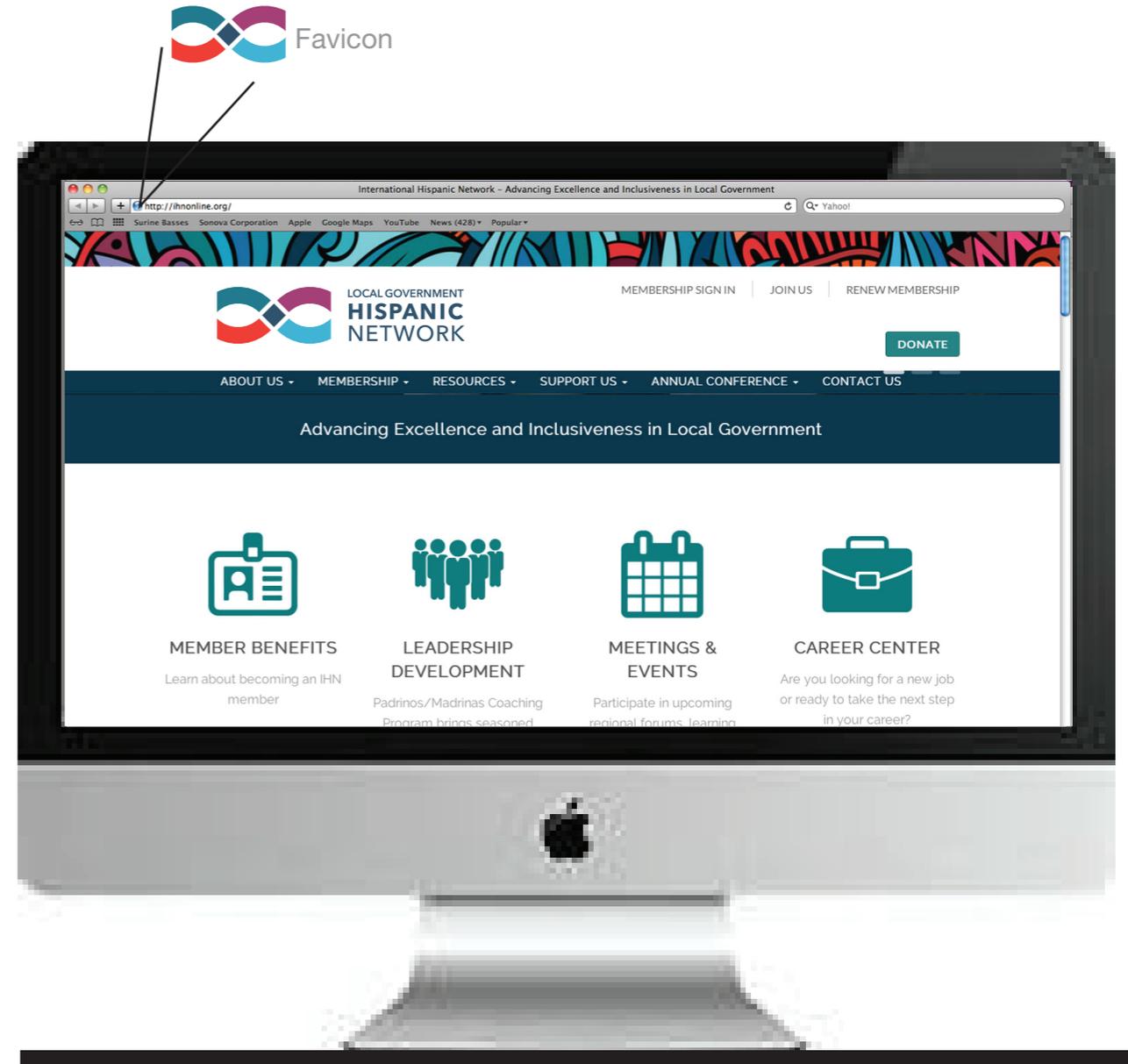
LOCAL GOVERNMENT
HISPANIC
NETWORK



Julie CT Hernandez
Executive Director

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Advancing Excellence and Inclusiveness in Local Government



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LOCAL GOVERNMENT
**HISPANIC
NETWORK**

- Encourage professional excellence among Hispanic/Latino local government administrators
- Improve the management of local government
- Provide unique resources to Hispanic local government executives and public managers
- Advance the goals of professional, effective and ethical local government administration

Advancing Excellence and Inclusiveness in Local Government

WWWLGHN.ORG



IHN Board Member Agreement

By my signature below, I agree to be an active and productive member of the IHN Board of Directors.

As part of my responsibilities as a board member:

- *I will be an ambassador of good will for IHN and I will promote IHN's values and programs to the community, the region and nationally. I will promote networking among Hispanic/Latino local government officials and those local government officials working in communities with significant Hispanic/Latino populations*
- *I will attend board meetings, including the board retreat, at least 75% of the time.*
- *I will actively chair, co-chair and/or participate in established and special committees.*
- *I will serve as a coach for the Madrina/Padrino program.*
- *I will pay annual board dues of \$250 or through local government membership for my organization (\$750 for small local governments; \$1,500 for large local governments). I will encourage my local government to be a local government member of IHN.*
- *I will actively recruit new members from my region, at conferences and at regional meetings.*
- *I will pay board dues within 30 days. I understand my membership and service on the board will be suspended if dues are not paid within 90 days per the IHN bylaws.*
- *I will actively participate in Network events and activities and participate in regional events.*
- *I will assist with conference planning and planning regional workshops/seminars.*
- *I will represent IHN at conferences in proximity to my region.*

IHN will be responsible to me by:

- *Providing board member orientation prior to serving on the board.*
- *Providing board meeting packets/information at least two days prior to a scheduled board meeting.*
- *Responding to questions I have about the organization, procedures and activities. I can request a meeting with board members or staff regarding my questions and concerns.*
- *If IHN does not fulfill its commitments to me, I can call on the board president and executive director to discuss these responsibilities.*

Signed:

Member, Board of Directors

Date

President, Board of Directors

Date

From: Arif Gangji [<mailto:arif@neonrain.com>]
Sent: Wednesday, February 08, 2017 2:36 PM
To: Jeri Beckstedt <jbeckstedt@ihnonline.org>
Subject: Maintenance Agreement Neon Rain Interactive, LLC.

Here's what we are sending to all of our clients about keeping sites secure.

The cost of an out of date and hacked website.

Google reported that they blacklist close to 20,000 websites a week for malware and another 50,000 a week for phishing. In order to get off their blacklist, you have to clean up the site and show that you have put in preventative measures to keep it from happening again.

The cost to clean up a site can fall between \$500 - \$1400 depending on the type of site and the complexity of the intrusion. One time updates can be \$500 - \$1500 depending on how long it has been since the site has been updated. Some businesses are hacked multiple times in a year.

Here is how our security maintenance program works:

1. We take a clean backup of the site and store it.
2. We update the site's core files and plugins.
3. Once it is up to date we take another clean backup.
4. We install security plugins and configure the plugins with our preferred settings to block potential threats.
5. We go in monthly and backup the site as well as update all core files and plugins.
6. If there are security updates, we apply those as they are released vs. monthly.

The maintenance package including the above is \$105 / month with a 1 year initial term.

We are offering a special right now where we will take care of cleaning up any malicious hacks on the website during the term of the agreement at no additional cost to you.

Let me know if you have any interest in having us handle all this for you. No pressure at all - we just get several calls a week from those needing help cleaning up their site.

Arif Gangji



www.neonrain.com

Office: 303-957-3092 | **Desk:** 720-230-9410 | **Mobile:** 303-908-1492

Ranked as one of Denver's Top Web Development Firms by the Denver Business Journal (2008-2016)

Executive Committee

Members include the President-Elect, Immediate Past President, Vice President for Programs, and Vice President for Membership. The committee publically represents IHN positions and determines positions requiring timely responses; acts on issues of an emergency nature. The committee will manage the Emerging Leaders Award process:

IHN recognized two young professionals at the IHN conference. The executive committee selected young professionals who have made significant contributions to IHN. Gabe Rodriquez led the effort to update the IHN website and Angelita Palma has prepared the IHN newsletter and co-chaired the IHN communications committee. Both have done much of the work on their own time. The executive committee would like to formalize this award with a goal of presenting in annually at the IHN dinner and/or conference.

A subcommittee will be led by Maria Hurtado to establish the criteria for section, procedures and timelines. Other board members will be invited to participate – the executive committee recommends Claudia Lujan, Ramiro Inguanzo and Daro Mott. Karen Davis will reach out to them and set a meeting in March.

2017 Communications Committee Work Plan

1. Refresh/increase readership of IHN communications (emails, newsletters, social media, etc.)

The statistics for readership of IHN materials is fairly low, ranging from 20-40%. "Noticias" emails are opened less than 30% of the time and the job openings emails are opened between 35-40%. Given the amount of time required to produce the newsletter, the committee decided to not send the January issue and review other options for communication. The committee is reviewing ways to distribute information through social media platforms such as Workplace by Facebook which offers news feeds, Chat messenger, Groups, etc. IHN is looking at how to expand its presence on Facebook, Instagram, Twitter, LinkedIn, etc. In planning for the IHN conference, the board approved purchasing ads on Facebook, which appeared to increase visibility based on the number of emails that were opened. Following the review of options by the committee, recommendations will be presented to the board for consideration.

One consideration in determining the most effective method of outreach is to determine the best method for outreach for both internal outreach to inform and retain IHN members and external outreach to affiliate organizations and potential new members.

2. Social Media

The committee is developing a social media content strategy (i.e., a matrix of dates to post content on the different social media platforms). Over time the committee will be collecting photos from regional events to share and to maintain a strong IHN presence. The strategy will include what to push out and how to get fresh content on a regular basis.

3. Website Enhancements

The committee will be reviewing the existing website to see what tweaks might be desirable. Enhancements will also be part of the agenda. In 2016, the board expressed an interest in an information-sharing/discussion forum feature. Members would be able to post questions and issues and get thoughts and input from the broader membership. The committee is soliciting other ideas from the board and the IHN membership.

Retreat:

- Create "Library online" with relevant articles from other organizations.
- Member spotlight on the website
- Add website link for promotions – make it easy so members can self report
- Add "chat room" for Madrinas and Padrinos

4. IHN Focus

The committee is asking the question, "What does IHN want to focus on?" As part of the IHN value statement discussed at the 2016 retreat, the board had a placeholder for priority areas of research or technical assistant guides. Once priorities are identified, IHN may discuss the assistance of universities in the development of white papers.

5. Rebranding

The committee is assisting with the development of a new logo in conjunction with the rebranding discussions. After the rebranding process is completed, the committee will also be responsible for the updating of promotional materials.

A list of all impacts must be created, e.g., name change with secretary of state, brochures, promotional materials, website updates, etc.

6. Publications

Prepare at least 3 ICMA Newsletter articles; prepare at least 1 article for PM Magazine (article on border cities will be in March 2017 issue). Suggestions from retreat discussions?

Retreat suggestions:

- ICMA newsletter articles
 - Cesar Chavez Month (March)
 - Hispanic Heritage Month (October)
- PM Magazine
 - Sanctuary Cities
- Online annual meeting in June

2017 IHN Membership Committee Work Plan

1. Update/Progress on Membership Goals/Actuals

Actual Membership Totals	2015 Goal	2015 Actual	2016 Goal	2016 Actual	2017 Goal	2018 Goal	2019 Goal	2020 Goal
Individuals	100	71	130	88	160	190	220	250
Local Government	100	107	130	153	160	190	220	250
Undesignated Local Government	N/A	40	N/A	61	N/A	N/A	N/A	N/A
Subtotal	200	218	260	302	320	380	440	500
Education & Sponsors	10	11	11	12	15	15	15	15
Emeritus	1	1	1	1	1	1	1	1
Founders	7	7	7	7	7	7	7	7
Students	10	13	10	6	10	10	10	10
Subtotal	28	29	29	26	33	33	33	33
Potential Membership Total	228	250	289	328	353	413	473	533

Local Government Members:

Adams County, CO (15 members)
City of Boulder, CO (15 members)
City of Tualatin, OR (7 members)
City of Evanston, IL (7 members)
City of Chandler, AZ (15 members)
Town of Golden Beach, FL (15 members)
City of Phoenix, AZ (15 members)
City of San Antonio, TX (15 members)
City of Tracy, CA (7 members)
City of Oxnard, CA (15 members)
City of San Leandro, CA (7 members)
City of Half Moon Bay, CA (7 members)
City of Austin, TX (15 members)
Village of Pinecrest, FL (7 members)
City of Brighton, CO (7 members)
City of Glendale, AZ (7 members)
City of Miami, FL (15 members)
City of El Paso, TX (15 members)
Village of Palmetto Bay, FL (7 members)
City of Dodge City, KS (7 members)
City of Mesa, AZ (15 members)

As renewals are sent out, the committee will make personal calls/emails to ensure that IHN receives all names from local government members.

The goal is to recruit “engaged” and committed members to IHN. There is a need to develop and identify future IHN and ICMA board members. Strategies will include more

personal follow up to new/renewing members by both membership committee members and board members. Examples include reviewing letters for renewals prior to the renewal process, letters to new members and asking committee and board members to send an email welcoming members to IHN.

Retreat: Madrinas and Padrinos serve as ambassadors and reach out to new members. Also for members receiving promotions/new assignments.

Send “year in review”/annual report to new members.

2. Formalize Chapter Organizations (template outline attached)

The committee is working with Austin and Phoenix (both have chapters that have not been formalized with IHN) to create a template for formal chapters. Once the template is agreed upon, the board will be asked to approve the template and formal chapters will be established. The committee will identify other potential local governments and regions for chapters and prepare a marketing and outreach plan.

Retreat: How to transition from local government membership to chapters? Should local government membership still be an option? Difference is organizational structure, bylaws, professional development programs, etc. Some cities may not want this type of structure, so perhaps clarify structure and differences. Term and termination: until terminated, but review annually.

3. Revisions to Dues Structure (current dues structure attached)

The committee will review alternatives for chapter dues (e.g., options may include one fee for 7 or 15 members and a fee for unlimited memberships), and categories for full and associate memberships to see if current dues are appropriate and make recommendations to the IHN board for action prior to the end of the year. Proposed revisions would be implemented in 2018.

4. Membership Marketing Strategy

The committee will develop marketing and outreach strategies to increase the IHN membership base. Strategies will focus on:

- *Individual memberships*
- *Local governments*
- *Expansion of chapter organizations*
- *Hermanos*
- *Students*
- *Corporate memberships*

Retreat:

- Partner IHN member with each ICMA university chapter
- New member outreach
 - Member spotlight on website (also for current members)
 - Link to story in other newsletters or newspaper
- Add website link for promotions – make it easy so members can self report
- Send letter to new Dallas city manager
- ICMA President and Executive Board – recruit as local government members to show support

2017 IHN Program Committee Work Plan

1. 2017 REGIONAL EVENTS/PROFESSIONAL DEVELOPMENT

- **2017 EVENTS PRE-PLANNING** (all dates are tentative)

February:

- Arizona: Professional Development Sessions at Arizona City/County Management Association Winter Conference – February 1-3

April 28:

- Bay Area: Coaching/Mentoring with Executive Recruiters (IHN/NFBPA/CalNAPA)

June:

- Colorado/Arizona: Latino Leadership Institute and Regional Seminar – June 8-9
[Retreat: + annual membership meeting. Plan webinar for annual meeting.](#)
- Arizona: Surprise, AZ and WLG Chapter Event – June | [Retreat: get dates](#)

September:

- Florida: Miami-Dade County League of Cities/IHN U. S. Constitution Day Commemoration

October:

- Florida: Miami- Dade County League of Cities Best Practices Conference

Date TBD:

- Texas: ALHN – TBD | [Retreat: joint Austin/San Antonio professional development program](#)
- [TBD: DFW Networking Event](#)
- Texas: El Paso – TBD | [Prefer first part of 2018, plan an international event](#)

- Set dates for regional meetings by December 2017

- **2018 EVENTS PRE-PLANNING**

- Confirmed: 2018 Bi-Annual Conference, Phoenix, AZ (Need a “Save the Date”)
- San Francisco Bay Area Professional Development Seminar
- June/July: Colorado Regional Professional Development Meeting
- October: Miami-Dade County League of Cities Best Practices Conference
- IHN Annual Membership Meeting

- **2019/20 EVENTS PRE-PLANNING**

- Proposed: Bi-Annual Conference, Dallas/Fort Worth, TX

2. ICMA Conference, San Antonio

- Dinner: October 22, Cantilever Room, Henry B Gonzalez Convention Center
- Joint Reception with NFBPA and CalNAPA: October 23, TBD

3. PROMOTE/MARKET IHN AS A RESOURCE FOR DEVELOPING REGIONAL EVENTS AS A BENEFIT OF IHN MEMBERSHIP?

- Program committee to offer assistance in creating events through conference calls with local planning committees
- Develop/post “how to organize events”
- Provide sample agendas
- Develop/post “tips for success”

4. MADRINAS/PADRINOS COACHING PROGRAM:

- Actively recruit more Madrinas/Padrinos in 2017
- Modify the “Bio” Page to reflect Madrinas/Padrinos Interest, etc. (Make More Personable)
- Organize Monthly “Platicas” with a Madrinas/Padrinos on Specific “Topics (Recruit 12-15 Volunteers – 1 per month)

Retreat: Use the opportunity of events to build connections and invite attendees to join in monthly events. Launch with new communications platform.

- ICMA Coach Connect/Training for Coaches

Retreat: Membership ambassadors; track number of hits on website; create “chat room”

5. HOW TO MAKE THE WEBSITE MORE OF A RESOURCE

- Coaching resource page
 - Information about coaches
 - Sample resumes
- Tips for resume writing
- Tips for interviewing
- Tips for more effective presentations
- Webinars for resume writing, interviewing skills and presentation skills

6. Conference Sessions

- **NFBPA** (April 19-23, Little Rock, AR)
- **NASPAA** (October 11-13, Washington, DC) – panel to be developed by university partnerships committee
- **ICMA Themes** (Committee considering law enforcement and sanctuary cities)
 - *Contemporary Law Enforcement*
 - Diversity and Inclusion
 - Emerging Technology
 - Preparing for and Managing 21st Century Threats
 - The Intersection of Personal and Professional
 - *The National Divide*

3. Webinars with NFBPA

Retreat:

ICMA Session and/or regional/website information: best practices about what cities/counties are doing to address federal executive orders

ICMA regional summits will have a session on “equity and inclusivity in the workplace and our communities”

IHN/NFBPA/CalNAPA/NACA will be invited to plan a Saturday ICMA university session. Suggested title: From Marching to Managing. Session will focus on public safety, media outreach, public policy – working with elected right, managing shifts.

2017 Nominations Committee Work Plan

1. In 2017, there are 5 vacancies/re-election positions to be filled. The nominations committee will assist with identifying potential candidates and advertising openings to solicit candidates from the membership.

2017 IHN Board Nomination Process	Mar.	Apr.	May	June	Comments
Confirm vacancies	3				
Email members re: interest & recommendations	10				30 days required
Close member submittals		14			35days
Identify potential candidates		21			
Select nominees		21			
IHN Board Approval			5		
Issue ballots			5		15 days minimum, 30 days before annual meeting required
Close ballots				2	28 days
Annual Meeting				9	35 days

2. The committee will assist in identifying and reaching out to IHN members to serve on ICMA committees.

2017 ICMA Committees Work Plan Item	Mar.	Apr.	May	June	Comments
Identify IHN members for ICMA committees	3				Opens in March (specific dates not available)
Email IHN members - ask to apply	3				
Email blast to all IHN members - reminder	24	7			
Send reminder to members to apply		7			
Deadline		TBD			

3. The committee will identify potential candidates for the ICMA executive board, assist with the submittal process and with obtaining letters of support.

2017 ICMA Board Nomination Process	Sept.	Oct.	Nov.	Dec.	Comments
Review rotation status. Send notice requesting expressions of interest	X				
Assist potential candidates with application process		X	X		
Solicit and prepare letters of support		X	X		
Deadline				X	

Retreat:

- Discuss how to keep historical perspective on the board
- Develop a plan for recruiting

2017 University Partnerships Committee Work Plan

Priorities

Priority 1. Better integration of practitioners into academic programs

Priority 2. Integration of IHN research interests and case studies

Priority 3. Improvements to coaching program

Priority 4. Develop joint membership program and marketing brochure with
ICMA/IHN/NFBPA

For 2017, the committee will focus on Priority #1. (Improvements to the coaching program (Priority 3) is being referred to the program committee. The joint membership program (Priority 4) is being referred to the membership committee.)

- *Inclusivity and better understanding*
 - *Need to define a clear path to the profession; how to expose students to local government career services departments in universities*
 - *Follow-up conversations on how to partner (include NFPBA/CalNAPA/other)*
- *Challenges (Practitioners)*
 - *Lack of understanding about how to add value*
 - *Lack of understanding on what to talk about*
 - *Not knowing how to develop a syllabus; what are the expectations?*
 - *A lot of available teachers are older white males; need more diverse role models*
 - *Predominantly used as speakers rather than “teachers”*
- *Challenges (Academia)*
 - *Academia too white*
 - *Practitioners need to “push” academia to diversify*
 - *There is some concern/resistance from academics about having practitioners in the classroom; need to educate academic faculty; faculty also needs to increase diversity*
 - *Lack of understanding about the value of practitioners*
 - *Practitioners are critical for students to see people of color in the profession*
- *Opportunities to explore and broaden*
 - *Establish partnerships between academia and practitioners through co-teaching*
 - *Offer services in the universities to help practitioners be an integral part of designing courses vs. being an “also ran”*
- *Review opportunities for outreach in areas where IHN has members; use as a tool for membership development*
- *Reach out to career services departments at universities as a resource*

Goal: How do we move local government managers from speakers to teachers?

Activities

Participate in NASPAA national conference, October 11-13, 2017 in Washington DC: The working theme is how to determine legitimacy in public affairs. IHN should work with NFBPA and university social equity groups to coordinate a panel addressing IHN/NFBPA issues. This is an opportunity to get in front university program managers who make the hiring decisions.

- Diversity among faculty
- Attract a diverse student population
- Getting schools to focus on local government
- Integration of practitioners in classes
- Practitioners vs. full time professors (models)

Panels should also be presented at ICMA, NFBPA, and IHN conferences to increase awareness.

Develop joint membership with IHN/NFBPA/NASPAA/ASPAA: Develop models for membership reciprocity – perhaps at no cost – to increase awareness and encourage more guest speakers in classrooms.

Get members involved in teaching: Increase the frequency of practitioners in the classroom by:

- Identifying members who can be guest speakers in classes at our partner universities, ICMA university chapters, etc. – “guest speaker of the week.”
- Develop a team teaching approach where practitioners can partner with academics to develop curriculum and team-teach.
- Partner with ICMA to provide resources for aspiring teachers. : ICMA has a session at every conference for practitioners who want to teach. There are also resources on the ICMA website: [Managers as Teachers](#) manual/guide and a promotion for the [Manager in Residence](#) program.

Create/launch best practices events: Coordination of events with universities and local governments with a panel of practitioners presenting at the regional and state levels (ASPA, state association conferences, regional seminars, etc.). Florida is working with ICMA to use these events for continuing education credits for professional development. It is key to get the city manager on board and then department heads and other staff will follow. Events help make connections between universities (faculty and students) and practitioners for guest speaker, internships and mentors.

Follow-up/action steps

Coordinate a conversation with Marcia Conner and Reggie Robinson, NFBPA Education Committee Chair and Director, KU School of Public Affairs and Administration to discuss priority and mutual issues

Dallas/Fort Worth would like to host a 2019/2020 IHN national conference (refer to program committee)

Potential article(s) for ICMA PM magazine?

Retreat:

- Add Alex Briseno and Aida Hurtado to the committee.
- Narrow the focus to getting more involved in the classroom

2017 Fund Development Work Plan

The majority of fundraising for IHN in 2016 was related to specific events (conference, regional meetings, IHN dinner and reception at ICMA, etc.). Following the retreat, the committee convened to develop strategies for supporting 2017 IHN events and for general support:

1. Review Talking Points and Funding Levels

2. IHN Regional/National Events Funding Strategy

- 2017
 - April 28: San Francisco Bay Area workshop with recruiters, Hayward, CA
 - June 8-9: Colorado/Arizona Latino Leadership Institute and Regional Seminar
 - June 9: IHN Annual Meeting
 - September TBD: Miami Dade County League of Cities/IHN U.S. Constitution Day Commemoration
 - October TBD: Miami Dade County League of Cities Best Practices Conference (IHN session sponsor)
 - TBD: Joint Austin/San Antonio Professional Development Seminar
 - TBD: Austin Hispanic/Latino Network Events
 - TBD: DFW Networking event
- 2018
 - Spring: San Francisco Bay Area Professional Development Seminar
 - Spring: El Paso Regional Seminar
 - May/June: IHN Annual Meeting
 - June/July: Colorado Regional Seminar
 - October TBD: Miami Dade County League of Cities Best Practices Conference (IHN session sponsor)
 - November TBD: IHN Biannual Conference, Phoenix, AZ

3. ICMA Conference Events Funding Strategy

- IHN Dinner, October 22
- IHN/NFBPA/CalNAPA Reception, October 23

4. Funding Strategy for Scholarships

The IHN board would like to raise funds to support scholarships for students and emerging leaders to attend national conferences (e.g., IHN, ICMA, NFBPA, ASPA, NASPAA), IHN, ICMA and state association regional events.

5. Funding Strategy for General Support for IHN Operations

- Travel to regional events and membership development
- Communications/website enhancements/marketing
- Issue-oriented research with universities

2017 Awards Work Plan

Civic Engagement Award (Civic Engagement Awards Committee)

The Civic Engagement Award was updated in December and the announcement for 2017 awards was sent in early January. For 2017, the committee decided the awards would be separated into two categories – up to 100,000 population, and over 100,000 population. The 2017 schedule is:

- *January-May 2017: Issue call for submittals*
- *May 1, 2017: Deadline for submission*
- *June 2017: Selection Committee review of submittals; recommendations to the IHN Board of Directors at the June 2017 board meeting*
- *July 2017: Notify organizations selected for award(s)*
- *October 22, 2017: Recognize organizations at the IHN dinner in San Antonio*

In addition to the written submittal, organizations are asked to submit a 3-minute video.

The committee is comprised of three IHN board members.

Retreat: Need to add committee member.

Emerging Leaders Award (Executive Committee)

IHN recognized two young professionals at the IHN conference. The executive committee selected young professionals who have made significant contributions to IHN. Gabe Rodriquez led the effort to update the IHN website and Angelita Palma has prepared the IHN newsletter and co-chaired the IHN communications committee. Both have done much of the work on their own time. The executive committee would like to formalize this award with a goal of presenting in annually at the IHN dinner and/or conference.

The IHN board may wish decide how to move forward with the emerging leaders award. Should a broader awards committee be established? Should the executive committee continue to be responsible for establishing criteria for the award? What outreach should be conducted to identify candidates for the award?

Retreat: Executive Committee will manage the award. Need to establish guidelines.

Joel D. Valdez Legacy Award (Joel D. Valdez Legacy Award Committee)

The Joel D. Valdez award was given to Tony Ojeda at the 2016 IHN conference. The committee is planning to present an award in 2017 at the IHN dinner in San Antonio. In addition to the IHN founders, the selection committee includes two members of the IHN board of directors. The board had determined that the President and President-Elect would represent the board. The IHN board should confirm who they want to represent IHN for the 2017 award.

The committee is creating a bust of Joel Valdez that will be located at the ICMA office. Names of awardees will be placed on the base of the bust.

Need to review committee structure/IHN board participation – reconfirm members



Advancing Excellence and Inclusiveness in Local Government

2016 Report of Accomplishments



The International Hispanic Network is the primary voice of Hispanic/Latino professionals within ICMA. The purpose of the association is to encourage professional development among Hispanic/Latino local government administrators and those local government officials working in communities with significant Hispanic/Latino populations, to improve the management of local government, to provide unique resources to Hispanic/Latino local government executives and public managers, and to advance the goals of professional, effective, and ethical government administration.

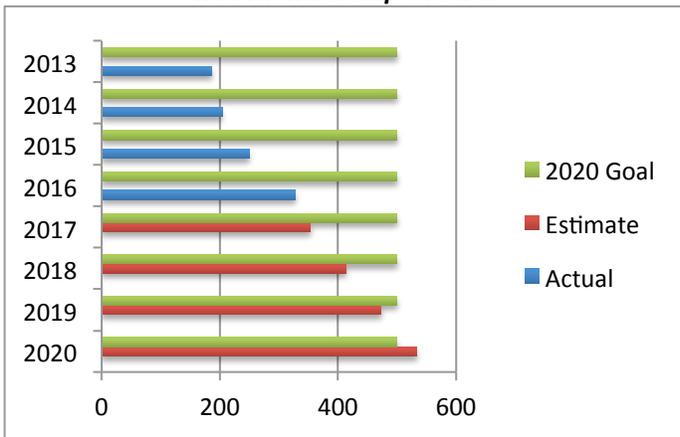
It is with great pleasure that I share with the IHN and ICMA membership the accomplishments of our organization over the past year. It is my hope that you will join us in addressing issues impacting the quality of life in our communities, as well as diversifying the local government workforce.

Veronica Briseño, President

Increased Membership

The IHN board of directors set a goal of increasing membership to 500 by the year 2020. Membership in 2016 increased 24% over the previous year and has increased 43% since 2013. The majority of growth was in the local government membership category, which increased 33% between 2015 and 2016.

IHN Membership Growth



IHN is coordinating with ICMA to increase student memberships by offering free membership to any student in an ICMA University Chapter to provide resources and mentoring to attract more young professionals into the local government profession, with an emphasis on attracting more people of color.

Formalizing IHN Chapters

IHN has had an informal relationship with Austin and Phoenix, both having formed local chapters. The membership committee is working with both organizations to formalize the relationships between the local chapters and IHN. The agreement being developed will be used to develop similar chapter relationships throughout the U.S. The program will be completed by the end of the year.

Events

- IHN and Women Leading Government co-hosted a seminar on “*How to Diversify Executive Search Results*,” in the San Francisco Bay Area, with search firms as the featured speakers.
- IHN representatives developed panel presentations at the annual Miami-Dade County League of Cities Best Practices Conference.
- IHN participated in the NFBPA conference in Portland, OR emphasizing the importance of the recently approved affiliation agreement between the two organizations.
- ICMA Conference in Kansas City
 - Presented “Building Diverse Leadership in Your Community and Your Organization” at the ICMA conference in Kansas City.
 - Hosted the annual IHN dinner
 - Co-hosted the annual IHN/NFBPA/CalNAPA reception
- IHN National Conference, November 3-5 in Austin, TX
 - Approximately 200 attendees
 - The conference was successfully executed within budget
 - 98% of attendees were satisfied or very satisfied with the overall conference
 - The City of Phoenix has announced they will host a national conference in 2018

Awards

- The first annual IHN Civic Engagement Award was given to Chandler, AZ for their “For our City” program.
- Presented the Joel D. Valdez Legacy Award to A. J. Ojeda, Jr., Miami Dade County, FL
- Presented the Emerging Leaders Award to Gabriel Rodriguez, Adams County, CO and Angelita Palma, National City, CA

IHN Rebranding

The IHN board initiated a review of perceptions of the organization and reached out to the membership to determine if an image change was warranted. The outreach included a survey of the membership, and forums at the ICMA and IHN national conferences. The process will be completed in 2017.

Website Redesign

IHN completed redesign of the website: www.ihnonline.org. In addition to a new look, the website is designed to be easier to navigate and better communicate the mission and value of IHN as a professional development organization.

ICMA Board Nominations

IHN nominated Maria Hurtado, Assistant City Manager in Hayward, CA to the 2017 ICMA Executive Board as Regional West Coast Vice President, and supported the nomination of Wally, Bobkiewicz, City Manager of Evanston, IL (IHN local government member for Midwest Regional Vice President).

Administrative

- Updated the IHN Bylaws
- IHN renewed the contract with Management Partners for administrative support
- IHN renewed the contract with ICMA-RC for financial support
- IHN and ICMA held their annual leadership meeting at the ICMA conference in Kansas City

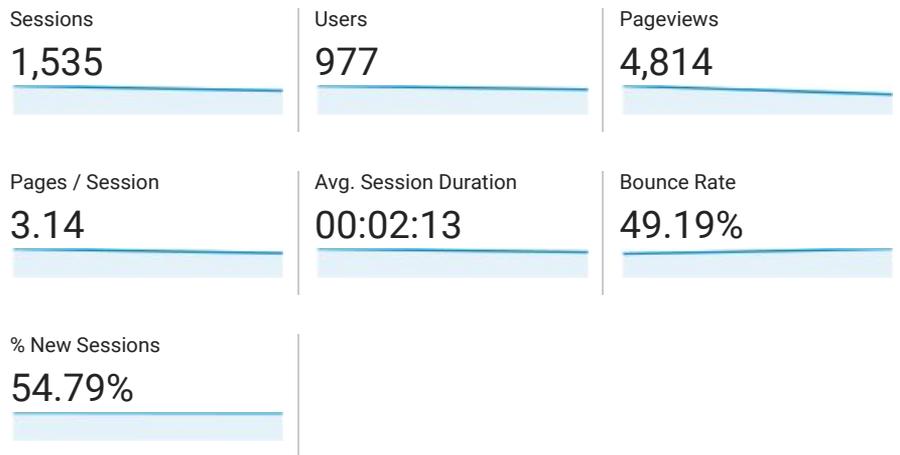
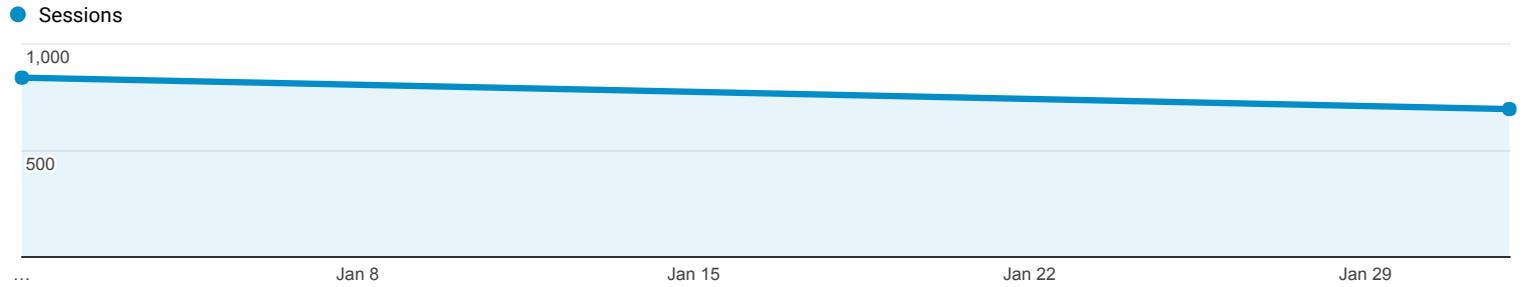
For additional information about IHN programs and membership, contact Karen Davis, Executive Director at kdavis@ihnonline.org or by calling 408-392-0232.

Jan 1, 2017 - Feb 28, 2017

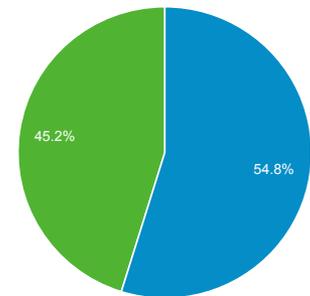
Audience Overview

All Users
100.00% Sessions

Overview



■ New Visitor ■ Returning Visitor



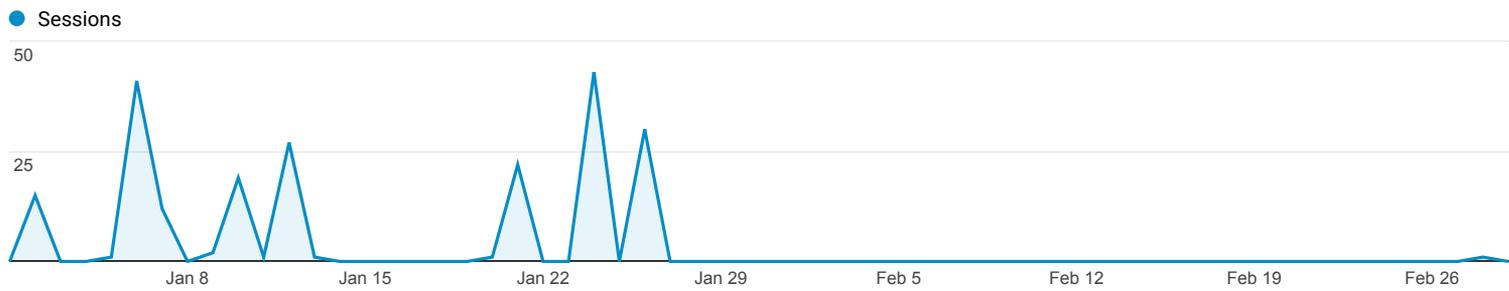
Language	Sessions	% Sessions
1. en-us	1,448	94.33%
2. (not set)	40	2.61%
3. en-gb	21	1.37%
4. c	6	0.39%
5. es-419	4	0.26%
6. es	3	0.20%
7. ar	2	0.13%
8. fr-fr	2	0.13%
9. da	1	0.07%
10. da-dk	1	0.07%

Jan 1, 2016 - Feb 29, 2016

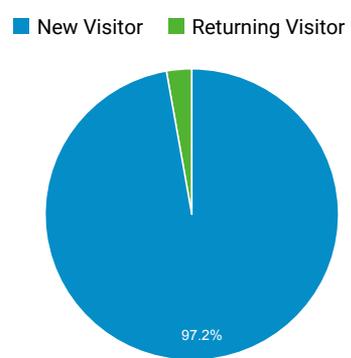
Audience Overview

All Users
100.00% Sessions

Overview



<p>Sessions</p> <p>216</p>	<p>Users</p> <p>211</p>	<p>Pageviews</p> <p>216</p>
<p>Pages / Session</p> <p>1.00</p>	<p>Avg. Session Duration</p> <p>00:00:00</p>	<p>Bounce Rate</p> <p>100.00%</p>
<p>% New Sessions</p> <p>97.22%</p>		



Language	Sessions	% Sessions
1. (not set)	209	96.76%
2. en-us	6	2.78%
3. ru	1	0.46%