



LOCAL GOVERNMENT  
**HISPANIC  
NETWORK**

**Board of Directors Meeting  
November 2, 2018**

12:00-1:00 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 | Arizona Time

***Advancing Excellence and Inclusiveness in Local Government***

Call-in Number:

1-866-210-1669

Guest Code: 5150240

## Agenda

### LGHN Board of Directors

**Rolando Fernandez**

*President*

**Raymond Gonzales**

*President-Elect*

**Veronica Briseño**

*Immediate*

*Past President*

**Carlos Baia**

*Vice President*

*for Membership and*

*ICMA Board Liaison*

**Samantha Tavares**

*Vice President*

*for Programs*

### At Large Directors

**Maria DeLeon**

**Bob Harrison**

**Ramiro Inguanzo**

**Claudia Lujan**

**Paulina Martinez**

**Daro Mott**

**James Vega**

**Patricia E. Martel**

*Past ICMA*

*Board Member*

**Maria Hurtado**

*ICMA Board Liaison*

**David Mora**

*LGHN Special Advisor*

**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 October 5, 2018\*
2. Board Meeting Attendance Report for 2017/18\*
3. Financial Report through October 31, 2018\*

### **C. DISCUSSION: LGHN Value Proposition\*:** Strategies for reaching out to members to get them more involved in ICMA and ICMA committees. Compilation of notes from the minutes of previous discussions attached. The discussion should include priorities for inclusion in the 2019 budget.

### **D. REVIEW: ICMA Conference Highlights and Suggestions for 2019**

### **E. REVIEW: LGHN Conference Highlights and Suggestions for 2020**

1. **Lessons Learned**
2. **Multi-Year (3) Conference Plan**

### **F. ICMA Board Nomination Process**

### **G. DISCUSSION: January Board Meeting**

### **H. Committee Reports/Updates (no updates)**

1. Executive Committee
2. Communications
3. Membership
4. Programs
5. Nominations
6. University Partnerships
7. Fund Development
8. Awards

### **I. Information Items**

### **J. Future Board Meeting Agenda Items**

1. 2019 Budget Approval (December)
2. Social Media Statistics (postponed to December)
3. Website Tracking (Quarterly – January/April/July/October)
4. Affiliation Agreement with NACA (February)
5. Fundraising Status

### **K. Adjournment & Future Meeting Dates**

1. Friday, December 7, 2018 – LGHN Board Meeting
2. Friday, January 4, 2019 – LGHN Board Meeting
3. Friday, February 1, 2019 – LGHN Board Meeting
4. February 27-March 1, 2019 – ICMA Southeast Regional Conference, Greenville, SC

\*Supporting documents provided in board packet

5. Friday, March 1, 2019 – LGHN Board Meeting
6. March 20-22, 2019 – ICMA West Coast Regional Conference, Reno, NV
7. March 27-29, 2019 – ICMA Mountain Plains Regional Conference, Omaha, NB
8. April 3-5, 2019 – ICMA Northeast Regional Conference, New Brunswick, NJ
9. April 3-7, 2019 – NFBPA Conference, Orlando, FL
10. Thursday, April 4-Saturday, April 6, 2019 – LGHN Retreat, Evanston, IL
11. May 3, 2019 – Annual Meeting (or alternative date if board meeting is held)
12. May 8-10, 2019 – ICMA Midwest Regional Conference, Evanston, IL
13. Friday, June 7, 2019 – LGHN Board Meeting
14. Friday, July 5, 2019 – LGHN Board Meeting
15. July 12-15, 2019 – NACo/NACA Conference, Las Vegas, NV
16. Friday, August 2, 2019 – LGHN Board Meeting
17. Friday, September 6, 2019 – LGHN Board Meeting
18. Friday, October 4, 2019 – LGHN Board Meeting
19. October 20-23, 2019 0 ICMA Conference, Nashville, TN



**Board of Directors Meeting  
October 5, 2018**

**MINUTES**

***Advancing Hispanic leadership in local government***

**Board Members Present**

Rolando Fernandez, President  
Raymond Gonzales, President-Elect  
Veronica Briseño, Immediate Past President  
Carlos Baia, Vice President for Membership  
Samantha Tavares, Vice President for Programs  
Maria DeLeon, At Large Director  
Claudia Lujan, At Large Director  
Paulina Martinez, At Large Director  
Daro Mott, At Large Director  
James Vega, At Large Director  
Maria Hurtado, ICMA Board Liaison

**Board Members Absent**

Bob Harrison, At Large Director  
Ramiro Inguanzo, At Large Director  
Patricia Martel, Past ICMA Board Member

**Others Present**

Karen Davis, Executive Director  
Irma Hernandez, Assistant Director  
Rod Alcazar, ICMA-RC Liaison  
David Mora, LGHN Special Advisor

**A. Call to Order/Roll Call/Welcome**

*Roll call was conducted and ten voting members were present, a quorum was established. Rolando Fernandez began the meeting by thanking all those that attended ICMA Conference in Baltimore.*

**B. ACTION: Consent Agenda – Receive and Approve**

1. Minutes for Board Meeting of September 7, 2018
2. Board Meeting Attendance Report for 2017/18
3. Financial Report through September 30, 2018

*Carlos Baia moved approval of the consent agenda, Maria DeLeon seconded the motion; the motion was approved unanimously.*

**C. Website Tracking – July through September**

*Karen Davis gave an overview of the website tracking charts in the packet. Ray Gonzales reviewed the website details which show there were over 5,000 sessions on the website and 14,000 page views of which 41% are returning visitors.*

*Rolando Fernandez asked about the career center and whether it is possible to partner with other affiliate groups to get additional exposure for LGHN. This is a member benefit so LGHN would have to look at how this fits into the LGHN value proposition. In response to a question from Rolando, Ray said among the greatest number of hits is Career Compass*

*Claudia Lujan asked if the website could be used to highlight what LGHN did at ICMA with photos, etc. Ray will explore if a photo gallery can be added to the website; he also noted that they did keep ICMA photos updated on the LGHN social media (Facebook) page. The board asked if statistics from the LGHN Facebook postings could be provided at the next board meeting.*

*Karen said that we need to know what the cost of upgrades to the website to include in the 2019 budget. Ray requested ideas for the website so they can get estimates.*

*Maria DeLeon asked if the website can be modified to be mobile media friendly rather than desktop. Ray respond it is designed to be mobile friendly, and if there are issues contact him and he will provide assistance.*

#### **D. ICMA Latin America Programs**

*Isabelle Bully-Omictin, Regional Director for ICMA Latin American Programs provided an overview of their global programs and how LGHN participate with their organization. Overall, there are 27 active programs in 25 countries, with an investment of \$100 million worth of programs. Cintya Renderos, Senior Program Manager, will be attending the LGHN Conference in Phoenix.*

*The Latin American Programs office has a team of 18-20 people who manage various programs to increase the capacity of local governments in Mexico and Latin America. They have had an office in Guadalajara, Mexico since 2004. They look for organizations in the United States to partner with Latin American jurisdictions in economic development, local governance, finance, community engagement, sustainability, water sanitation, and public safety.. They have used the ICMA CityLinks peer-to-peer program to link US and international jurisdictions to showcase best practices. They are looking for jurisdictions that can share their experiences in Latin American countries.*

*Rolando asked how ICMA helps with the coordination on possible collaboration. Isabelle stated that it is up to the local jurisdiction to allow participation pro bono, but ICMA assists to explain the program and the benefits, provides the financing and will support in any way they can. Claudia Lujan asked if the City must be a member of ICMA to participate. Isabelle clarified that any jurisdiction could participate. Rolando asked how LGHN could get more involved ICMA Latin American programs. The purpose of sending Cintya is to help to make that connection. Isabelle will provide regular updates to LGHN for potential projects or programs.*

*Claudia requested more information on the programs for the board. Karen recommended having Cintya be on the agenda for the LGHN membership meeting at the conference. LGHN can provide a link on the website.*

#### **E. DISCUSSION: LGHN Value Proposition**

*This item was not discussed due to time constraints. Karen asked the board to review the notes on the LGHN value proposition and provide feedback on priorities so estimated costs can be included in the 2019 budget.*

#### **F. UPDATE/ACTION: LGHN Conference**

*Samantha Tavares reported that all speakers are confirmed. They are working with the hotel to finalize food service for the conference. The room block has increased to 67% and should increase more before the conference. The committee has raised \$110,000 to support the conference, which should be within budget. The updated registration is over 200 and with speakers and sponsors is closer to 300*

*She reminded them that the time for the board meeting (meet the board) is 1:00 pm on Thursday. Karen provided a draft meeting agenda and asked the board for additional input. Samantha reminded the board that the North Mountain conference room would be the headquarters during the conference. Veronica will do the Saturday events since Rolando leaves early on Saturday morning.*

#### **G. REVIEW: ICMA Conference Highlights and Suggestions for 2019**

*This item was not discussed due to time constraints. Karen Davis said she would move this to the next board meeting for discussion. Rolando asked that it be discussed at an executive board meeting so LGHN can start taking actions on value programs. Karen will send a doodle for the meeting.*

*Carlos mentioned that two different managers at ICMA asked how LGHN could help them engage their Hispanic. LGHN has very dated materials on the website and should update the information and get best practices from LGHN members.*

#### **H. Committee Reports/Updates**

*There were no reports.*

## 2017-2018 IHN Board of Directors Board Meeting Attendance

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

Name	Jan 2018	Feb 2018	Mar 2018	April 2018	Annual Mtg. May 2018	June 2018	July 2018	Aug 2018	Sept 2018	Oct 2018	Nov 2018	Dec 2018
Veronica Briseño	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present		
Magda Gonzalez	Absent	Present	Present	Present	Present							
Maria Hurtado	Present	Absent	Present	Present	Present	Absent	Present					
Rolando Fernandez	Present	Present	Present	Present	Present	Present	Present	Absent	Present	Present		
Raymond Gonzales	Absent	Absent	Absent	Absent	Absent	Present	Absent	Present	Absent	Present		
Carlos Baia	Absent	Present	Absent	Present	Present	Absent	Present	Absent	Present	Present		
Maria De Leon								Present	Present	Present		
Tommy Gonzalez	Absent	Absent	Absent	Absent	Absent							
Bob Harrison	Present	Present	Present	Absent	Absent	Absent	Present	Present	Present	Absent		
Ramiro Inguanzo	Absent	Present	Present	Present	Present	Present	Present	Absent	Present	Absent		
Claudia Lujan	Absent	Present	Present	Present	Present	Present	Absent	Present	Absent	Present		
Pat Martel	Present	Absent	Absent	Absent	Present	Absent	Present	Absent	Present	Absent		
Paulina Martinez					Present	Present	Present	Present	Absent	Present		
Daro Mott	Present	Absent	Absent	Present	Present	Present	Absent	Present	Present	Present		
Samantha Tavares	Present	Absent	Present	Present	Present	Present	Present	Present	Present	Present		
James Vega								Absent	Present	Present		

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

**Local Government Hispanic Network**  
**Profit & Loss**  
January through December 2018  
Jan - Dec 18

**Ordinary Income/Expense**

**Income**

**Direct Public Support**

Individual Support	3,000.00
Corporate Support	52,500.00

**Total Direct Public Support** 55,500.00

**Other Types of Income**

Advertising Sales	16,506.45
Miscellaneous Revenue	1,000.00

**Total Other Types of Income** 17,506.45

**Program Income**

Workshops/Regional Registration	0.00
Workshops/Regional Sponsorship	1,000.00
LGHN Dinner Registrations	4,308.60
LGHN Dinner Sponsorships	5,000.00
<b>Membership Dues</b>	
Individual	4,879.70
Local Government	19,750.00
Chapters	5,500.00
Corporate	1,000.00

**Total Membership Dues** 31,129.70

**Total Program Income** 41,438.30

**Total Income** 114,444.75

**Expense**

**Business Expenses**

Constant Contact	449.52
PayPal Fees	1,114.06
Business Expenses - Other	49.00

**Total Business Expenses** 1,612.58

**Contract Services**

Accounting Fees	825.00
Outside Contract Services	53,252.56

**Total Contract Services** 54,077.56

**Operations**

Computer Software	98.44
Postage, Mailing Service	1,121.49
Printing and Copying	387.70
Supplies	84.65
Telephone, Telecommunications	1,313.55

**Local Government Hispanic Network**  
**Profit & Loss**  
January through December 2018  
Jan - Dec 18

Website	<u>2,037.24</u>
Total Operations	5,043.07
<b>Other Types of Expenses</b>	
<b>Board of Directors Retreat</b>	
Retreat	2,134.09
Travel	556.64
Total Board of Directors Retreat	<u>2,690.73</u>
<b>Program Activities</b>	
Catering	6,392.20
Entertainment	1,005.29
Postage/Shipping	200.26
Other Costs	9.00
Total Program Activities	<u>7,606.75</u>
<b>Advertising/Marketing Expenses</b>	
Advertising/Marketing Expenses	1,450.19
Insurance - Liability, D and O	859.00
Contributions	500.00
Other Costs	1,005.44
Total Other Types of Expenses	<u>14,112.11</u>
<b>Travel and Meetings</b>	
Conf, Conv, Meeting-Nat'l	2,010.56
Meeting Travel-Reg'l	598.65
Total Travel and Meetings	<u>2,609.21</u>
Total Expense	<u>77,454.53</u>
Net Ordinary Income	<u>36,990.22</u>
Net Income	<u><u>36,990.22</u></u>
bank balance as of 10/31/18	88,576.45

LGHN Value Programs

	<b>Task</b>	<b>Description</b>	<b>Priority</b>	<b>Budget</b>	<b>Comments</b>
1)	Chapter Development	Focus on Dallas, Tacoma; El Paso and Midwest looking at regional strategies			Need travel funds
2)	Florida ICMA-RC Event	Best practices-workplace of the future, week of 9/23/19			Need travel funds, networking reception funds?
3)	Upgrade directory	Upload photos, personal information			
4)	Website-best practices	Make more prominent, expand; civic engagement submissions for past 3 years to be uploaded; seek additional input from members			
5)	Technical assistance task force	Send teams to assist local govts.(West Chester, NY pilot program)			Need travel funds. Opportunity for mgrs in transition, retirees to assist Platform?
6)	Technical assistance webinars	Civic engagement; partner with/create for ICMA			
7)	Madrinas/Padrinos	Webinars, monthly/quarterly calls, etc. ; partner with/create for ICMA with focus on immigrant community engagement			ICMA needs list by Oct. 25
8)	Madrinas/Padrinos	Identify areas of expertise, make searchable on website			
9)	Knowledge network/chat room	Process for engaging members			
10)	NFBPA, ICMA, etc. training scholarships	Cost sharing with local govts. Assist with costs, dev. scholarship application process			Dave/Frances to take lead on fundraising; amount to add to budget
11)	Online interviews	Structure as Q&A to enhance training; sessions on specific subjects			Platform?
12)	Written and video testimonials	How LGHN helped individuals to connect to opportunities			Cost for video in addition to written testimonials; other video on the website
13)	Sessions with search firms	Strategy for LGHN as clearinghouse for candidates			
14)	Member survey(s)	Identify areas of interest for professional development			
15)	Gather member achievements	Highlight on website/social media			
16)	Student chapters	Strategy to support undergraduate and graduate students			
17)	LGHN Leadership Program	Create a program that provides leadership training for LGHN members			
18)	Connectar Program	Conect LGHN members with executive recruitment firms			Cost to develop database; webinars for LGHN members with recruiters



## **Cumulative Notes: LGHN Value Discussion Notes from LGHN Minutes**

**June 2018:** Rolando Fernandez told the board that this will be a standing board agenda item. He asked the board to continue to work on the value proposition as a way to increase LGHN membership and set a challenge goal of 1,000 members. He suggested looking at ideas from other groups enhancing the LGHN value each month.

**July 2018:** Rolando Fernandez has scheduled this as a standing board agenda item. He asked the board to continue to work on the value proposition as a way to increase LGHN. The board discussed the following issues to be refined and offered as part of the added LGHN value:

- Designated spaces for LGHN members at NFBPA training programs. How does LGHN want to leverage scholarship funds being raised to assist with costs? Local governments need to pay a portion of the cost to show commitment to completing the training programs.
- Similarly, provide access and assistance to ICMA training programs though leveraging LGHN scholarship funds.
- Look at January 2019 time frame to start these programs. LGHN needs to develop annual list of training opportunities to share with membership and have process for applying for scholarship funding.
- Organizations have to support/pay portion of costs and have to be committed.

**August 2018:** (Expanded/edited notes)

- Claudia Lujan said that the joint meeting with the Program, Membership, and Communications Committees was very productive in understanding the necessity to have a real marketing plan for LGHN to get members more involved and increase membership.
- Dave Mora said that it is important for LGHN to focus on getting LGHN members involved in LGHN committees and focus on networking to engage LGHN members. Members can tie into ICMA through LGHN, so it is important that the LGHN activities be active and viable. Bob Harrison agreed that the focus should be on making LGHN committees active, create activities that make people want to join LGHN and provide opportunities to connect to ICMA, MMANC, etc.
- Claudia said that LGHN needs to understand the professional levels of our members and tailor programs for them. ICMA required higher management levels for some activities that preclude participation of our members. Bob Harrison noted that ICMA is studying methods to engage lower level managers (i.e. department and division managers) into their organization. This includes additional positions to serve on the board and other ways to be more inclusive.
- The board concurred that the joint committee should continue to move forward and periodically report back at board meetings.

**September 2018 (draft):** Rolando Fernandez has scheduled this discussion as a standing board agenda item. He asked the board to continue to work on the value proposition as a way to increase the value LGHN. This includes how to reach out to current members, get new members, as well as get more involved in ICMA committees. What value added do we need to grow our membership and grow our members professionally. Carlos gave an overview of the LGHN Committee Chair (Membership, Program and Communications) joint meeting and the combined work that these committees are doing to increase visibility and better engage current members. The board discussed the following issues to be refined and offered as part of the added LGHN value:



- Carlos has reached out to Don Maruska to see if LGHN can partner with the ICMA webinars and provide tailored to our membership for professional development.
- The board would like to look at creating a knowledge network/chat room for open discussions.
- Claudia Lujan suggested highlighting members' achievements through social media to increase LGHN's visibility and become a clearinghouse for articles about or from LGHN members. Rolando agreed the website should recognize members' including accomplishments and promotions.
- Carlos informed the board about the conversations that have started with NACA (National Association of County Managers) who is asking LGHN to assist with strategies for increasing their membership diversity.
- Rolando Fernandez suggested enhancements to the website directory to include member photos, testimonials. He also wants to find good stories to tell (testimonies) of how being LGHN member helped members connect to opportunities. He will look for an article he wrote for ICMA for placement on LGHN website.
- The board is looking at various initiatives and the cost of some items to include in the LGHN budget development for next year. For example, what technology is needed and what would be the cost to add members' photos to the member's directory? This information is necessary in advance of approving next year's budget..
- Rolando discussed working with recruitment firms to connect LGHN members to job opportunities and assist members with building resumes..
- Rolando wants LGHN to sponsor members for ICMA, NFBPA and other training and professional development programs. NFBPA holds four spots for us but we need to know the timeline and potentially assist our members with the cost for the leadership development program. These professional development programs should be on the LGHN website and LGHN should recruit members for these programs. Karen will work with Dave Mora and Frances Gonzalez to actively solicit scholarship funds to support professional development.
- Karen will work with Daro to reactivate and reach out to the University Partnerships to develop a strategy for outreach and support to graduate and undergraduate students.

**Notes from Rolando Fernandez, October 31, 2018:**

1. Discuss and take action on studying a LGHN Leadership Program > Led by Board President and Program Committee
2. Regroup with ICMA RC regarding Florida event. Need to consider item J 5.
3. Discuss and take action on Conectar Program. See below program description.

The LGHN Conectar Program connects LGHN members with valued Executive Recruitment Firms. The Executive Recruitment Firms support the work of LGHN and server as connectors to LGHN members seeking career advancement. The Conectar Program provides numerous resources for LGHN members:

1. An opportunity for the LGHN members to share and receive feedback on their resume.
2. Places LGHN members in a database used by Executive Recruitment Firms. Develop database details.
3. Participate in a yearly Webinar hosted by LGHN that provides members an opportunity to hear from Executive Recruitment Firms about interview skills/trends?