



Dedicated to Excellence in Municipal Financial Management

**Thursday, October 27, 2016
Board of Directors Teleconference Meeting**

3:00 p.m. - 5:00 p.m.

**Dial-in Number: (800) 250-2600
Passcode: 197 9056**

**For those participating by telephone, please mute your line when not speaking.*

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|--|-----------|-----------------------|
| 1) Introduction | | |
| a) Welcome/Roll Call | | |
| b) Additions to Agenda | | |
| 2) Consent Items | 3:05 p.m. | |
| a) Approval of minutes from September 28, 2016 | | |
| b) Financials as of September 2016 | | |
| 3) Discussion/Action Items | 3:10 p.m. | |
| a) CSMFO Annual Consultant Reports | | Kate Zawadzki |
| b) CSMFO Exhibit Booth Update | | Margaret Moggia |
| b) Database Recommendation | | Damien Charlety |
| 4) Officer Reports | | |
| a) President | 3:40 p.m. | John Adams |
| i) Election Slate | | |
| b) Past President | 3:45p.m. | Jesse Takahashi |
| i) Chapter Report | | |
| c) President-Elect | 3:50 p.m. | Drew Corbett |
| i) Planning Session Debrief | | |
| ii) 2017 Annual Conference Update | | |
| 5) Committee Reports | 4:00 p.m. | |
| a) Administration | | Ernie Reyna |
| b) Career Development | | Scott Catlett |
| c) Conference Site Selection | | Joan Michaels Aguilar |
| d) Membership | | Steve Heide |
| e) Professional Standards & Recognition | | Craig Boyer |
| f) Program | | Viki Copeland |

g) Technology

Damien Charlety

6) League Policy Committee 4:20 p.m.

a) Update from the League

b) Administrative Services

c) Community Services

d) Employee Relations

e) Environmental Quality

f) Housing, Community & Economic Development

g) Public Safety

h) Revenue & Taxation

i) Transportation, Communications & Public Works

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Stuart Schillinger

Tracey Hause

Brad Wilkie

Kathryn Downs

Don Harrison

Cass Cook

Bob Biery

Robin Borre

7) Chapter Roundtable 4:40 p.m.

8) Other Items

9) Future Topics

10) Next Meeting – Monday, December 5, 9:00 a.m. – 11:00 a.m., via teleconference

11) Adjournment 5:00 p.m.

California Society of Municipal Finance Officers

Board of Directors Meeting Minutes

September 28, 2016

In Attendance

John Adams
Drew Corbett
Jesse Takahashi
Chu Thai
Brent Mason
Karan Reid
Marcus Pimentel
Jimmy Forbis
Craig Boyer
Ernie Reyna
Kate Zawadzki
David Cain
Brad Wilkie
Stephen Parker
Scott Catlett
Ronnie Campbell

Mary Bradley
Margaret Moggia
Will Fuentes
Carrie Corder
Steve Heide
Christy Pinuelas
Damien Charley
Joan Michaels Aguilar
Karla Campos
Tracey Hause
Melissa Dixon
Carmen Berry
Amanda Smith
Janet Salvetti
Marisa Anticevich
Dan Carrigg

The California Society of Municipal Finance Officers (CSMFO) Board of Directors met at the Hyatt Regency in Sacramento on September 28, 2016. President John Adams convened the meeting and confirmed a quorum was in attendance at 1:07 p.m.

The Board addressed the consent calendar, which included minutes from the July 28 Board of Directors meeting, financial reports from August 2016 and a summary of the 2014-16 strategic plan status. Director Marcus Pimentel moved to approve the consent calendar; Director Brent Mason seconded. The motion passed unanimously.

President John Adams announced to the Board that Barbara Boswell had resigned her post on the Board of Directors. Boswell retired as of September 1 from her city, and the Bylaws require that a change in membership status prohibits someone from continuing to serve on the Board. The Bylaws provide that the President shall submit up to three names to the Board for appointment to the vacancy. President Adams recommended past Board member David Cain to fulfill the remaining five months of Boswell's term. President-Elect Drew Corbett moved to appoint David Cain to fill the Board vacancy, and Director Karan Reid seconded. The motion passed unanimously.

President Adams presented to the Board the report from the Communications Task Force that suggested, in part, that a Communications Committee be added as a standing committee, and that the CSMFO Magazine go to an every-other-month schedule for 2017. Director David Cain moved to approve the Task Force recommendations; President-Elect Corbett seconded. The motion passed unanimously. It was suggested that social media fall under the purview of the new committee.

Administration Committee Vice Chair Stephen Parker presented to the Board a revision to the Weekend Training Handbook as revised since the previous Board meeting. The new version outlines parameters for room rates, parking, audio/visual, meeting room rental and food and beverage minimum fees, primarily relative to government per diems. Parker informed at the meeting of one final edit, relating to staff being responsible for on-site materials, per the recent contract renewal. Director Reid moved to approve the Handbook as revised; Past President Takahashi seconded. The motion passed unanimously.

Administration Committee Chair Ernie Reyna reviewed with the Board the renewal contract with Ahmed Badawi for the Introduction to Government Accounting course, noting that Badawi requested the contract be with his firm rather than him personally, and that he be allowed to send substitutes in the case of an emergency. The Board discussed at length the concept of substitute presenters, focusing extensively on quality control. The concept of quality control and succession planning was tabled in favor of discussing at the Planning Session. Director Jimmy Forbis moved to approve the contract as presented. Director Mason seconded and the motion passed unanimously.

Administration Committee Chair Reyna reviewed with the Board the contracts with Michael Coleman and NBS regarding the second Revenue Fundamental core course. The providers requested that onsite registration be struck from both contracts, and that NBS be allowed the same termination capabilities as CSMFO. Director Mason moved to approve both contracts as revised, and Director Cain seconded. The motion passed unanimously.

Administration Committee Vice Chair Parker reviewed with the Board the consultant survey. The Board spent some time discussing survey methods and ways to get more of the leadership involved in the adjudication of the consultants. Director Forbis moved for the Administration Committee to develop a strategy to properly evaluate consultants and work with committees on development of the survey itself. Director Cain seconded, and the motion passed unanimously.

Career Development Committee Chair Scott Catlett brought forth for the Board's approval a proposal to amend the management contract with Smith Moore & Associates (SMA) to shift administrative tasks from volunteers to paid staff. President-Elect Corbett moved to direct the Administration Committee to draft a contract addendum adding support services for the Career Development Committee. Past President Takahashi seconded and the motion passed unanimously.

Career Development Committee Chair Catlett presented to the Board a proposal to change the email marketing for upcoming classes. Current practice is to send an email three weeks and six weeks in advance of each course. As offerings increase, however, the number of emails being sent is becoming problematic. The proposed change would provide for an email twice a month: the first detailing all offerings for that month; the second providing a list of the next two months' offerings. President Adams moved to approve the recommendation as presented, beginning October 1, 2016; President-Elect Corbett seconded. The motion passed unanimously.

Membership Committee Chair Steve Heide introduced to the Board the request for a fund allocation to invest in a better booth presence at the CSMFO Annual Conference exhibitor

tradeshow. Director Forbis moved to approve this funding, not to exceed \$20,000. Director Chu Thai seconded and the motion passed unanimously.

President-Elect Corbett presented to the Board the 2017 Annual Conference proposed budget, noting that the budget had an overall deficit primarily due to expenses related to the 60th anniversary celebration. Past President Takahashi moved to approve the conference budget as presented; Director Forbis seconded. The motion passed unanimously.

President-Elect Corbett presented to the Board the draft 2017 operational budget, noting that he would return to the Board with the final budget for approval in December.

President Adams informed the Board of his Nominating Committee appointments, noting that the committee had met earlier that week to discuss the slate for the upcoming Board elections.

Past President Takahashi informed the Board that the next Chapter Chair call would be in October, and that the Membership Committee was assisting with chapter engagement.

President-Elect Corbett reminded the Board that Neil Kupchin would be facilitating the Planning Session over the following day and a half. He also provided an update on the progress to date on the 2017 Annual Conference, noting that registration would open on Monday, October 3.

Dan Carrigg, with the League of California Cities, joined the meeting and provided an update on the League's public policy efforts.

Administration Committee Chair Reyna informed the Board that the Committee is finalizing an RFP for auditing services, and will begin working with SMA on a contract addendum.

Career Development Committee Chair Catlett reviewed the status of the Career Development program with the Board, noting that over 1000 people have attended the webinars to date.

Conference Site Selection Committee Chair Joan Michaels Aguilar informed the Board that the Committee would be working on its handbook.

Membership Committee Chair Heide shared that the Committee is working on the new CSMFO exhibitor booth and will be again developing an "Ask the Experts" schedule for the conference.

Professional Standards & Recognition Committee Chair Craig Boyer informed the Board that the award deadline was September 28, and the committee volunteers will soon be heavily into "review mode."

Program Committee Vice Chair Ronnie Campbell informed the Board that 2/3 of the breakout sessions were already solidified. The Committee would be working on finalizing the remainder of the agenda and sending out speaker confirmation.

Technology Committee Chair Damien Charlety informed the Board that the Committee would have a recommendation on the database for the October meeting.

The next meeting will be held via teleconference on Thursday, October 27, 2016 from 3:00 p.m. to 5:00 p.m.

President Adams adjourned the meeting at 4:11 p.m.

Respectfully submitted,

Melissa Dixon
Executive Director

California Society of Municipal Finance Officers

Statement of Net Assets

As of September 30, 2016

	Sep 30, 16	Sep 30, 15	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1005 · Bank of America				
1050 · Chapter Fund Balances				
1050.03 · North Coast	25.00	25.00	0.00	0.0%
1050.04 · Sacramento Valley	1,159.62	290.08	869.54	299.76%
1050.06 · Central Valley	15.00	0.00	15.00	100.0%
1050.08 · Monterey Bay	3,074.47	4,596.79	(1,522.32)	(33.12%)
1050.11 · Channel Counties	1,601.64	3,696.20	(2,094.56)	(56.67%)
1050.12 · San Gabriel Valley	(231.35)	177.94	(409.29)	(230.02%)
1050.13 · Central Los Angeles	1,265.07	570.72	694.35	121.66%
1050.14 · South Bay (LA)	3,047.51	465.48	2,582.03	554.7%
1050.16 · Orange County	6,516.90	3,593.60	2,923.30	81.35%
1050.17 · Inland Empire	1,506.14	(108.54)	1,614.68	1,487.64%
1050.19 · San Diego County	3,153.39	1,679.76	1,473.63	87.73%
Total 1050 · Chapter Fund Balances	21,133.39	14,987.03	6,146.36	41.01%
1005 · Bank of America - Other	55,703.51	342,608.00	(286,904.49)	(83.74%)
Total 1005 · Bank of America	76,836.90	357,595.03	(280,758.13)	(78.51%)
1040 · Investments LAIF	881,988.90	578,742.06	303,246.84	52.4%
Total Checking/Savings	958,825.80	936,337.09	22,488.71	2.4%
Accounts Receivable				
1100 · Accounts receivable	2,581.50	1,195.00	1,386.50	116.03%
Total Accounts Receivable	2,581.50	1,195.00	1,386.50	116.03%
Other Current Assets				
A/R - CSMFO Database	4,390.00	0.00	4,390.00	100.0%
1080 · Undeposited Funds	0.00	75.00	(75.00)	(100.0%)
1250 · Prepaid Expense - General				
1252 · Prepaid Admin Fees	14,130.50	10,111.13	4,019.37	39.75%
1250 · Prepaid Expense - General - Other	1,263.78	0.00	1,263.78	100.0%
Total 1250 · Prepaid Expense - General	15,394.28	10,111.13	5,283.15	52.25%
1260 · Prepaid Expense Conference				
1261 · Guest Speakers	14,375.00	0.00	14,375.00	100.0%
1262 · Facilities Deposits	105,500.00	1,000.00	104,500.00	10,450.0%
1264 · Conference Services	1,406.55	3,469.98	(2,063.43)	(59.47%)
1260 · Prepaid Expense Conference - Other	566.30	0.00	566.30	100.0%
Total 1260 · Prepaid Expense Conference	121,847.85	4,469.98	117,377.87	2,625.92%
Total Other Current Assets	141,632.13	14,656.11	126,976.02	866.37%
Total Current Assets	1,103,039.43	952,188.20	150,851.23	15.84%
TOTAL ASSETS	1,103,039.43	952,188.20	150,851.23	15.84%
LIABILITIES & EQUITY				

California Society of Municipal Finance Officers

Statement of Net Assets

As of September 30, 2016

	Sep 30, 16	Sep 30, 15	\$ Change	% Change
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts payable	109,867.75	40,052.47	69,815.28	174.31%
Total Accounts Payable	109,867.75	40,052.47	69,815.28	174.31%
Other Current Liabilities				
2003 · A/P-Other	6,789.00	0.00	6,789.00	100.0%
2005 · Distinguished Service Awards	500.00	1,000.00	(500.00)	(50.0%)
Total Other Current Liabilities	7,289.00	1,000.00	6,289.00	628.9%
Total Current Liabilities	117,156.75	41,052.47	76,104.28	185.38%
Total Liabilities	117,156.75	41,052.47	76,104.28	185.38%
Equity				
3100 · Net Assets-Chapters	21,133.39	14,512.00	6,621.39	45.63%
3020 · Retained earnings	786,842.30	682,093.74	104,748.56	15.36%
Net Income	177,906.99	214,529.99	(36,623.00)	(17.07%)
Total Equity	985,882.68	911,135.73	74,746.95	8.2%
TOTAL LIABILITIES & EQUITY	1,103,039.43	952,188.20	150,851.23	15.84%

California Society of Municipal Finance Officers

Statement of Activities

July 2016

	Sep 16	Jan - Sep 16	YTD Budget	\$ Over Budget	% of Budget	Annual Budget	Jan - Sep 16	Jan - Sep 15	\$ Change	% Change
OPERATING REVENUES										
4100 • Membership Dues	1,073.00	220,233.00	215,225.00	5,008.00	102.33%	215,225.00	220,233.00	209,300.00	10,933.00	5.22%
4200 • Interest Income	0.00	2,780.86	1,499.99	1,280.87	185.39%	2,000.00	2,780.86	1,134.96	1,645.90	145.02%
4302 • Website Magazine Ads	14,225.00	117,031.00	90,715.00	26,316.00	129.01%	120,955.00	117,031.00	83,945.00	33,086.00	39.41%
4306 • Website Ads	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	750.00	(750.00)	-100.00%
4490 • Budget/CAFR Fees	10,790.70	12,640.70	12,074.99	565.71	104.69%	16,100.00	12,640.70	12,650.00	(9.30)	-0.07%
TOTAL OPERATING REVENUES	26,088.70	352,685.56	319,514.98	33,170.58	110.38%	354,280.00	352,685.56	307,779.96	44,905.60	14.59%
OPERATING EXPENSES										
6255 • GFOA Reception	0.00	5,452.59	5,000.00	452.59	109.05%	5,000.00	5,452.59	5,213.77	238.82	0.00%
6106 • Storage Expense	51.30	335.60	0.00	335.60	100.0%	0.00	335.60	256.95	78.65	30.61%
6110 • President's Expense	508.15	3,808.06	4,500.00	(691.94)	84.62%	6,000.00	3,808.06	2,968.73	839.33	28.27%
6115 • Board of Directors	0.00	2,174.45	3,450.01	(1,275.56)	63.03%	4,600.00	2,174.45	3,879.61	(1,705.16)	-43.95%
6120 • Committee/Chapter Support	0.00	0.00	3,749.99	(3,749.99)	0.0%	5,000.00	0.00	2,299.80	(2,299.80)	-100.00%
6125 • Board Planning Session-Retreat	0.00	670.00	33,200.00	(32,530.00)	2.02%	33,200.00	670.00	26,802.63	(26,132.63)	0.00%
6140 • Management Services	11,605.50	150,171.74	182,298.01	(32,126.27)	82.38%	243,064.00	150,171.74	122,719.42	27,452.32	22.37%
6150 • Office Supplies	0.00	192.21	487.49	(295.28)	39.43%	650.00	192.21	33.61	158.60	471.88%
6155 • Merchant Fees/Bank Chgs.	1,412.74	21,196.23	18,750.01	2,446.22	113.05%	25,000.00	21,196.23	19,343.94	1,852.29	9.58%
6160 • Awards	0.00	5,793.15	374.99	5,418.16	1,544.88%	500.00	5,793.15	351.71	5,441.44	1547.14%
6165 • Printing	18.63	13,114.16	9,750.01	3,364.15	134.5%	13,000.00	13,114.16	11,580.52	1,533.64	13.24%
6170 • Newsletter	1,575.00	12,964.94	0.00	12,964.94	100.0%	0.00	12,964.94	0.00	12,964.94	0.00%
6175 • Postage	37.17	1,567.42	1,499.99	67.43	104.5%	2,000.00	1,567.42	1,603.67	(36.25)	-2.26%
6185 • Telephone/Bridge Calls	585.22	3,449.36	3,000.01	449.35	114.98%	4,000.00	3,449.36	2,891.68	557.68	19.29%
6190 • Web and Technology	832.85	15,322.85	14,250.01	1,072.84	107.53%	19,000.00	15,322.85	10,741.47	4,581.38	42.65%
6200 • Travel/Staff Expenses	0.00	0.00	750.01	(750.01)	0.0%	1,000.00	0.00	642.87	(642.87)	-100.00%
6220 • Audit & Tax Filing	0.00	9,400.00	9,500.00	(100.00)	98.95%	9,500.00	9,400.00	9,250.00	150.00	0.00%
6230 • Insurance	0.00	1,690.00	2,000.00	(310.00)	84.5%	2,000.00	1,690.00	1,660.00	30.00	1.81%
6246 • Prior Year Taxes	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	100.00%
6240 • Taxes	0.00	18,876.38	15,000.00	3,876.38	125.84%	20,000.00	18,876.38	18,882.00	(5.62)	0.00%
6260 • Donations	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.00%
6999 • Previous Year Adjustments	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	835.00	(835.00)	0.00%
TOTAL OPERATING EXPENSES	16,626.56	266,179.14	307,560.53	(41,381.39)	86.55%	393,514.00	266,179.14	241,957.38	24,221.76	10.01%
NET OPERATIONG REVENUE	9,462.14	86,506.42	11,954.45	74,551.97	723.63%	(39,234.00)	86,506.42	65,822.58	20,683.84	31.42%

California Society of Municipal Finance Officers

Statement of Activities

July 2016

	Sep 16	Jan - Sep 16	YTD Budget	\$ Over Budget	% of Budget	Annual Budget	Jan - Sep 16	Jan - Sep 15	\$ Change	% Change
PROGRAM REVENUES										
4503 • Contributions and Donations	0.00	0.00	15,000.00	(15,000.00)	0.0%	15,000.00	0.00	327.15	(327.15)	-100.00%
4505 • Webinar	425.00	1,925.00	2,250.00	(325.00)	85.56%	3,000.00	1,925.00	1,600.00	325.00	20.31%
4520 • Weekend Training	18,375.00	22,175.00	20,000.00	2,175.00	110.88%	20,000.00	22,175.00	1,575.00	20,600.00	0.00%
4570 • Intro to Government	130.00	17,905.00	14,850.00	3,055.00	120.57%	19,800.00	17,905.00	14,250.00	3,655.00	25.65%
4580 • Presentation/Fiscal Policy	(1,459.00)	11,741.00	11,700.00	41.00	100.35%	15,600.00	11,741.00	11,525.00	216.00	1.87%
4590 • Intermediate Government Acct	5,785.00	43,945.00	29,700.00	14,245.00	147.96%	39,600.00	43,945.00	62,550.00	(18,605.00)	-29.74%
4594 • CMTA/CSMFO Course	0.00	3,640.00	1,856.25	1,783.75	196.09%	2,475.00	3,640.00	1,312.50	2,327.50	177.33%
4595 • Revenue Fundamentals	2,789.74	7,064.74	0.00	7,064.74	100.0%	0.00	7,064.74	0.00	7,064.74	0.00%
TOTAL PROGRAM REVENUES	26,045.74	108,395.74	95,356.25	13,039.49	861.41%	115,475.00	108,395.74	93,139.65	15,256.09	16.38%
PROGRAM EXPENSES										
6494 • Webinar Expenses	0.00	0.00	1,875.01	(1,875.01)	0.0%	2,500.00	0.00	500.00	(500.00)	-100.00%
6594 • CMTA/CSMFO Course Exp	0.00	1,300.34	1,818.75	(518.41)	71.5%	2,425.00	1,300.34	346.29	954.05	275.51%
6420 • Weekend Trainings	0.00	0.00	25,000.00	(25,000.00)	0.0%	25,000.00	0.00	1,204.00	(1,204.00)	0.00%
6430 • Intro to Government	0.00	3,854.35	14,400.00	(10,545.65)	26.77%	19,200.00	3,854.35	12,546.97	(8,692.62)	-69.28%
6450 • Presentation/Fiscal Policy	4,317.39	15,116.67	11,730.01	3,386.66	128.87%	15,640.00	15,116.67	15,006.22	110.45	0.74%
6480 • Intermediate Governmental Acct.	1,875.53	28,809.60	25,020.00	3,789.60	115.15%	33,360.00	28,809.60	34,651.56	(5,841.96)	-16.86%
6595 • Revenue Fundamental Expense	3,521.02	3,521.02	0.00	3,521.02	100.0%	0.00	3,521.02	0.00	3,521.02	0.00%
TOTAL PROGRAM EXPENSES	9,713.94	52,601.98	79,843.77	(27,241.79)	65.88%	98,125.00	52,601.98	64,255.04	(11,653.06)	-18.14%
NET PROGRAM REVENUE	16,331.80	55,793.76	15,512.48	40,281.28	359.67%	17,350.00	55,793.76	28,884.61	26,909.15	93.16%
OTHER EXPENSES										
6970 • Branding & Style Guide	0.00	6,600.00	12,500.00	(5,900.00)	52.8%	12,500.00	6,600.00	0.00	6,600.00	0.00%
9950 • Prior Period Adjustment	1,020.00	1,897.05	0.00	1,897.05	100.0%	0.00	1,897.05	0.00	1,897.05	0.00%
TOTAL OTHER EXPENSES	1,020.00	8,497.05	12,500.00	(4,002.95)	67.98%	12,500.00	8,497.05	0.00	6,600.00	0.00%
CHAPTER REVENUE	8,108.00	65,946.00	37,499.99	28,446.01	175.86%	50,000.00	65,946.00	56,848.77	9,097.23	16.00%
CHAPTER EXPENSES	3,626.45	49,600.57	37,499.99	12,100.58	132.27%	50,000.00	49,600.57	43,106.99	6,493.58	15.06%
NET CHAPTER REVENUE	4,481.55	16,345.43	0.00	16,345.43	0.0%	0.00	16,345.43	13,741.78	2,603.65	18.95%
TOTAL CONFERENCE REVENUE	260.00	863,955.00	701,200.00	162,755.00	123.21%	701,200.00	863,955.00	666,100.00	197,855.00	29.70%
TOTAL CONFERENCE EXPENSES	159.77	836,196.57	738,813.00	97,383.57	113.18%	738,813.00	836,196.57	560,018.98	276,177.59	49.32%
NET CONFERENCE REVENUE	100.23	27,758.43	(37,613.00)	65,371.43	140.96%	(37,613.00)	27,758.43	106,081.02	(78,322.59)	-73.83%
TOTAL NET REVENUE	29,355.72	177,906.99	(22,646.07)	200,553.06	(785.6%)	(71,997.00)	177,906.99	214,529.99	(36,623.00)	-17.07%

California Society of Municipal Finance Officers

Profit & Loss

January through September 2016

	Central Los Angeles	Central Valley	Channel Counties	Coachella Valley	Desert Mountain	East Bay	Inland Empire	Monterey Bay	North Coast	Orange County	Peninsula	Sacramento Valley	San Diego	San Gabriel Valley	SouthBay (LA)	TOTAL
Ordinary Income/Expense																
Income																
4500 · PROGRAM REVENUES																
4501 · Chapter Income																
4501.03 · North Coast	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,020.00	0.00	0.00	0.00	0.00	0.00	0.00	1,020.00
4501.04 · Sacramento Valley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,885.00	0.00	0.00	0.00	1,885.00
4501.05 · East Bay (SF)	0.00	0.00	0.00	0.00	0.00	6,343.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,343.00
4501.06 · Central Valley	0.00	1,064.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,064.00
4501.07 · Peninsula	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,235.00	0.00	0.00	0.00	0.00	2,235.00
4501.08 · Monterey Bay	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,525.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,525.00
4501.11 · Channel Counties	0.00	0.00	5,710.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,710.00
4501.12 · San Gabriel Valley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,670.00	0.00	5,670.00
4501.13 · Central Los Angeles	2,330.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,330.00
4501.14 · South Bay (LA)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,080.00	1,080.00
4501.15 · Desert Mountain	0.00	0.00	0.00	0.00	710.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	710.00
4501.16 · Orange County	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8,810.00	0.00	0.00	0.00	0.00	0.00	8,810.00
4501.17 · Inland Empire	0.00	0.00	0.00	0.00	0.00	0.00	19,444.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19,444.00
4501.18 · Coachella Valley	0.00	0.00	0.00	1,270.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,270.00
4501.19 · San Diego County	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,850.00	0.00	0.00	2,850.00
Total 4501 · Chapter Income	2,330.00	1,064.00	5,710.00	1,270.00	710.00	6,343.00	19,444.00	5,525.00	1,020.00	8,810.00	2,235.00	1,885.00	2,850.00	5,670.00	1,080.00	65,946.00
Total 4500 · PROGRAM REVENUES	2,330.00	1,064.00	5,710.00	1,270.00	710.00	6,343.00	19,444.00	5,525.00	1,020.00	8,810.00	2,235.00	1,885.00	2,850.00	5,670.00	1,080.00	65,946.00
Total Income	2,330.00	1,064.00	5,710.00	1,270.00	710.00	6,343.00	19,444.00	5,525.00	1,020.00	8,810.00	2,235.00	1,885.00	2,850.00	5,670.00	1,080.00	65,946.00
Expense																
6400 · PROGRAM EXPENSES																
6401 · Chapter Expenses																
6401.03 · North Coast	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	775.00	0.00	0.00	0.00	0.00	0.00	0.00	775.00
6401.04 · Sacramento Valley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,512.30	0.00	0.00	0.00	1,512.30
6401.05 · East Bay (SF)	0.00	0.00	0.00	0.00	0.00	4,415.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,415.37
6401.06 · Central Valley	0.00	875.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	875.86
6401.07 · Peninsula	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,408.92	0.00	0.00	0.00	0.00	1,408.92
6401.08 · Monterey Bay	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,155.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,155.25
6401.11 · Channel Counties	0.00	0.00	3,205.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,205.00
6401.12 · San Gabriel Valley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,666.55	0.00	4,666.55
6401.13 · Central Los Angeles	2,449.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,449.06
6401.16 · Orange County	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9,277.26	0.00	0.00	0.00	0.00	0.00	9,277.26
6401.17 · Inland Empire	0.00	0.00	0.00	0.00	0.00	0.00	12,556.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12,556.35
6401.18 · Coachella Valley	0.00	0.00	0.00	999.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999.23
6401.19 · San Diego County	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,304.42	0.00	0.00	3,304.42
Total 6401 · Chapter Expenses	2,449.06	875.86	3,205.00	999.23	0.00	4,415.37	12,556.35	4,155.25	775.00	9,277.26	1,408.92	1,512.30	3,304.42	4,666.55	0.00	49,600.57
Total 6400 · PROGRAM EXPENSES	2,449.06	875.86	3,205.00	999.23	0.00	4,415.37	12,556.35	4,155.25	775.00	9,277.26	1,408.92	1,512.30	3,304.42	4,666.55	0.00	49,600.57
Total Expense	2,449.06	875.86	3,205.00	999.23	0.00	4,415.37	12,556.35	4,155.25	775.00	9,277.26	1,408.92	1,512.30	3,304.42	4,666.55	0.00	49,600.57
Net Ordinary Income	(119.06)	188.14	2,505.00	270.77	710.00	1,927.63	6,887.65	1,369.75	245.00	(467.26)	826.08	372.70	(454.42)	1,003.45	1,080.00	16,345.43
Net Income	(119.06)	188.14	2,505.00	270.77	710.00	1,927.63	6,887.65	1,369.75	245.00	(467.26)	826.08	372.70	(454.42)	1,003.45	1,080.00	16,345.43

Meeting & Association Management Services, Inc. – Status Report

September, 2016

Meeting & Association Management Services, Inc. (M&AMS) has served the conference and meeting needs of CSMFO for over 15 years. Since 2011 our services are provided to CSMFO as a subcontractor to SMA. As reported in the past, we are pleased to note that this arrangement to provide your meeting and conference planning services continues to be very successful. M&AMS has once again met all of the contract responsibilities as set forth in the Agreement for a Professional Services contract with SMA.

Annual Conference

Our conference services begin well before the attendees arrive and culminate when the final financial statements are presented to the Board of Directors. In the past year we finalized all of the room and meeting space contracts for the 2018 conference in Riverside CA. We have contracts with the Convention Center, the Marriott, Hyatt and the Mission Inn.

In addition our staff worked with the Site Selection Committee to secure our 2019 and 2020 conference locations. A diligent canvassing of possible sites was made to secure viable locations for the 2019 Conference in Northern California. However, the Committee determined that at this time the room rates in any possible Northern location were in the high \$200 - \$300 range and came to the Board with a recommendation to suspend the North /South rotation for the 2019 Conference. After a survey of the membership, the consensus was to remain in Southern California in 2019. The committee recommended and the Board approved returning to Palm Springs CA where we have commenced securing final contracts. We have also secured the Disneyland Hotel for January 2020 and are working on the contracts.

One of our primary focuses for this past year was finalizing the 2016 Conference in Anaheim, CA. In our last status report we were in full swing planning the Conference and reported we anticipated exceeding 1,000 attendees. We certainly accomplished that goal with a final attendance of approximately 1,300.

A conference of that size can bring unanticipated challenges. Lack of hotel rooms and more than anticipated attendees at lunch were two of the challenges that we faced and were able to mitigate with only minimal disruption to the attendee experience. Although we entered the Conference with a budget projecting a loss, we were able to contain fixed expenses and ultimately recognized a positive financial result.

The planning for the 2017 Conference is now in full swing! We have taken away the comments from last year's conference and are now applying them to planning for CSMFO's 60th anniversary celebration in Sacramento CA. Under the guidance of Drew Corbett, Conference Chair, we are on target with our planning.

Additional Assistance

At the Board Retreat recently held in Sacramento CA, MAMS contracted with the Hyatt for our rooming block, planned the lunch tasting menus as well as the logistics for the dinners. We were on site to insure the events were conducted as planned.

Administration Committee, Board of Directors
California Society of Municipal Finance Officers
1215 K Street Suite 2290
Sacramento, CA 95814
Attention: Melissa Dixon, Executive Director

RE: Annual Status Report

Greetings Friends:

I'm pleased to give you a progress report on my activities this year on your behalf. Per our professional services agreements, we have accomplished the following together over the past year:

- **Weekend Training 2015.** Prepared and presented a session, November 20-21, 2015 in San Diego.
- **Annual Conference.** Prepared and presented the "Coleman Report" and "Building Financial Strength with the California Municipal Financial Health Diagnostic" at the CSMFO Annual Conference in Anaheim March 2-4, 2016. Attended entire conference, hanging out at CSMFO booth and providing support and resources to CSMFO member attendees.
- Coordinated, prepared and presented a preconference session at the Annual Conference, "Fundamentals of Municipal Revenues I: Taxes" with Lloyd deLlamas and Paul Cone.
- Posted handouts and related resources on CaliforniaCityFinance.com and on the CSMFO website.
- Responded to various emails, calls, and listserv enquiries from CSMFO members.
- Posted notices of important news and info regarding municipal finance on CaliforniaCityFinance.com, twitter, and the CSMFO listserv.
- Prepared and presented at ten chapter meetings.

These activities met the services agreed to in Exhibit A of our agreement. I hope that my assistance to CSMFO has helped manage those challenges. I'm pleased that CSMFO continues to be an invaluable resource to its members and that I am able to contribute to that effort.

Respectfully,

Michael Coleman

Michael Coleman

CSMFO 2015 Coaching Program Participation Statistics and Activity Report

[Participation statistics do not include persons listening through podcasts or group participation in recorded sessions.]

Topic	Locations	Add'l Group Members (low est.)	Web Recordings	Total
Misunderstood Accounting and Reporting Issues – webinar 2-3:30 p.m., Wed., Jan. 21, 2015	136	114	26	276
Keys to Successfully Leading a Finance Department conference breakout 10:15-11:30 a.m., Thurs., Feb. 19	~100 in breakout	N/A	N/A	100
Speed Coaching – Find the Answers You Need conference breakout 10:45 –noon, Fri., Feb. 20	24	N/A	N.A	24
Boosting Your Career with CSMFO Member Benefits webinar 2-3:30 p.m., Thurs., Mar. 12	36	6	9	51
Best Practices in Strategic Planning and Action webinar 1-2:30 p.m., Wed., April 1	482	525	102	1109
Economic Forecast webinar [replacement for Annual Conference + color commentary] 10-11 a.m., Thurs., April 16	158	71	17	246
Reducing Unfunded Liabilities (Huntington Beach and Saratoga examples) webinar 2-3:30 p.m., May 13, 2015	132	91	51	274
Pragmatic Approaches to L-T Planning 10-11:30 a.m., July 30	70	33	30	133
Community Participation for Successful Budgeting 2-3:30 p.m., August 13	42	30	73	145
Engaging Employees Effectively 1-2:30 p.m., Sept. 16	518	746	181	1445
Navigating Ethical Issues webinar 2-3:30 p.m., Oct. 7	84	65	-	149
Implementing SCO Guidelines webinar 2-3:30 p.m., Nov. 18	211	308	-	519
What Finance Professionals Need to Know about Cyber Security 10-11:30 a.m., Dec. 9	61	65	60	186
Total	2054	2054+	549+	4657+
Page views to webinar archives (ytd)				7387

Notes:

1. Estimates undercount groups because not all groups report number of participants.
2. Web locations do not report number of persons participating at the web locations. Therefore, those numbers undercount the number of participants in both live and recorded sessions.

Brief Summary of Additional Activity

This provides a brief narrative that highlights activities within the Scope of Work of Exhibit A.

Support for Career Development Committee and Local Chapters	Support for One-on-One Coaching	Support in Development of “Emerging Issues” Webinars/Hot Topic Calls	Other Support
<i>Quarter 1</i>			
<ol style="list-style-type: none"> 1. Identified initial set of topics for the webinars. 2. Contributed to CD Committee meetings. 3. Facilitated “Keys to Successfully Leading a Finance Department” at Annual Conference 	<ol style="list-style-type: none"> 1. Connected with Coaches at Annual Conference to update their commitment and contact information. 2. Referred members to volunteer coaches. 3. Guided Speed Coaching at the Annual Conference. 	<ol style="list-style-type: none"> 1. Developed slate of potential webinars with CD leadership. 2. Developed and facilitated first two webinars with advance notices, preparation of materials, postings online, polling questions, practice webinar with presenters and improvements, real-time facilitation, follow up emails, and uploading of video file. 3. Developed and posted next 2 webinars (1 CSMFO and 1 co-sponsored with Cal-ICMA), prepared plans and program delivery with presenters. 	<ol style="list-style-type: none"> 1. Updating of website for 2015 program. 2. Continued service upgrades with Granicus to support members’ access to digital recordings and presentation materials. 3. Collection of releases from presenters. 4. Submission of articles for MiniNews.
<i>Quarter 2</i>			
<ol style="list-style-type: none"> 4. Developed topics, schedule and preparation for next set of webinars 5. Actively contributed to CD Committee meetings and steps to fulfill CSMFO Strategic Plan 6. Developed 	<ol style="list-style-type: none"> 4. Reviewed and revised strategy for 1-1 coaching. 5. Advised about CSMFO survey to identify needs and interests for 1-1 coaching 	<ol style="list-style-type: none"> 4. Developed and facilitated 3 new webinars with advance notices, preparation of materials, postings online, polling questions, practice webinar with presenters and 	<ol style="list-style-type: none"> 5. Managed GoToWebinar and Granicus upgrades to support members’ access to digital recordings and presentation materials. 6. Collected releases from presenters. 7. Submitted articles for

professional development session plans for CSMFO 2016 conference		improvements, real-time facilitation, follow up emails, and uploading of video files and materials. 5. Developed and posted next webinar, prepared plans, and organized program delivery with presenters.	MiniNews and CSMFO email list.
Quarter 3			
7. Focused on webinars and offered advice on virtual delivery of other CSMFO training to support members in remote areas	6. Advised CD Committee about structuring pilot of Chapter-based 1-1 coaching program	6. Developed and facilitated 3 new webinars with advance notices, preparation of materials, postings online, polling questions, practice webinar with presenters and improvements, real-time facilitation, follow up emails, and uploading of video files and materials. 7. Developed and posted next webinar, prepared plans, and organized program delivery with presenters.	8. Confirmed continued in-kind support from Granicus for archiving Coaching Program recordings and materials 9. Completed preparation and planning of contract for 2016-2018 10. Collected releases from presenters. 11. Submitted articles for MiniNews and CSMFO email list.
Quarter 4			
8. Developed plans for 2016 and specific resources to support Inland Empire's initiative on 1-1 Coaching	7. Gathered survey information from webinar respondents on use of 1-1 Coaching 8. Updated 1-1 Coaching resources	8. Prepared in-depth Agenda packets with presentation materials, sample forms, and other resources to boost value of archives 9. Prepared, practiced, and moderated three webinars. 10. Used survey and CD Committee input to	12. Completed contract for 2016-2018 13. Collected releases from presenters. 14. Submitted articles for MiniNews and CSMFO email list.

		develop initial topics for 2016.	
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CSMFO 2016 Coaching Program Participation Statistics and Activity Report

[Participation statistics do not include persons listening through podcasts or group participation in recorded sessions.]

Topic	Locations	Add'l Group Members (low est.)	Web Recordings	Total
Succession Planning in Local Government Finance – webinar 10-11:30 a.m., Thurs., Feb. 11, 2016	87	67	9	163
Best Practices in Upgrading Financial Systems – webinar 2-3:30 p.m., Wed., Apr., 27, 2016	100	106	32	238
Managing Pension and OPEB Liabilities – webinar 10-11:30 a.m., Thurs., May 19, 2016	152	123	79	354
Best Practices in Budgeting – webinar 10-11:30 a.m., Wed., June 29, 2016	115	140	16	271
What's Your Agency's Exposure on New Overtime Ruling? – webinar 10-11:30 a.m., Wed., August 3, 2016	234	313	80	627
Protecting Your Agency from Fraud – webinar 10-11:30 a.m., Wed., September 7, 2016	136	172	20	328
Total	824	921+	236+	1981+
Page views to webinar archives (ytd)				9023

Notes:

1. Estimates undercount groups because not all groups report number of participants.
2. Web locations do not report number of persons participating at the web locations. Therefore, those numbers undercount the number of participants in both live and recorded sessions.

Brief Summary of Additional Activity

This provides a brief narrative that highlights activities within the Scope of Work of Exhibit A.

Support for Career Development Committee and Local Chapters	Support for One-on-One Coaching	Support in Development of “Emerging Issues” Webinars/Hot Topic Calls	Other Support
<i>Quarter 1</i>			
<ol style="list-style-type: none"> 1. Identified initial set of topics for the webinars. 2. Contributed to CD Committee meetings. 3. Visited sessions at Annual Conference as potential webinars to evaluate audience interest, presenters, etc. 	<ol style="list-style-type: none"> 1. Connected with Coaches at Annual Conference to update their commitment and contact information. 2. Referred members to volunteer coaches. 3. Guided Speed Coaching at the Annual Conference. 4. Revised and submitted coaching handout materials to support Inland Empire Chapter 1-1 coaching initiative 	<ol style="list-style-type: none"> 1. Developed initial set of potential webinars with CD leadership. 2. Developed and facilitated first webinar with advance notices, preparation of materials, postings online, polling questions, practice webinar with presenters and improvements, real-time facilitation, follow up emails, and uploading of recording. 3. Developed and posted next webinar, prepared plans and program delivery with presenters. 	<ol style="list-style-type: none"> 1. Updating of website for 2015 program. 2. Continued service upgrades with Granicus and GoToWebinar to support members’ access to digital recordings and presentation materials. 3. Collection of releases from presenters. 4. Submission of article for CSMFO Magazine. 5. Preparation and submission of webinar announcements for CSMFO master and training calendars
<i>Quarter 2</i>			
<ol style="list-style-type: none"> 4. Developed three additional webinar topics and captured ideas from members for additional topics 5. Contributed to CD Committee meetings 6. Prepared and submitted two sessions for 2017 conference 	<ol style="list-style-type: none"> 5. Reviewed chapter results with CD Committee to explore additional support 	<ol style="list-style-type: none"> 4. Developed and moderated three additional webinars with advance notices, preparation of materials, postings online, polling questions, practice webinar with presenters and improvements, real-time facilitation, follow up emails, and uploading of 	<ol style="list-style-type: none"> 6. Development of concepts for core curriculum to support leadership development (what new FDs need, interviewing skills, etc.) 7. Continued service upgrades with Granicus and GoToWebinar to support members’ access to digital

		recording.	recordings and presentation materials. 8. Collection of releases from presenters. 9. Preparation and submission of webinar announcements for CSMFO master and training calendars
<i>Quarter 3</i>			
7. Developed topics and presenters for remainder of 2016 8. Coordinated timing of webinars to fit with posted Chapter and other training activities 9. Contributed to CD Committee meetings 10. Supported follow up resources for members and topics from webinars in CSMFO Magazine	6. Responded to queries and requests for 1-1 Coaching	5. Developed and moderated two additional webinars with advance notices, preparation of materials, postings online, polling questions, practice webinar with presenters and improvements, real-time facilitation, follow up emails, CPE credits, and uploading of recording.	10. Continued relationship with Granicus for complimentary provision of digital archives. 11. Collection of releases from presenters. 12. Preparation and submission of webinar announcements for CSMFO master and training calendars
<i>Quarter 4</i>			



Dedicated to Excellence in Municipal Financial Management

Smith Moore & Associates Status Report October 2016

The California Society of Municipal Finance Officers (CSMFO) contracted with Smith Moore & Associates (SMA) on December 1, 2008; our initial contract was a three-year term, expiring on December 31, 2011. A new contract was executed for January 1, 2012 through December 31, 2014, which incorporates not only all the services in the original contract scope but also conference planning services provided by Meetings & Association Management Services (M&AMS). M&AMS is now a subcontractor in SMA's contract with CSMFO. We are currently in the first year of a new three-year contract.

Below are the bullet point items from the Scope of Service in SMA's contract, along with commentary on the status of each.

Membership Services

The 2016 membership renewal process went smoothly this year. CSMFO has a total of 2024 members to date, with 294 new so far this year. (Last year at this time, there were 1886 members with 220 new.)

Membership Database and Technological Services

Database: SMA staff maintains the database continually. SMA is working with the Technology Committee and other leadership to develop strategies for updating this software.

Minor Web Support: SMA is responsible for posting new items to the CSMFO website. On average, we post anything requested within 24 hours of the request being received, often in less time. We cull the job placements once per month and remove any that are outdated. We use the President's Message from the Magazine as the text for the homepage of the website; this is updated monthly so it keeps the homepage dynamic. Director of Technology Justin Lewis worked closely with the Technology and Professional Standards & Recognition Committees last year to create an online budget review process and also to overhaul the website.

Online Registration: SMA handles online registrations for the Annual Conference and other training events (such as Introduction to Government Accounting and Fiscal Policy courses and Weekend Training). As of July 2014, SMA began handling online registration for chapter meetings.

Trainings and Conferences

(for M&AMS portion of this work, see additional pages)

CSMFO Annual Conference: Even though SMA is now contractually responsible to CSMFO for all conference related activities, in practice SMA staff remains responsible for providing back-end support to Meetings & Association Management Services. In addition to handling the pre-registration, SMA staff

prepared on-site registration packets and staffed the registration table. We were also responsible for working with M&AMS staff in monthly reconciling the conference financials in Quickbooks to M&AMS records of expenses.

I am becoming more involved in the planning stages of the CSMFO conferences. While none of the “work” is done by me, I lend my association perspective and creative suggestions to the committee and hope my input is seen as valuable! As the Annual Conference is such a major event for CSMFO, I plan to see this level of involvement from SMA continue in future years, if not increase.

Other CSMFO Sponsored Training: SMA staff handles registration for CSMFO training events, as well as sending out promotional emails as requested, ensuring events are posted on the website, and registration rosters are provided to the host agencies. This year to date, 23 training classes have been scheduled and held. Three (3) more trainings are scheduled between now and the end of the year. (Last year at this time, 22 classes had been scheduled and held, with 4 more scheduled through the end of the year.) In addition, SMA has completed online registration for 44 chapter meetings, with six more scheduled. (Last year at this time, 28 chapter meetings had been held, with six more scheduled.)

CSMFO has a partnership with CalCPA Education Foundation wherein those CSMFO members that register for CalCPA EF events can do so at the member rate. In addition, for those CSMFO members not already members of CalCPA, CSMFO receives a small percentage of the event registration fee. CalCPA’s fiscal year is to be May 1 – April 30. We have had difficulty receiving timely reports and payments from CalCPA, which has resulted in significant staff time in attempts at follow-up with CalCPA. We have yet to receive any payments from CalCPA, though I believe progress has been made as we are finally once again receiving reports.

Board Support

SMA has attended two in-person Board meeting so far this year, as well as four teleconference Board meetings. For each of these meetings, agenda packets were posted to the website and an email notice distributed to CSMFO leadership. Minutes are taken and prepared for each meeting.

The CSMFO Executive Committee meets via teleconference every month, typically prior to the full Board conference call. Also, individual calls have been set between the Executive Director and volunteer leaders to discuss CSMFO items.

In addition, the Leadership Roles & Responsibilities document was updated for 2016, which catalogs the responsibilities of each leadership position within CSMFO (president, president-elect, past president, board members, committee chairs, etc.).

CSMFO Publications

Annual Membership Roster: SMA successfully developed, published and distributed the CSMFO membership directory.

CSMFO Magazine: The CSMFO monthly publication underwent an overhaul this year, changing from the MiniNews to the Magazine. The Magazine is being very well received, and has worked to heighten the professionalism of CSMFO.

Annual Report: SMA successfully compiled reports, designed the publication, and posted the Annual Report on deadline. This year, the report was not printed, and an email notice that it was posted online was sent on February 4, 2016.

Committee Chair and Chapter Chair Support

Committee support seems to be steadily increasing. The Administration, Career Development, and Technology Committees have monthly teleconference meetings. The Membership Benefits Committee has divided itself into four subcommittees, each focused on a certain aspect of membership. The subcommittees and the committee as a whole meet monthly, for a total of four to five calls each month. SMA staff has attended the majority of these.

The Conference Site Selection Committee has met twice via teleconference and conducted a survey of the membership regarding sites and dates for 2019 and 2020. The Committee decided on, and received Board approval for, Palm Springs in 2019 and Disneyland in 2020.

Staff does not attend the meetings/calls for the Program Committee or the Professional Standards and Recognition Committee, however administrative work for both is completed upon request.

As was mentioned previously, SMA staff is now handling chapter meeting administration, including flyer development, online registration and accounting. SMA staff continue to handle other chapter requests as needed. We worked with the Past President to schedule recurring bi-monthly calls for the chapter chairs; four have been held so far this year.

Staff is also involved in revising policies and executing contracts as directed by the Administration Committee, and in keeping the Chapter Chair Handbook up to date.

CSMFO Awards Program

The awards were distributed as requested to the reviewers. This process is now largely online.

For the 2016-17 Awards Program, SMA posted the updated applications on the website and updated the online award submission process for the current submission year. Communication was sent to the members announcing the program was open for 2016 submissions, and we are currently in the process of collecting same. We have received 90 submissions so far this year (23 in this report from last September).

Accounting and Financial Duties

SMA staff has been managing CSMFO financials without incident this year. The Executive Committee as well as the Administration Committee receive and review the CSMFO financial reports on a monthly basis, including bank reconciliations.

In 2012 it was requested that the draft budget for 2013 include a “budget detail” tab to provide the Board information on what revenue and expense items are included in each account line. That document continues to be produced annually for the Board, including actual amounts for the previous year, the current year’s estimated year-end figures, and a draft budget for the following year. As noted in the 2013 audit, the “previous year actuals” column is now being completed following the Annual Conference.

We engaged an outside auditor to conduct an audit of the 2015 books, which has the Board has already received and filed.

Should the Administration Committee require anything further to conduct the review of SMA’s services, please don’t hesitate to contact me. I look forward to hearing your feedback.

Respectfully submitted,

Melissa Dixon
Executive Director

Database Upgrade Status Report Memo

Background

In late 2015, the board approved a project to enhance the membership database and other back-end capabilities for membership management and benefits. The technology committee was then tasked with finding a provider for those services.

In December 2015, an RFP was issued and after an extension in January 2016, three proposals were received. The submitters were: the current provider ActionLogic, Eldarion, and Tendenci. The technology committee then analyzed the proposals, requested some live demonstrations from the proposers and conducted reference checks and follow-up information requests.

In September 2016, members of the committee were asked to rank the proposals along the following categories: quality of proposal, technical expertise, suitability of product, customization potential, and customer service.

RFP Results

Of the three proposals, those of Eldarion and Tendenci received significantly higher marks than the one from ActionLogic (the current provider), furthering the belief that the current system cannot provide the enhanced level of service CSMFO is going to need to continue to grow.

Between Eldarion and Tendenci, ratings were close on most categories with Tendenci being higher ranked overall and most reviewers selecting it as the best option amongst the three proposals. The ability to have an “off-the-shelf” product and using open source improvements were factors in this selection. There were concerns over the complexity of implementing a custom system from Eldarion. There was, however, a concern about the ability of Tendenci to provide efficient customer service or timely customization.

RFP Process Limitations

While the review from the committee was thorough and deliberate, the RFP process only encompassed three proposers (including the current solution) and it may be possible that a more open process, including more outreach, would yield more options.

Also, while the RFP process is familiar to committee members, it proved difficult for proposers to provide the required amount of details for evaluation. Through follow-up demonstrations, conversations, and reference checks, however, the committee tried to provide a full description of the capability of each system.

Alternative Options

At issue throughout the process is who will shoulder the responsibility for ownership, implementation and maintenance of the product and how the associated costs should be allocated. A couple of options, outlined below, could be used as alternative to an award following the RFP process.

One possibility would be for SMA to purchase a solution of its choosing and design and implement it as it sees fit to further its obligations to CSMFO, with the caveat that the data should be easily retrievable and provided upon request to CSMFO in the event of a change in the current contractual relationship. Under this scenario, CSMFO would pay for the new solution through its current contract with SMA, which would need to be amended to include the new solution, both added costs from the implementation requirements and costs savings from the new system.

The other possibility would be for CSMFO to procure the solution and be responsible for its design and implementation and require SMA to use it. This would require significant staff resources from CSMFO and may require contracting with a third party to ensure proper and efficient delivery. This would also require an amendment to the SMA contract to include the costs (and possible savings) associated with using the new system.

Conclusion

Should the board choose to continue with the current process, the committee would recommend Tendenci. However, if there is a willingness to change the process, with the understanding of the accompanying delays, then the Board's decision should revolve around who will own and be responsible for the implementation of the new database solution. At the same time, some of the issues associated with a provider selection will remain regardless of the solution chosen.



CSMFO BOARD REPORT

Date October 27, 2016

FROM: Scott Catlett, Career Development Committee Chair

SUBJECT: Quarterly Report on Career Development Activities – 3rd Quarter 2016

Background:

At the June 2013 CSMFO board meeting, the Board directed that the Career Development Committee report back to the Board quarterly regarding the success of program enhancements approved at that time. The remainder of this report highlights the achievements of the Committee for the first three quarters of calendar year 2016.

Webinar Offerings Update

Under the current base contract with Don Maruska, the Career Development Committee is allotted a total of eight webinars per year. With the Board's support, webinar offerings have been expanded over the last four years from the previous contract amount of 6 to a budgeted not to exceed total of 12. The webinar offerings calendared for this year to date are listed in the table below, which total four.

Date	Topic	Attendance
February 11	Succession Planning for Local Government Finance	163
April 27	Best Practices in Upgrading Financial Systems (Joint webinar with MISAC)	238
May 19	Managing Pension and OPEB Liabilities	354
June 29	Best Practices in Budgeting	271
August 3	What's Your Agency's Exposure on the New Overtime Ruling?	627
September 7	Protecting Your Agency from Fraud	328
Total Live		1,981
Various	Utilization of Webinar Recordings	9,023
Total		11,004

During calendar year 2015, the archived webinars were accessed a total of 7,387 times. This year's number of views of archived webinars is already a record, which indicates

that the recordings of CSMFO's webinars are a growing benefit to our members that allows them to access content when it fits into their schedule.

Course Attendance Update

CSMFO had a record course attendance in 2015 with 804 attendees. With a fifth core course coming online earlier this calendar year and a sixth core course approved by the Board last month, 2016 is already a record year for our core course program with attendance to date of 815 for the first three quarters of the year. Revenue from the well-attended sessions in the more populated areas of the state continues to fully offset losses from other locations and the lower attendance typically seen at Fiscal Policies course sessions. This has allowed the Committee to continue to visit more remote areas of the state to deliver training to our entire membership. In spite of these sessions with intentional losses, revenue to date this year has exceeded expenditures by nearly \$16,000 due to continued growth in average class attendance.

Course	Location	Attendance	Net Revenue
Intro Accounting	Daly City	44	\$1,621.19
Intro Accounting	Ventura	60	2,719.57
Intro Accounting	Newport Beach	52	1,796.79
Intro Accounting	Watsonville	46	1,668.65
Intro Accounting	Albany	41	1,925.00
Intermediate Accounting	San Leandro	50	2,185.08
Intermediate Accounting	Santa Ana	45	984.55
Intermediate Accounting	Ukiah	12	(1,344.90)
Intermediate Accounting	Oxnard	43	1,606.40
Intermediate Accounting	West Basin Water District	35	717.97
Intermediate Accounting	Sacramento	52	Pending
Intermediate Accounting	Moreno Valley	34	Pending
Fiscal Policies	Newport Beach	16	(49.64)
Fiscal Policies	Petaluma	12	(700.57)
Fiscal Policies	Solvang	7	(1,028.50)
Fiscal Policies	Elsinore Valley Water Dist.	17	256.67
Fiscal Policies	West Basin Water District	16	Pending
Fiscal Policies	San Leandro	11	Pending
Fiscal Policies	West Hollywood	8	Pending
Investment Accounting	Riverside	63	3,368.94
Revenue Fundamentals I	2016 Annual Conference	80	N/A
Revenue Fundamentals I	San Leandro	71	Pending
Total to Date		815	\$15,727.20

Other Committee Activities

In addition to the activities mentioned in this report each quarter, several important additional efforts are underway this year:

1. The Board approved a new Revenue Fundamentals II core course earlier this year, which will be initially offered as a Pre-Conference session at the 2017 Annual Conference in Sacramento.

2. The Committee continues to evaluate the One-on-One Coaching Program. While a number of methods have been undertaken to increase utilization of this valuable program, it continues to be underutilized. The Committee is in the process of evaluating the program to determine what level of ongoing support is appropriate, and we anticipate redirecting our efforts to other initiatives.

Survey Update

Course attendees are provided with a link to an anonymous survey at the end of each core course. While previously we have offered in person surveys at the time that the courses are offered, we believe that online, anonymous surveys provide us with more objective information about the quality of our course offerings. We have been pleased to see that the survey results indicate an overall outstanding view of our offerings from attendees. The table below highlights the 171 survey responses received to date.

Question	1 (Low)	2	3	4	5 (High)
How would you rate the course content?	0%	2%	2%	29%	67%
How would you rate the course materials?	0%	2%	2%	21%	75%
How would you rate the instructor?	0%	1%	1%	15%	83%
How would you rate the course value?	0%	1%	8%	23%	67%

Question	Yes	No
Would you recommend this course?	96%	4%
Are you a first time attendee?	48%	52%

The committee continues to evaluate additional narrative information received from survey participants regarding suggestions for improvement and for adding additional courses.