



Thursday, March 23, 2017
Board of Directors Teleconference Meeting

2:00 p.m. - 4:00 p.m.

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

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

- 1) Introduction
 - a) Welcome/Roll Call
 - b) Additions to Agenda

- 2) Consent Items 2:05 p.m.
 - a) Approval of minutes from February 7, 2017
 - b) February 2017 financial reports

- 3) Discussion/Action Items 2:10 p.m.

<ol style="list-style-type: none">a) Board Reimbursement for Chapter Attendanceb) Request for GFOA Reception Budget Amendmentc) CalPERS Task Forced) GFOA Liaison Processe) Case in Point Discussionf) 2017 Action Plan	<p>John Adams Drew Corbett Margaret Moggia Craig Boyer Ronnie Campbell Melissa Dixon</p>
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- 4) Committee Reports 3:00 p.m.

<ol style="list-style-type: none">a) Administrationb) Career Developmentc) Communications Committeed) Conference Site Selectione) Membershipf) Professional Standards & Recognitiong) Programh) Technology	<p>Kate Zawadzki Carrie Corder Steve Heide Joan Michaels Aguilar Ernie Reyna Craig Boyer Ronnie Campbell Damien Charlety</p>
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- 5) Chapter Roundtable 3:25 p.m.

- 6) Officer Reports
 - a) President 3:45 p.m. Drew Corbett
 - b) Past President 3:50 p.m. John Adams
 - c) President-Elect 3:55 p.m. Margaret Moggia
- 7) Other Items
- 8) Future Topics
- 9) Next Meeting – Thursday, April 27, 2:00 p.m. – 4:00 p.m., via teleconference
- 10) Adjournment 4:00 p.m.

California Society of Municipal Finance Officers

Board of Directors Meeting Minutes

February 7, 2017

In Attendance

Drew Corbett
Margaret Moggia
John Adams
Chu Thai
Brent Mason
Jennifer Wakeman
Karan Reid
Scott Catlett
Craig Boyer
Brad Wilkie
Kate Zawadzki
Mary Bradley
Ronnie Campbell
Stephen Parker
Carrie Corder
Steve Heide
Joan Michaels Aguilar
Ernie Reyna
Richard Lee

Will Fuentes
Melinda Brodsky
Tim Przbyla
Christy Pinuelas
Vanessa Portillo
Jeri Tejada
Jesse Takahashi
Robin Bertagna
Sara Roush
David Cain
Marcus Pimentel
Margaret O'Brien
Pamela Arends-King
Don Harrison
Laura Nomura
Melissa Dixon
Neil Kupchin
Janet Salvetti

Introduction

The California Society of Municipal Finance Officers (CSMFO) Board of Directors met at the Hyatt Regency Sacramento on Tuesday, February 7, 2017. President Drew Corbett convened the meeting and confirmed a quorum was in attendance at 1:11 p.m.

Consent Calendar

The Board addressed the consent calendar, which included minutes from the January 12 Board of Directors meeting. Past President John Adams moved to approve the consent calendar; Director Karan Reid seconded. The motion passed unanimously.

SMA Contract Amendment - Database

Executive Director Melissa Dixon provided to the Board a history of the discussions that led to SMA creating a database to be used by CSMFO. The Board had approved the proposal at the December meeting, and SMA staff worked with the CSMFO database working group to finalize the terms of the agreement. Director Chu Thai moved to approve the SMA contract amendment as presented, and Director Brent Mason seconded. The motion passed unanimously.

Audit Contract Recommendation

Administration Committee Chair Kate Zawadzki presented to the Board the Administration Committee's recommendation regarding the new contract for financial audits. The committee had conducted an RFP over the previous months, and the subcommittee assigned to adjudicate

the responses unanimously chose to remain with the existing auditing firm, Richardson & Company. Director Reid moved to approve moving forward with a new auditing contract with Richardson & Company. Past President Adams seconded, and the motion passed unanimously.

2017 Action Plan with Neil Kupchin

Facilitator Neil Kupchin reviewed with the Board the action plans as submitted by the committees prior to the meeting. He noted a general lack of specificity with regard to dates and deliverables, and so suggested each committee convene to develop a more thorough plan. Each committee then reported out the group as a whole. Each committee chair is responsible for submitted written action plan updates to Executive Director Dixon in advance of the March Board meeting.

Committee Reports

Administration

Administration Committee Chair Zawadzki shared with the Board that the committee is researching potential polling consultants to assist with the annual consultant survey.

Career Development

Career Development Committee Chair Carrie Corder noted that the committee is working on scheduling webinars, and that all courses through July are planned.

Communications

Communications Committee Chair Steve Heide shared with the Board that February magazine is in process, and the March magazine would be focused on the conference.

Conference Site Selection

Conference Site Selection Committee Chair Joan Michaels Aguilar informed the Board that the contracts for Disneyland in 2020 and the Palm Springs in 2019 had been executed, and that it would begin looking at Sacramento, San Jose, Oakland and San Francisco for 2021.

Membership

Membership Committee Chair Ernie Reyna informed the Board that the committee would be working on updating its action plan, and would be actively recruiting new committee members during the conference.

Professional Standards & Recognition

Professional Standards & Recognition Committee Chair Craig Boyer informed the Board that they received 124 award submissions, and would be awarding two Innovative Program awards.

Program

Program Committee Chair Ronnie Campbell reviewed with the Board the changes in leadership on the committee for 2017.

Technology

Technology Committee Vice Chair Pamela Arends-King informed the Board that the committee would working on updating its action plan, and would be working closely with SMA on developing the database in 2017.

Chapter Chair Roundtable

Steve Heide reported that the Inland Empire Chapter had held its largest meeting ever in January, with 160 attendees.

Brad Wilkie reported that the Central Coast Chapter had all its meetings and speakers scheduled already for the entire year.

Melinda Brodsky reported that the Channel Counties Chapter would be hosting John Bartel in March and a GASB update in May.

President Report

President Corbett informed the Board that the 2017 Sacramento conference was the largest Northern California conference ever, with 1200 people in attendance. He thanked his Host Committee, the Program Committee and staff for all their hard work.

Past President Report

Past President Adams discussed his new role as Chapter Chair Liaison, noting that the Chapter Chair Breakfast would be held on Thursday morning at 7:30am.

President-Elect Report

President-Elect Margaret Moggia informed the Board that she has nearly finalized her 2018 Host Committee, and is excited to begin planning for the conference in Riverside.

Other Business

Executive Director Melissa Dixon reminded the leadership that submissions for the 2016 Annual Report were due January 15, and that a conference schedule for the leadership would be distributed by the end of the month.

The next meeting will be held via teleconference on Thursday, March 23, 2017 from 2:00 p.m. to 4:00 p.m.

President Corbett adjourned the meeting at 3:26 p.m.

Respectfully submitted,

Melissa Dixon
Executive Director

California Society of Municipal Finance Officers

Statement of Net Assets

As of February 28, 2017

	Feb 28, 17	Feb 29, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1005 · Bank of America				
1050 · Chapter Fund Balances				
1050.03 · North Coast	270.00	25.00	245.00	980.0%
1050.04 · Sacramento Valley	1,585.76	1,159.62	426.14	36.75%
1050.05 · East Bay (SF)	919.41	0.00	919.41	100.0%
1050.06 · Central Valley	191.14	15.00	176.14	1,174.27%
1050.07 · Peninsula	1,887.87	0.00	1,887.87	100.0%
1050.08 · Monterey Bay	4,073.87	3,074.47	999.40	32.51%
1050.09 · South San Joaquin	(23.76)	0.00	(23.76)	(100.0%)
1050.10 · Central Coast	10.00	0.00	10.00	100.0%
1050.11 · Channel Counties	5,196.64	1,601.64	3,595.00	224.46%
1050.12 · San Gabriel Valley	(434.08)	(231.35)	(202.73)	(87.63%)
1050.13 · Central Los Angeles	1,146.01	1,265.07	(119.06)	(9.41%)
1050.14 · South Bay (LA)	4,076.29	3,047.51	1,028.78	33.76%
1050.15 · Desert Mountain	110.00	0.00	110.00	100.0%
1050.16 · Orange County	7,064.98	6,516.90	548.08	8.41%
1050.17 · Inland Empire	9,323.23	1,506.14	7,817.09	519.02%
1050.18 · Coachella Valley	1,045.77	0.00	1,045.77	100.0%
1050.19 · San Diego County	2,403.88	3,153.39	(749.51)	(23.77%)
Total 1050 · Chapter Fund Balances	38,847.01	21,133.39	17,713.62	83.82%
1005 · Bank of America - Other	423,557.40	320,814.21	102,743.19	32.03%
Total 1005 · Bank of America	462,404.41	341,947.60	120,456.81	35.23%
1040 · Investments LAIF	884,833.63	1,079,744.12	(194,910.49)	(18.05%)
Total Checking/Savings	1,347,238.04	1,421,691.72	(74,453.68)	(5.24%)
Accounts Receivable				
1100 · Accounts receivable	3,905.87	8,037.50	(4,131.63)	(51.4%)
Total Accounts Receivable	3,905.87	8,037.50	(4,131.63)	(51.4%)
Other Current Assets				
1120 · A/R - CSMFO Database	7,068.00	0.00	7,068.00	100.0%
1105 · Prepaid Taxes	0.00	615.00	(615.00)	(100.0%)
1250 · Prepaid Expense - General				
1252 · Prepaid Admin Fees	0.00	11,605.50	(11,605.50)	(100.0%)
Total 1250 · Prepaid Expense - General	0.00	11,605.50	(11,605.50)	(100.0%)
1260 · Prepaid Expense Conference				
1261 · Guest Speakers	0.00	22,234.38	(22,234.38)	(100.0%)
1262 · Facilities Deposits	3,500.00	5,500.00	(2,000.00)	(36.36%)
1264 · Conference Services	1,406.55	356,565.80	(355,159.25)	(99.61%)
1260 · Prepaid Expense Conference - Other	0.00	1,934.06	(1,934.06)	(100.0%)

California Society of Municipal Finance Officers

Statement of Net Assets

As of February 28, 2017

	Feb 28, 17	Feb 29, 16	\$ Change	% Change
Total 1260 · Prepaid Expense Conference	4,906.55	386,234.24	(381,327.69)	(98.73%)
Total Other Current Assets	11,974.55	398,454.74	(386,480.19)	(97.0%)
Total Current Assets	1,363,118.46	1,828,183.96	(465,065.50)	(25.44%)
TOTAL ASSETS	1,363,118.46	1,828,183.96	(465,065.50)	(25.44%)
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts payable	198,718.41	12,083.52	186,634.89	1,544.54%
Total Accounts Payable	198,718.41	12,083.52	186,634.89	1,544.54%
Other Current Liabilities				
2003 · A/P-Other	17,853.75	0.00	17,853.75	100.0%
2005 · Distinguished Service Awards	0.00	500.00	(500.00)	(100.0%)
2010 · Deferred Revenue - Conference				
2011 · Conference Exhibitor/Sponsor	0.00	441,150.00	(441,150.00)	(100.0%)
2013 · Conference Gov-Full-Early	0.00	238,280.00	(238,280.00)	(100.0%)
2014 · Conference Gov Full Normal	0.00	32,710.00	(32,710.00)	(100.0%)
2015 · Conference Gov Daily Early	0.00	9,325.00	(9,325.00)	(100.0%)
2017 · Conference Com Full Early	0.00	49,480.00	(49,480.00)	(100.0%)
2018 · Conference Com Daily Early	0.00	5,580.00	(5,580.00)	(100.0%)
2019 · Conference Banquet	0.00	8,905.00	(8,905.00)	(100.0%)
2020 · Conference PreConf-SessionA	0.00	5,850.00	(5,850.00)	(100.0%)
2021 · Conference PreConf-SessionB	0.00	9,450.00	(9,450.00)	(100.0%)
2022 · Conference Income	0.00	140.00	(140.00)	(100.0%)
2023 · Deferring Event Registrations	0.00	8,095.00	(8,095.00)	(100.0%)
Total 2010 · Deferred Revenue - Conference	0.00	808,965.00	(808,965.00)	(100.0%)
2030 · Deferred Revenue - Municipal	(2,415.00)	0.00	(2,415.00)	(100.0%)
Total Other Current Liabilities	15,438.75	809,465.00	(794,026.25)	(98.09%)
Total Current Liabilities	214,157.16	821,548.52	(607,391.36)	(73.93%)
Total Liabilities	214,157.16	821,548.52	(607,391.36)	(73.93%)
Equity				
3100 · Net Assets-Chapters	38,847.01	21,133.39	17,713.62	83.82%
3010 · Temporarily Restricted				
3010.2 · Robert O'Dell Scholarship Fund	0.00	100.00	(100.00)	(100.0%)
Total 3010 · Temporarily Restricted	0.00	100.00	(100.00)	(100.0%)
3020 · Retained earnings	774,825.27	786,842.30	(12,017.03)	(1.53%)
Net Income	335,289.02	198,559.75	136,729.27	68.86%
Total Equity	1,148,961.30	1,006,635.44	142,325.86	14.14%
TOTAL LIABILITIES & EQUITY	1,363,118.46	1,828,183.96	(465,065.50)	(25.44%)

California Society of Municipal Finance Officers

Statement of Activities

	Feb 17	Jan-Feb 17	YTD Budget	\$ Over Budget	% of Budget	Annual Budget	Jan -Feb17	Jan-Feb 16	\$ Change	% Change
OPERATING REVENUES										
4100 • Membership Dues	15,475.00	167,767.25	172,237.00	(4,469.75)	97.41%	223,200.00	167,767.25	183,740.00	(15,972.75)	-8.69%
4200 • Interest Income	0.00	1,504.61	750.00	754.61	200.62%	3,000.00	1,504.61	536.08	968.53	180.67%
4302 • Website Magazine Ads	12,325.00	28,787.49	31,433.50	(2,646.01)	91.58%	151,000.00	28,787.49	33,430.50	(4,643.01)	-13.89%
4306 • Website Ads	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.00%
4490 • Budget/CAFR Fees	50.00	200.00	200.00	0.00	100.0%	16,100.00	200.00	300.00	(100.00)	-33.33%
TOTAL OPERATING REVENUES	27,850.00	198,259.35	204,620.50	(6,361.15)	96.89%	393,300.00	198,259.35	218,006.58	(19,747.23)	90.94%
OPERATING EXPENSES										
6255 • GFOA Reception	0.00	0.00	0.00	0.00	0.0%	5,000.00	0.00	0.00	0.00	0.00%
6105 • Marketing/Membership	375.00	375.00	0.00	375.00	100.0%	0.00	375.00	0.00	375.00	0.00%
6106 • Storage Expense	212.67	212.67	91.66	121.01	232.02%	589.16	212.67	91.28	121.39	0.00%
6110 • President's Expense	0.00	480.00	100.00	380.00	480.0%	6,000.00	480.00	100.00	380.00	0.00%
6115 • Board of Directors	0.00	0.00	766.66	(766.66)	0.0%	4,600.00	0.00	0.00	0.00	0.00%
6120 • Committee/Chapter Support	0.00	0.00	416.66	(416.66)	0.0%	2,500.00	0.00	0.00	0.00	0.00%
6125 • Board Planning Session-Retreat	0.00	0.00	0.00	0.00	0.0%	31,700.00	0.00	0.00	0.00	0.00%
6140 • Management Services	13,237.58	25,775.16	23,211.00	2,564.16	111.05%	268,479.00	25,775.16	23,211.00	2,564.16	11.05%
6150 • Office Supplies	81.29	81.29	50.00	31.29	162.58%	300.00	81.29	19.75	61.54	0.00%
6155 • Merchant Fees/Bank Chgs.	5,448.33	10,412.51	2,450.12	7,962.39	424.98%	25,000.00	10,412.51	9,561.12	851.39	8.90%
6160 • Awards	228.48	481.98	0.00	481.98	100.0%	5,000.00	481.98	0.00	481.98	0.00%
6165 • Printing	62.61	62.61	8.60	54.01	728.02%	13,500.00	62.61	8.60	54.01	0.00%
6170 • Magazine	0.00	0.00	0.00	0.00	0.0%	15,000.00	0.00	0.00	0.00	0.00%
6175 • Postage	70.11	70.11	1,219.46	(1,149.35)	5.75%	2,000.00	70.11	902.07	(831.96)	0.00%
6185 • Telephone/Bridge Calls	72.80	72.80	830.53	(757.73)	8.77%	5,100.00	72.80	529.78	(456.98)	0.00%
6190 • Web and Technology	26.00	1,076.00	3,166.66	(2,090.66)	33.98%	19,000.00	1,076.00	4,026.00	(2,950.00)	-73.27%
6200 • Travel/Staff Expenses	0.00	0.00	166.66	(166.66)	0.0%	1,000.00	0.00	0.00	0.00	0.00%
6220 • Audit & Tax Filing	0.00	0.00	0.00	0.00	0.0%	9,500.00	0.00	0.00	0.00	0.00%
6230 • Insurance	1,160.00	1,160.00	1,450.00	(290.00)	80.0%	2,000.00	1,160.00	1,690.00	(530.00)	0.00%
6246 • Prior Year Taxes	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.00%
6240 • Taxes	0.00	0.00	252.00	(252.00)	0.0%	20,000.00	0.00	252.00	(252.00)	-100.00%
6250 • Miscellaneous	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	0.00	0.00	0.00%
TOTAL OPERATING EXPENSES	20,974.87	40,260.13	34,180.01	6,080.12	117.79%	436,268.16	40,260.13	40,391.60	(131.47)	99.67%
NET OPERATING REVENUE	6,875.13	157,999.22	170,440.49	(12,441.27)	92.7%	(42,968.16)	157,999.22	177,614.98	(19,615.76)	88.96%

California Society of Municipal Finance Officers

Statement of Activities

	Feb 17	Jan-Feb 17	YTD Budget	\$ Over Budget	% of Budget	Annual Budget	Jan -Feb17	Jan-Feb 16	\$ Change	% Change
PROGRAM REVENUES										
4503 • Contributions and Donations	300.00	300.00	1,250.00	(950.00)	24.0%	5,000.00	300.00	0.00	300.00	0.00%
4505 • Webinar	0.00	225.00	500.00	(275.00)	45.0%	3,000.00	225.00	200.00	25.00	12.50%
4520 • Weekend Training	0.00	0.00	0.00	0.00	0.0%	20,000.00	0.00	0.00	0.00	0.00%
4570 • Intro to Government	4,050.00	4,125.00	5,995.00	(1,870.00)	68.81%	19,800.00	4,125.00	4,125.00	0.00	0.00%
4580 • Presentation/Fiscal Policy	(150.00)	150.00	75.00	75.00	200.0%	12,000.00	150.00	75.00	75.00	0.00%
4590 • Intermediate Government Acct	4,200.00	9,600.00	8,250.00	1,350.00	116.36%	49,500.00	9,600.00	11,250.00	(1,650.00)	-14.67%
4594 • CMTA/CSMFO Course	750.00	1,500.00	2,100.00	(600.00)	71.43%	3,750.00	1,500.00	2,205.00	(705.00)	-31.97%
4595 • Revenue Fundamentals	50.00	50.00	2,500.00	(2,450.00)	2.0%	15,000.00	50.00	0.00	50.00	0.00%
4596 • Revenue Fundamentals II	0.00	0.00	1,250.00	(1,250.00)	0.0%	7,500.00	0.00	0.00	0.00	0.00%
TOTAL PROGRAM REVENUES	9,200.00	15,950.00	21,920.00	(5,970.00)	527.6%	135,550.00	15,950.00	17,855.00	(1,905.00)	-10.67%
PROGRAM EXPENSES										
6494 • Webinar Expenses	0.00	0.00	416.66	(416.66)	0.0%	2,500.00	0.00	0.00	0.00	0.00%
6594 • CMTA/CSMFO Course Exp	0.00	0.00	0.00	0.00	0.0%	1,300.00	0.00	0.00	0.00	0.00%
6420 • Weekend Trainings	0.00	0.00	4,166.66	(4,166.66)	0.0%	25,000.00	0.00	0.00	0.00	0.00%
6430 • Intro to Government	0.00	0.00	3,200.00	(3,200.00)	0.0%	19,200.00	0.00	0.00	0.00	0.00%
6450 • Presentation/Fiscal Policy	0.00	0.00	1,675.33	(1,675.33)	0.0%	16,792.00	0.00	0.00	0.00	0.00%
6480 • Intermediate Governmental Acct.	3,451.49	3,451.49	6,098.15	(2,646.66)	56.6%	41,700.00	3,451.49	6,004.52	(2,553.03)	0.00%
6595 • Revenue Fundamental Expense	0.00	0.00	2,110.66	(2,110.66)	0.0%	12,664.00	0.00	0.00	0.00	0.00%
TOTAL PROGRAM EXPENSES	3,451.49	3,451.49	17,667.46	(14,215.97)	19.54%	119,156.00	3,451.49	6,004.52	(2,553.03)	0.00%
NET PROGRAM REVENUE	5,748.51	12,498.51	4,252.54	8,245.97	293.91%	16,394.00	12,498.51	11,850.48	648.03	5.47%
OTHER EXPENSES										
6970 • Branding & Style Guide	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	6,600.00	(6,600.00)	-100.00%
6990 • Database Development	10,800.00	10,800.00	0.00	10,800.00	100.0%	0.00	10,800.00	0.00	10,800.00	0.00%
9950 • Prior Period Adjustment	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.00%
TOTAL OTHER EXPENSES	10,800.00	10,800.00	0.00	10,800.00	100.0%	0.00	10,800.00	6,600.00	(6,600.00)	0.00%
CHAPTER REVENUE	6,480.00	13,829.00	18,750.00	(4,921.00)	73.76%	90,000.00	13,829.00	18,750.00	(4,921.00)	-26.25%
CHAPTER EXPENSES	13,256.06	16,025.14	8,378.71	7,646.43	191.26%	80,000.00	16,025.14	6,940.71	9,084.43	130.89%
NET CHAPTER REVENUE	(6,776.06)	(2,196.14)	10,371.29	(12,567.43)	0.0%	10,000.00	(2,196.14)	11,809.29	(14,005.43)	-118.60%
TOTAL CONFERENCE REVENUE	602,655.49	813,690.49	4,290.00	809,400.49	18,967.14%	729,650.00	813,690.49	3,885.00	809,805.49	20844.41%
TOTAL CONFERENCE EXPENSES	416,374.13	635,903.06	4,290.00	631,613.06	14,822.92%	754,795.00	635,903.06	0.00	635,903.06	0.00%
NET CONFERENCE REVENUE	186,281.36	177,787.43	0.00	177,787.43	140.96%	(25,145.00)	177,787.43	3,885.00	173,902.43	4476.25%
TOTAL NET REVENUE	181,328.94	335,289.02	185,064.32	150,224.70	181.17%	(41,719.16)	335,289.02	198,559.75	136,729.27	68.86%

California Society of Municipal Finance Officers

Profit & Loss

February 2017

	Central Los Angeles	Channel Counties	Coachella Valley	East Bay	Inland Empire	Orange County	San Diego	San Gabriel Valley	south San Joaquin	TOTAL
Ordinary Income/Expense										
Income										
4500 · PROGRAM REVENUES										
4501 · Chapter Income										
4501.04 · Sacramento Valley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4501.05 · East Bay (SF)	0.00	0.00	0.00	160.00	0.00	0.00	0.00	0.00	0.00	160.00
4501.06 · Central Valley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4501.07 · Peninsula	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4501.08 · Monterey Bay	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4501.09 · South San Joaquin	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	125.00	125.00
4501.10 · Central Coast	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4501.11 · Channel Counties	0.00	290.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	290.00
4501.13 · Central Los Angeles	140.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	140.00
4501.15 · Desert Mountain	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4501.16 · Orange County	0.00	0.00	0.00	0.00	0.00	1,650.00	0.00	0.00	0.00	1,650.00
4501.17 · Inland Empire	0.00	0.00	0.00	0.00	3,590.00	0.00	0.00	0.00	0.00	3,590.00
4501.18 · Coachella Valley	0.00	0.00	525.00	0.00	0.00	0.00	0.00	0.00	0.00	525.00
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
Total 4501 · Chapter Income	140.00	290.00	525.00	160.00	3,590.00	1,650.00	0.00	0.00	125.00	6,480.00
Total 4500 · PROGRAM REVENUES	140.00	290.00	525.00	160.00	3,590.00	1,650.00	0.00	0.00	125.00	6,480.00
Total Income	140.00	290.00	525.00	160.00	3,590.00	1,650.00	0.00	0.00	125.00	6,480.00
Gross Profit	140.00	290.00	525.00	160.00	3,590.00	1,650.00	0.00	0.00	125.00	6,480.00
Expense										
6400 · PROGRAM EXPENSES										
6401 · Chapter Expenses										
6401.05 · East Bay (SF)	0.00	0.00	0.00	742.99	0.00	0.00	0.00	0.00	0.00	742.99
6401.11 · Channel Counties	0.00	2,552.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,552.20
6401.12 · San Gabriel Valley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,148.27	0.00	1,148.27
6401.16 · Orange County	0.00	0.00	0.00	0.00	0.00	3,611.31	0.00	0.00	0.00	3,611.31
6401.17 · Inland Empire	0.00	0.00	0.00	0.00	4,528.76	0.00	0.00	0.00	0.00	4,528.76
6401.19 · San Diego County	0.00	0.00	0.00	0.00	0.00	0.00	672.53	0.00	0.00	672.53
Total 6401 · Chapter Expenses	0.00	2,552.20	0.00	742.99	4,528.76	3,611.31	672.53	1,148.27	0.00	13,256.06
Total 6400 · PROGRAM EXPENSES	0.00	2,552.20	0.00	742.99	4,528.76	3,611.31	672.53	1,148.27	0.00	13,256.06
Total Expense	0.00	2,552.20	0.00	742.99	4,528.76	3,611.31	672.53	1,148.27	0.00	13,256.06
Net Ordinary Income	140.00	(2,262.20)	525.00	(582.99)	(938.76)	(1,961.31)	(672.53)	(1,148.27)	125.00	(6,776.06)
Net Income	140.00	(2,262.20)	525.00	(582.99)	(938.76)	(1,961.31)	(672.53)	(1,148.27)	125.00	(6,776.06)



CSMFO BOARD REPORT

DATE: March 23, 2017

FROM: John F. Adams, Past President & Chapter Liaison

SUBJECT: Board Reimbursement for attending Chapter Meetings

RECOMMENDATION

- 1) Approve reimbursement to Board Chapter Liaisons for reasonable travel expenses to attend Chapter Meetings outside their local chapter.
- 2) Amend the 2017 Budget for an amount of \$2,500 for Board reimbursement through December 31, 2017.
- 3) Direct Administration Committee to formalize the guidelines in the Administrative Handbook.

DISCUSSION

CSMFO assigns Board of Directors to be liaisons for several Chapters during their term. The expectation is for the Board member to attend at least one meeting for each Chapter they are assigned during the year. To encourage this, especially for remote Chapters, CSMFO could reimburse reasonable travel & attendance costs for the Board member for their attendance at meetings outside of their home chapter. The current request is to authorize reimbursement for travel costs and direct the Administrative Committee to work with the Executive Committee to develop guidelines to be included in the handbook.

ALTERNATIVES

Don't provide reimbursement to Board members for representing CSMFO at various Chapter meetings. Provide clarification on non-reimbursement in the Administrative Handbook.

FISCAL IMPACT

Estimated costs would be less than \$2,500 annually.



CSMFO BOARD REPORT

DATE: March 23, 2017

FROM: Drew Corbett, President

SUBJECT: Budget for CSMFO Reception at GFOA Conference

RECOMMENDATION

- 1) Approve an amendment to the 2017 budget in the amount of \$5,000, increasing the total budget for the CSMFO reception at the GFOA conference to \$10,000.

DISCUSSION

For a number of years at the GFOA conference, CSMFO has hosted a reception for all GFOA conference attendees from California. With the conference in Denver in 2017, it is expected that there will be a significant number of attendees from California. As such, attendance at the reception is being estimated to be 150 people. Based on that estimate, quotes for hosting a 2-hour event with cocktails and appetizers are coming in well above the current \$5,000 budget. For reference, two quotes for this event have been attached to this memo.

In order to continue to have an event that is no cost to attendees and that can accommodate the 150 person estimate, I am requesting an increase in the event budget from \$5,000 to \$10,000. In addition to this event being an opportunity to network with conference attendees from California, it is also an opportunity to potentially expand our membership. Because this event has been open to all attendees from California, there have been a significant number of non-CSMFO members from California that have attended this event in past years. I would like to take this opportunity to follow-up with these attendees post-conference and extend them an invitation to join CSMFO. This additional investment in the event will hopefully encourage attendance at the reception and increase the number of non-members that I can reach out to after the conference.

FISCAL IMPACT

This action would increase the total 2017 CSMFO operating budget by \$5,000. Current reserves are sufficient to take this action without negatively impacting CSMFO's overall financial condition.

Event Proposal

KEVIN TAYLOR'S **AT THE OPERA HOUSE**

CSMFO

John Adams
(303) 867-0670 | jadams@toaks.org

Event to be held on Monday, May 22, 2017
Based on 150 guests

<u>Venue</u>				
Banquet Room	Start	End	Minimum F&B	Setup Style
The Studio Loft	5:00 pm	7:00 pm		Reception
<u>Food & Service Items</u>				
Food/Service Items	Qty	Price	Unit	Total
<u>Food</u>				
Passed Hors D'Oeuvres - TBD <i>Based on 3 Pieces per Person</i>	38	\$42.00	dozen	\$1,596.00
Gourmet Artisan Cheese Selection Fruit Mostarda, Marcona Almonds, Table Grapes, Assorted Crackers (V)	150	\$11.00	per person	\$1,650.00
<u>Liquor</u>				
Call Hosted Bar - Estimate <i>Estimated 2 drinks per person</i> <i>Actual charge will be based on consumption</i>	150	\$18.00	per person	\$2,700.00
<u>Sample Spirit Selections-\$9 (up-charges will be applied for martinis, rocks and doubles)</u> Woody Creek Vodka Denver Dry Gin Jose Cuervo Gold Tequila Fireside Whiskey Bulleit Rye Bourbon Dewars White Label Scotch Bacardi Rum Captain Morgan Rum				
<u>Wine Selections -\$9</u> Sommelier's Selection				

Beer Selections- \$6

Coors Light
 Ska Brewing True Blonde
 Odell 90 Schilling Ale
 Great Divide Colette Farmhouse Ale
 Avery India Pale Ale
 Left Hand Nitro Milk Stout
 Crispin Cider
 Coors N/A

AVAILABLE WITH ALL PACKAGES**CORDIALS**

Disaronno Amaretto, Baileys, Kahlua, Cointreau,

SOFT DRINKS and BOTTLED WATER @ \$3.50 Each

Selection of Pepsi Products, Fresh Fruit Juices and Bottle Water

Labor**Stewarding/Strike Labor**

Actual cost of labor to set and re-set event space
 according to final floor plan

1 \$250.00 \$250.00

ECOH Door Greeter

Required door greeter is scheduled 30 minutes prior to
 event start time until 30 minutes post event end

4 \$15.00 Hour \$60.00

Security

*This is an estimate. Actual costs are based on the
 required set-up for your event. This fee begins as soon as
 the first vendor arrives for set-up, throughout the duration
 of the event and the strike of the event.*

4 \$30.00 Hour \$120.00

Room**Facility Fee**

1 \$500.00 \$500.00

Event Notes

5:00-7:00pm

	Food	Beverage	Liquor	Equipment	Labor	Room	Other	for Rental	Total
Subtotal	\$3,246.00	\$0.00	\$2,700.00	\$0.00	\$430.00	\$500.00	\$0.00	\$0.00	\$6,876.00
Service Chg	\$714.12	\$0.00	\$594.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,308.12
Taxes	\$316.81	\$0.00	\$263.52	\$0.00	\$17.20	\$20.00	\$0.00	\$0.00	\$617.53
Total	\$4,276.93	\$0.00	\$3,557.52	\$0.00	\$447.20	\$520.00	\$0.00	\$0.00	\$8,801.65

Event Name: California Society of Municipal Finance Officers
Address:

Contact Name: Drew Corbett
Salesperson: Annamarie Pecoraro

Contact Tel: 650-522-7102
Contact Fax:

Date	Time	Function	Setup	Exp.	Guar.	Room	Room Rental
Monday May 22/17	6:30p - 8:30p	Cocktail Party	Reception Style	150	150	Sundeck	\$875.00

Parking: \$7 per car (Individual)

Room Rental fee is discounted 50% from \$1,750, since meeting the F&B minimum of \$4,000.00.

Set up - TBD

Mix of cocktail tables and low rounds - set up TBD

Linen color - TBD

*The DAC does have yard games like ping pong, corn hole, yardzee, etc. that can be utilized on Sundeck if chosen

Food						
Date	Service Time	Service Type	Description	Qty	Charge	Total
May 22/17	6:30p	Displayed Hors D'Oeu	Sundeck			
			Elaborate Cheese & Fruit Display	150.00	\$8.50	\$1,275.00
			Elaborate Domestic Cheese & Seasonal Fresh Fruit Display			
			Served with Gourmet Crackers			
	6:30p	Passed Hors D'oeuvre	Sundeck			
			Smoked Duck Quesadillas served with Ligonberry Sauce & Creme Fraiche	150.00	\$6.95	\$1,042.50
			Stuffed Mushrooms	150.00	\$5.95	\$892.50
			Four Chese, Truffled Italian Sausage-Stuffed Mushrooms			
			Vegetable Potstickers served with DAC Mad Sauce	150.00	\$5.25	\$787.50
			Melon Skewers wrapped with Proscuitto Ham	150.00	\$5.75	\$862.50

Beverage						
Date	Service Time	Service Type	Description	Qty	Charge	Total
May 22/17	6:30p	Beverage Station	Sundeck			
			Water Station - Water Dispensor with Glasses	0.00	\$0.00	\$0.00
	6:30p	Hosted Bar	Sundeck			
			Premium Brands - HOSTED	0.00	\$8.00	\$0.00
			Wine - HOSTED	0.00	\$7.00	\$0.00
			Imported Beer - HOSTED	0.00	\$6.00	\$0.00
			Domestic Beer - HOSTED	0.00	\$5.00	\$0.00
			Assorted Sodas (out _____ in _____)	0.00	\$3.00	\$0.00
			HOSTED BAR ESTIMATE	300.00	\$6.50	\$1,950.00
			Hosted bar estimate is based off of each guest drinking 2 drinks with an average of \$6.50 per drink.			
			Bar will be billed based off of per consumption.			

FOOD AND BEVERAGE SPECIAL NOTES:

All Food & Beverage are subject to service charges and taxes, as required by law.

Please ask your Catering Manager before decorating with glitter, confetti, streamers, etc. as there will be an additional cleaning charge.
Any audio visual equipment belonging to the DAC that is removed from the Club will be billed to your account at full replacement cost.
Should your preferred setup change within 48 hours of your event date, additional setup fees may be incurred at our discretion.

Labor					
Date	Service Time	Description	Qty	Charge	Total
May 22/17					
	6:30p	Sundeck			
		Bartender	2	\$100.00	\$200.00

RESOURCE SPECIAL NOTES:

Total Charges				
	Charges	Taxes	Service Charge	Total
Room	\$875.00	\$0.00	\$0.00	\$875.00
Food	\$4,860.00	\$474.34	\$1,069.20	\$6,403.54
Beverage	\$1,950.00	\$190.32	\$429.00	\$2,569.32
Labor	\$200.00	\$0.00	\$0.00	\$200.00
Grand Totals	\$7,885.00	\$664.66	\$1,498.20	\$10,047.86
Deposits Received				\$0.00
Balance Due				\$10,047.86

Guarantee: Guarantee of Attendance is required 72 working Hours prior to the date of the event.
Cancellation Policy: Must be in writing no less than 30 days prior to event date. This is not a final bill. It is merely an approximation and is subject to change. Please do not pay from this total.

The Denver Athletic Club

Drew Corbett

Date

Date



CSMFO BOARD REPORT

Date **March 23, 2017**

FROM: Craig Boyer
 County of Alameda

SUBJECT: GFOA Liaison Process

Background:

Following the Board of Directors' adoption of the June 23, 2016 Board Report, the Professional Standards and Recognition Committee has revised the GFOA CAFR Award Program as follows:

1. Creating a permanent GFOA Liaison Subcommittee under the Professional Standards and Recognition Committee, consisting of the Committee Chair and the two GFOA Liaisons; and
2. Delegating the annual nomination of the two GFOA Liaisons to the Professional Standards and Recognition Committee Chair with the consent of the CSMFO President.

In this board report, you will find the following action items:

3. A standard GFOA CAFR Award presentation template;
4. A set of criteria for GFOA CAFR Award presentations that expands the opportunities for all local governments to receive an award presentation while establishing priority that considers, among other factors:
 - a. local governments' finance staff size,
 - b. recently appointed finance or accounting directors, and/or
 - c. newly appointed governing body members;
5. A set of procedures for selecting individual presenters and criteria for inclusion, including but not limited to CSMFO leadership.

Adoption by the Board of Exhibits A, B and C relating to the action items above will leave three items for future implementation:

6. Subcommittee coordination with the Technology Committee to develop a submission form for local governments to request an award presentation upon receipt of the GFOA award notification;
7. Subcommittee coordination with SMA to produce outreach materials (e-mails, electronic flyers, CSMFO Magazine articles) to raise awareness of these changes to the GFOA CAFR Award Program.
8. Subcommittee development of a similar process for CSMFO Budget and CAFR Award presentations.

Revised Criteria for Eligibility:

Introduction

In accordance with the Board action on June 23, 2016, the Subcommittee has updated the GFOA CAFR Award Program to include expanded criteria for presentation eligibility, in order to enhance recognition for local governments and their finance staff.

Current Criteria

- It is CSMFO policy to present first-time CAFR awards in person.

(Leadership Roles and Responsibilities, page 23 of 23)

Proposed Criteria

1. Replace the line above from the Leadership Roles and Responsibilities with the following:
 - It is CSMFO policy to present GFOA CAFR Awards in person when resources are available. In order to determine resource availability, the Professional Standards and Recognition Committee will apply a set of formal prioritization criteria to match volunteer presenters with local government awardees.
2. Amend the Policies and Procedures Manual Administrative Handbook to add the following under III.5) Professional Standards and Recognition Committee:

g) via the GFOA Liaison Subcommittee, coordinate actions of the GFOA CAFR Award Program, including the nomination of the two GFOA Liaisons

GFOA CAFR Award Process

The Subcommittee will use the following procedures for selecting and presenting GFOA CAFR Award presentations:

- Exhibit A – GFOA CAFR Award Eligibility and Prioritization Criteria,
- Exhibit B – GFOA CAFR Award Presentation Written Script Template, and
- Exhibit C – GFOA CAFR Award Presenter Selection Procedures.

Exhibit A – GFOA CAFR Award Presentation Eligibility and Prioritization Criteria

Eligibility

All local governments receiving a notification of award from GFOA shall be eligible for an in-person presentation.

Prioritization Criteria

The Subcommittee cannot guarantee the availability of a presenter for all presentation requests. The Subcommittee will use the following criteria to prioritize presentations for local governments, based on the availability of CSMFO resources, in the following order of priority:

- Member local governments who are first-time award recipients
- Member local governments with a finance staff of 3 or less, including the director/manager
- Member local governments with a finance or accounting director receiving its first award as a member of this local government (must have prepared the eligible CAFR)
- Member local governments with at least 1/3rd of its governing body members newly elected or appointed since the last award presentation
- Member local governments receiving the award for a “milestone decade” year (e.g., 10th, 20th, etc.)
- Member local governments who qualify for one of the above items and received an award presentation in the last two years
- All other member local governments
- All other local governments

Requesting Local Government Requirements

The following process shall be required from local governments wanting an award presentation:

- Submit a completed application on the CSMFO website requesting an award presentation, including:
 - o Necessary information for identification and prioritization (as outlined above);
 - o Preferred date and time for the presentation to take place, and at least two alternate options;
 - o Directions, access and parking information for the location where the presentation is scheduled to take place; and
 - o Name, phone and e-mail information for the local government’s contact person.

GFOA Liaison Follow-Up

Following the submission of the application, CSMFO will notify the appropriate GFOA Liaison (Northern or Southern California) to verify the priority of the application, select an available CSMFO presenter from the presenter list, and coordinate and notify the local government of the relevant details.

Exhibit B – GFOA CAFR Award Presentation Written Script Template

I am honored to be here today on behalf of the California Society of Municipal Finance Officers (CSMFO) to present the Certificate of Achievement for Excellence in Financial Reporting issued by the Government Finance Officers Association (GFOA) to the *(Name of Entity)*

CSMFO promotes excellence in financial management through innovation, continuing education and the professional development of our members. CSMFO members are deeply involved in the key issues facing cities, counties, and special districts in the State of California. We value honesty and integrity, and adhere to the highest standards of ethical conduct.

The GFOA Certificate of Achievement Program has been in operation since 1946. The purpose of the program is to encourage and assist governments to prepare financial reports of the highest quality for the benefits of citizens and other parties with a vital interest in government finance. Since then, it has gained widespread recognition as the premier indicator of excellence in Governmental Accounting and Financial Reporting.

To earn the Certificate of Achievement for Excellence in Financial Reporting, the *(Name of Entity)* had to comply with the program's demanding criteria, which go well beyond the minimum requirements of generally accepted accounting principles.

The receipt of this award reflects the professionalism and commitment of numerous individuals whose extended hours of dedicated work allowed for the production of a report worthy of this award.

Today's presentation marks the *(Years)* consecutive year that the *(Name of Entity)* has received the Certificate of Achievement. (First-time recipients: Today's presentation is the first time that the *(Name of Entity)* has received the Certificate of Achievement.)

The commitment of the *(Name of Entity's)* *(Title of Finance lead)* and key members of *(his/her)* team, particularly *(Name of Staff/Titles for Recognition)* show the level of involvement in the preparation of the financial report. It also reflects a high degree of dedication and leadership on the part of the *(Name of Entity's Elected Officials)*.

CSMFO knows that the *(Name of Entity)* has worked hard to achieve this certificate. We would like to stress the significance of what it means to earn this achievement and the honor it bestows upon your local government.

Therefore, it is my privilege, on behalf of CSMFO, to present to the *(Name of Entity)* this Certificate of Achievement for Excellence in Financial Reporting.

Congratulations!

Exhibit C – GFOA CAFR Award Presenter Selection Procedures

Initially, we will use CSMFO leadership to help identify presenters. The Subcommittee has put together a listing of CSMFO leadership who have volunteered to help locate presenters. When a local government requests a presentation, we will contact leadership if they reside in the same geographic area. If no one on the CSMFO leadership list resides in the same geographic area, we will contact the Chapter Chair for assistance.

Once the Board of Directors has approved our process, the Subcommittee will begin to recruit presenters. All CSMFO members are eligible to be presenters. We will maintain a presenter list similar to the list of budget and CAFR reviewers that we currently maintain for the CSMFO Award Programs. We will use tools that are currently available to contact the membership, including but not limited to the:

1. CSMFO website Volunteer Interest Form
2. Member listserv
3. CSMFO Magazine
4. Current database of reviewers

Once the Subcommittee had developed a list of presenters, it will assign the presenters to presentations based on geographic proximity. If there is more than one available presenter in the same geographic area, then other factors, such as type of local government, may be taken into consideration to provide the presenter who is the best fit for the presentation.

Recommendation:

1. Approve the GFOA CAFR Award Presentation Written Script to be provided as a template to all presenters;
2. Approve the GFOA CAFR Award Eligibility and Prioritization Criteria as the formal process for identifying eligible presentations and prioritizing them; and
3. Approve the GFOA CAFR Award Presenter Selection Procedures to develop a comprehensive database of presenter volunteers.

December 19, 2016

To: Janet Salvetti, CSMFO Conference Coordinators
From: CSMFO Annual Conference Program Committee
Re: Case in Point Sessions

Janet:

Thank you so much for the recent information on the potential Case In Point sessions for the 2017 annual conference. We will be pleased to review the outlines of the presentations from the submitters to ensure that they are working within the standards set for our sessions as a whole. Ronnie Campbell and Mary Bradley from our committee will be doing the reviewing. If you could forward the materials from the presenters to them, we will commit to turning them around to you right away.

As we have discussed previously, we do continue to have concerns about these presentations. The first and foremost of these is the perception of endorsement of a particular firm and a possible "pay to play" aspect of the conference. As you know, we strive each year to put together a high quality, informative, objective training experience for our members. As part of that, we carefully screen each topic and develop what we believe is a balanced presentation of the issue at hand. We generally require that a corporate presenter be paired with a finance practitioner and that the firm refrain from any type of sales pitch or advertising. The ability to review the materials will help address some of this concern. However, the fact that a firm can contribute funds and therefore have a place on the program does lead to the "pay to play" perception.

When this Case In Point benefit was established last year, the fact that the sessions were held in a different area from the conference sessions and did not receive CPE helped to differentiate between CSMFO sponsored sessions and these vendor sessions. We are again recommending that the participating vendors do not receive CPE credit and that the sessions are not held as part of the main conference.

It should be noted that both of the vendors who are Platinum sponsors have one or more speakers that are presenting in a concurrent session at the conference.

We are also recommending that the concept of Case in Point presentations be brought to the CSMFO Board following the conference in March for a thorough policy discussion so that the Board can clarify the role that these presentations will play going forward. I will email Melissa to request this.

Thank you again for allowing us input on this important issue.

Sincerely, (on behalf of the Program Committee)



Viki Copeland, Chair Program Committee
Ronnie Campbell, Vice-Chair
Mary Bradley, Senior Advisor
Jimmy Forbis, Board Liaison
Harriet Commons
Margaret Moggia

CORE STRATEGIES, GOALS & PRIORITY ACTIONS

Core Strategy: **Strategic Growth**

Goal: **CSMFO will leverage and invest resources to ensure the organization supports its volunteer efforts to forward the mission, vision and values.**

Priority Actions:

Goal/Objective	Action Plan & Deliverable	Responsible Parties	Resources Needed	Target Dates
a. New technology	<ol style="list-style-type: none"> 1. Membership Database <ol style="list-style-type: none"> a. Technology Committee Members assigned to database workgroup b. Follow progress of working group and update committee/board as necessary 2. Listserv <ol style="list-style-type: none"> a. Draft implementation plan b. Research software solution c. Present to board for adoption 3. Tele-conferencing <ol style="list-style-type: none"> a. Complete testing of tools b. Create matrix of pros/cons c. Draft recommendation for larger-scale adoption d. Present to board 4. Workflow management <ol style="list-style-type: none"> a. Complete testing of tools b. Create matrix of pros/cons c. Draft recommendation for larger-scale adoption d. Present to board 	Database Working Group/Technology Committee		<ol style="list-style-type: none"> 1. December 2017 2. <ol style="list-style-type: none"> a. first half of 2017 b. second half of 2017 c. 2018 conference 3. <ol style="list-style-type: none"> a. first half of 2017 b. fall 2017 c. November 2017 d. December 2017 4. <ol style="list-style-type: none"> a. second half of 2017 b. winter 2017-18

				c. spring 2018 d. summer 2018
b. Survey needs, evaluate growth opportunities	1. Get a list of non-renewing members from SMA 2. Identify questions for survey 3. Send out survey 4. Get a list of 2016 & 2017 conference attendees from SMA 5. Analyze and identify gaps of attendees year over year	Membership Committee		1. April 2017 2. April 2017 3. April 2017 4. August 2017 5. August 2017
c. Branding/Outreach/Promote CSMFO	1. Continue to publish the CSMFO Magazine through 2017 to strategically brand and promote CSMFO. 2017 Publication months: Jan, Feb, Mar, May, Jul, Sep, Nov 2. Identify standardized opportunities to support chapters and committees in outreach efforts. a. Participate in bi-monthly chapter chair calls b. Interface with committee chairs in bi-monthly committee chair calls 3. Draft policies to ensure consistent messaging a. For Magazine b. Use of logos and for email communications	Communications Committee		As indicated by publication dates By September, 2017 By April, 2017 By Sept, 2017
d. Expand/enhance program administrative support and infrastructure	6. Poll committee chairs to determine if there are additional administrative needs above and beyond what can be handled by volunteer members	Executive Committee/ Administration Committee (additional support		1. May 2017 2. July 2017 3. August 2017 4. October 2017

	<ul style="list-style-type: none"> 7. Based on results of poll, work with committees to draft scope of services/cost proposal 8. Turn scope of services proposal over to Admin Com for review and presentation to Board 9. Incorporate additional budget requests into proposed 2018 budget 10. Poll chapters on impact of increased administrative support 11. Analyze poll results and determine if adjustments should be made to administrative support services for chapters 12. Scope and cost additional services, as appropriate 13. Incorporate into 2019 budget 	from Technology Committee)		<ul style="list-style-type: none"> 5. 2018 6. 2018 7. 2018 8. 2018
e. Enhance internal communication – chair calls, collaboration	<ul style="list-style-type: none"> 1. Solicit ideas, suggestions and recommendations from leadership on ways to enhance internal communications 2. Consolidate input from leadership and distribute 3. Based on input, develop recommendations for Board review 4. Seek Board approval for implementation in 2018 5. Evaluate effectiveness of changes every 6 months in 2018 and 2019 	Executive Committee (additional support from Technology Committee)		<ul style="list-style-type: none"> 1. August 2017 2. September 2017 3. December 2017 4. December 2017 5. 2018 6. 2018 & 2019
f. Evaluate and improve internal communications – Board Meeting agendas, status reports from committees	<ul style="list-style-type: none"> 1. Solicit ideas, suggestions and recommendations from leadership in ways to enhance internal communications 2. Consolidate and distribute 3. Develop recommendations for Board review 	Executive Committee (additional support from Technology Committee)		<ul style="list-style-type: none"> 1. December 2017 2. 2018 3. 2018 4. 2018 5. 2019

	4. Seek Board approval for implementation in 2019 5. Evaluate effectiveness in 2019			
2. Develop a “60th” Logo	DONE!	Executive Committee/President		
3. Develop Comprehensive Strategy on Fees and Dues (Revenues)	1. Compile data on fees charged on all courses and Chapter meetings. 2. Survey and compare class fee structure to other organizations such as WFOA, OGFOA, CMTA 3. Survey if other organizations have member vs non-member pricing 4. Make recommendation on pricing strategy 5. Membership dues structure: survey and compare dues structure to other organizations and make recommendation on pricing strategy (re-visit dues structure every 3-5 years)	Membership Committee		1. 2018 2. 2018 3. 2018 4. 2018 5. 2018

CORE STRATEGIES, GOALS & PRIORITY ACTIONS

Core Strategy: **Member Engagement**

Goal: **CSMFO will respond to our members' needs, increase active participation and promote strategic growth.**

Priority Actions:

Goal/Objective	Action Plan & Deliverable	Responsible Parties	Resources Needed	Target Dates
1. Formulate outreach plan to target potential members (88 cities)	<ol style="list-style-type: none"> 1. Identify the targeted cities 2. Map cities to see if there are any geographic patterns to identify support/help from active member agencies (e.g. see what chapters non-member cities belong to) 3. Identify outreach efforts (e.g. offering webinars which are free unless CPE certificate is required, using chapter revenues to hold free meetings for potential members at their agencies) 	Membership Committee		<ol style="list-style-type: none"> 1. November 2017 2. November 2017 3. November 2017
2. Refine volunteer utilization plan and appreciate and recognize volunteers	<ol style="list-style-type: none"> 1. Develop policy to formally recognize Chapter and Committee Chairs to create uniformity across CSMFO. 2. Make recommendation on volunteer appreciation plan (e.g. standard recognition letter, special CSMFO pin/t-shirts/plaque on "milestone" 5-, 10-, etc. years of service) 	Membership Committee		<ol style="list-style-type: none"> 1. 2018 2. 2018
2. Refine volunteer utilization plan and appreciate and recognize volunteers	<ol style="list-style-type: none"> 1. Issue RFQ for Survey Firm 2. Execute contract 	Administration Committee		<ol style="list-style-type: none"> 1. May 2017 2. July 2017

3. Conduct comprehensive member survey to determine priorities	1. Work with SMA to identify survey questions (do members want more webinars? More in-person trainings? What topics? Chapter meetings? Etc.) 2. Send out survey	Membership Committee		1. 2019 2. 2019
4. Develop student engagement plan	1. Update CSMFO brochure and gather other CSMFO materials and swag to pass out to students 2. Get booth at "career night"/"meet the firm" at college campuses, or attend university's finance society meetings 3. Recommend and implement engagement plan (e.g. offer free attendance to chapter meetings, hold chapter meetings at local universities to attract students)	Membership Committee		1. 2018 2. 2019 3. 2019
5. Develop orientation package for new and existing members	1. Develop standard welcome letter for new members 2. Set up special event(s) for first time conference attendees 3. Create designated "hotspots" for new members to meet with Chapter Chairs at annual conference	Membership Committee		1. July 2017 2. 2018 3. 2018

CORE STRATEGIES, GOALS AND PRIORITY ACTIONS

Core Strategy: **Professional Development**

Goal: **CSMFO will deliver the highest quality training and expanded educational opportunities to further develop the knowledge and skills of finance professionals at all levels throughout California.**

Priority Actions:

Goal/Objective	Action Plan & Deliverable	Responsible Parties	Resources Needed	Target Dates
1. Expand CSMFO core training to ensure foundational skill sets	1. Professional Standards Working Group members are creating inventories in six different topic areas. Members need time to research existing resources and develop a comprehensive inventory.	Professional Standards & Recognition Committee		1. November 2017
1. Expand CSMFO core training to ensure foundational skill sets	1. Identify new subjects for courses (e.g. debt management, fixed assets, and treasury). If overlap with other professional organizations, seek feedback from the	Career Development Committee		1. December 2017

	<p>Board and possibly develop training partnerships.</p> <p>2. Fundamentals of Tax Revenues</p> <p>3. Fundamentals of Fees, Rates & Charges</p> <p>4. Successful Skills for Finance Directors (South & North in 2017)</p> <p>5. Developing Successful Supervisory Skills</p> <p>6. Introduce new courses</p>			<p>2. South in 2017 (Odd Years) & North in Even</p> <p>3. North 2017 (preconference) & South in 2018</p> <p>4. Scheduling in 2017</p> <p>5. 2018 – Preconference Session?</p> <p>6. 2018 & 2019</p>
2. Leverage technology to deliver content	<p>1. Develop a strategy for alternative service delivery options. Work with consultants and other interested committees. Includes enhanced functionality of the listserv</p>	Technology Committee/Career Development Committee		<p>1. December 2017</p> <p>2. December 2018</p> <p>3. December 2019</p>

	<p>2. Test alternative delivery options.</p> <p>3. Expanded roll-out of alternative delivery options.</p>			
3. Develop and copyright training materials as appropriate	<p>1. Evaluate content of Introductory course to ensure alignment with Intermediate course. Incorporate CSFMO style guide. If curriculum changes needed, request assistance from instructor or other professional.</p> <p>2. Core course evaluation plan to ensure quality of delivery and content. CDC member to attend at least one of each of the courses offered.</p> <p>3. Continue process of obtaining feedback on all core courses.</p>	Career Development Committee		<p>1. December 2017</p> <p>2. December 2017</p>
3. Develop and copyright training materials as appropriate	<p>1. Issue RFQ for attorney Services</p> <p>2. Execute contract</p>	Administration Committee		<p>1. December 2017</p> <p>2. March 2018</p>

4. Develop focused “quick hits” on technical topics accessed from any device (aka ‘Ted Talks’)	1. Develop questions and utilize CSMFO technology for interviews 2. Develop material and utilize CSMFO technology for presentation	Professional Standards & Recognition Committee (with CDC assistance)		1. June 2017 2. June 2017
5. Strategize on developing Mentorship Program	1. Identify, target and recruit mentors. 2. Create the Mentorship Program. 3. Identify, target and recruit mentees. 4. Identify recruitment strategies and work with the Membership Committee.	Career Development Committee		1. June 2017 2. December 2017 3. December 2017 4. June 2017