



**Thursday, May 23, 2019  
2:00 p.m. – 4:00 p.m.  
Board of Directors Meeting**

Call-in: 16699006833  
Meeting ID: 388 985 592  
Join Zoom Meeting: <https://zoom.us/j/388985592>

1. Introduction
  - a. Welcome/Roll Call
  - b. Additions to Agenda
2. Consent Items 2:05 p.m.
  - a. Approval of minutes from March 2019
  - b. April 2019 financial reports
3. Discussion/Action Items 2:10 p.m.
  - a. Knowledge Base Demonstration (Matt Pressey)
  - b. Probolsky Research Contract Renewal (Kate Zawadzki)
  - c. Contract Amendment for Administrative Support for Annual Conference Program (Ronnie Campbell)
  - d. Weekend Training Hotel Contract Approval (Pam Arends-King)
  - e. 2019 Conference Update (Janet Salvetti)
4. Committee Reports 2:50 p.m.
  - a. Administration (Kate Zawadzki)
  - b. Career Development (Laura Nomura)
  - c. Communications (Marcus Pimentel)
  - d. Membership (Grace Castaneda)
  - e. Professional Standards (Jason Al-Imam)
  - f. Program (Ronnie Campbell)
  - g. Recognition (Sara Roush)
  - h. Technology (Matt Pressey)

5. Chapter Roundtable 3:20 p.m.
6. Director Roundtable 3:30 p.m.
7. Officer Reports 3:40 p.m.
  - a. President (Joan Michaels Aguilar)
  - b. Past President (Margaret Moggia)
  - c. President-Elect (Steve Heide)
9. Other Items
10. Future Topics
11. Upcoming Meeting:  
Thursday, June 27, 2019 2:00-4:00 p.m.
12. Adjournment 3:00 p.m.



**Tuesday, April 25, 2019 11:00 a.m. – 3:00 p.m.  
Board of Directors Meeting**

Joan Michaels Aguilar  
Margaret Moggia  
Steve Heide  
Carrie Corder  
Will Fuentes  
Ernie Reyna  
Jennifer Wakeman  
Scott Catlett  
Richard Lee  
David Cain  
Stephen Parker

Marcus Pimentel  
John Adams  
Stephanie Reimer  
Grace Castaneda  
Melissa Manchester  
Sarah Erck  
Craig Boyer  
\*Jason Al-Imam  
\*Laura Nomura  
\*Sara Roush  
\*Adam Probolsky  
\*via teleconference

### **Introduction**

The California Society of Municipal Finance Officers (CSMFO) Board of Directors met at the Chino Valley Fire District on Thursday, April 25, 2019. President Joan Michaels Aguilar convened the meeting and confirmed a quorum was in attendance at 11:07 a.m.

Steve Heide would like to add a discussion item regarding the 2020 conference theme to the agenda, this will be added as item 3c.

### **Consent Calendar**

The Board addressed the consent calendar, which included March 2019 financials and minutes from the February 28, 2018 Board of Directors meeting. President-Elect Steve Heide moved to approve the consent calendar. Director Ernie Reyna seconded. The motion passed unanimously.

### **Enhancing Student Member Benefits**

Grace Castaneda reviewed the status of the continued member engagement conversation. 9 students have joined since removing the student membership fees. The committee would like to remove other costs, specifically training fees for in-person training including chapter events. The committee recommends waiving the cost of in-person trainings and chapter meetings for student members. Discussion of what the ramifications of this would be and how to make it

clear exactly what trainings are included, and which are not. Additional discussion of how to track how many student members become professional members and that it may be necessary to differentiate student and professor rates, in order to track those numbers. Past-President Margaret Moggia motioned to direct the Admin Committee to review the bylaws to see if a revision is necessary. Richard Lee seconded. The motion passed unanimously.

### **2019 Conference Focus Group Results**

Adam Probolsky reviewed the focus group results. The full report was emailed out to the group by Kate Zawadzki has links to both videos and key highlights. Marcus Pimentel will write up a summary article of focus group findings and have Probolsky review it prior to publication in the magazine.

### **Career Development Committee**

Laura Nomura reviewed the committee's four priority actions. Core training is being expanded and a new Budget Course is in development which should be ready to launch in 2020. CSMO training materials are also in development. The committee has determined that it will not be feasible to create an RFP for all of Don Maruska's duties, due to how specialized his role is. They are discussing pairing with GFOA on their webinar program and will come back to the board in June with a proposal on how to move forward.

### **2020 Conference Theme**

President-Elect Steve Heide introduced his proposed theme for the 2020 conference, "CSMFO Gives Back to the Community"

The goal would be to support various charities at the conference and beyond. Discussion of ideas for how to involve sponsors and exhibitors as well as attendees in this effort as well as how to determine how many and which charities to support.

### **Committee Reports**

#### **Administration**

Alberto reported that the committee is working on a bylaws review, an amended SMA contract to encompass the new magazine format as well as a contract extension with Probolsky Research.

#### **Communications**

Marcus previewed the online news format that will happen when we soft launch on Wednesday with Joan's President's message. Mon., Wed. and Fri. emails will go out to the Listserve to let people know that new information has been posted. This will be a great opportunity to distribute more timely information to our membership.

#### **Membership**

Grace Castaneda thanked the board for approving their earlier item and let the group know that the student landing page is the next project. Discussion of a membership survey followed. The committee is concerned about "survey fatigue." President Joan Michaels-Aguliar recommended that the committee discuss with Probolsky before our contract expires.

### Professional Standards

Jason Al-Imam reported that the committee has been working on a white paper to be issued within the next few weeks and then disseminated to the membership. He is looking to expand municipal representation on the committee, they have added four new municipal members since January

### Program

Richard Lee reports that it's important that any functions planned by the host committee (ie Twilight Tickets) should be timed so as not to affect program attendance. The call for speakers will go out next month

### Recognition

Sara Roush reported that there are possible Awards Force changes coming up. The committee is ordering plaques for the budget awards and discussing what the Innovation Award application should look like.

### Technology

Richard Lee reported on the CSMFO App status. The committee is hoping to flesh out the conventions and design to make sure it's smooth and easy to use for members. User Experience evaluations re technology already deployed are happening now. Various tech user guides are in development. The goal is to report back to the board at the next meeting.

### **Director Roundtable**

Jennifer commended the efforts of the student engagement group – three new members have joined. The group is on track to deliver on time in June. Craig Boyer suggested that a student be involved, and they reached out to one who got involved.

Carrie Corder brought up the issue of chapter meetings conflicting with board meetings. Past-President Margaret Moggia will bring up on the Chapter Chairs call that chapter meetings should avoid conflict with other CSMFO meetings and trainings whenever possible.

Will Fuentes reported that he has been offered a new position but cannot provide details at this point, he will distribute his new contact information when it becomes public.

Richard Lee reported that this past Tuesday the first ever Zoom Chapter meeting was held. It was a success and is a good option for chapters who may have difficulty getting in-person attendees.

Scott Catlett attended the Orange County meeting and plans to get to San Diego before the end of the year as well.

Ernie Reyes attended the Inland Empire and Coachella meetings and is hoping to assist the Desert Mountain Chapter while they look for a new chapter chair.

## **Chapter Roundtable**

Steven Parker reported on an amazing meeting last week. His chapter has meetings booked through the end of 2019.

Craig Boyer reported that they recently had the highest attended chapter meeting of the year. They will be meeting again in June, August, October and are hoping for a combined meeting in December.

## **League Policy Committee Reports**

Reports were included in the board packet. No additional discussion.

## **Officer Reports**

President Joan Michaels Aguilar discussed the need for the usual annual consultant survey and whether it's necessary this year. Michaels Aguilar had concerns about the lightness of the agenda this month. In person meetings multiple times a year are important, so she is keeping an "agenda forecast" to make sure agenda items are being followed up on. Hopefully the October agenda will be more robust.

Past President Moggia reviewed the recent Chapter Chairs call and the different formats chapters are using for their meetings. She also reviewed Poll everywhere and the change regarding reimbursement requests. There will be an informal chapter chair leadership survey to discuss succession planning and identify any gaps. Commendation to board members who attend chapter meetings, that support is appreciated. Student engagement is encouraged, we definitely want to track the results of the free pricing change.

President-Elect Heide provided highlights of the Host Com meeting in Anaheim yesterday. The group walked in deflated but walked out enthusiastic. There will be no Thursday night event in the Disney Parks. Disney is not doing ANY after-hours events in the park for the first year of Galaxy's Edge being open and another group has already booked an event in Disney's California Adventure. The committee will be changing the format of the conference so that the big event is on Wednesday evening, rather than Thursday. There is discussion of having three pre-conference sessions on Tuesday (plus golf, tennis & the BOD meeting) They will kick-off Wednesday with Early Bird sessions and are hoping to engage folk to be in session from Wed a.m. to Friday midday. Potential event for first time attendees breakfast/member benefits session. The potential in-park event will be at Disney's California Adventure on Wednesday, rather than Thursday. The dinner portion would be open for vendor dinners/events. There are no twilight tickets to attendees in the plan for now. Thursday possible after-hours event at Splitsville (if we can budget it) This would be a late-night event, leaving another opportunity for vendors to host events.

Joan Michaels Aguilar emphasizes that the Disney Wednesday event is a request, not a guarantee. The President's dinner on Tuesday evening will most likely be at the Napa Rose at the Grand Californian Hotel.

Meeting adjourned at 3:10 p.m.

Respectfully submitted,

Sarah Erck

# California Society of Municipal Finance Officers

## Statement of Financial Position

As of April 30, 2019

	Apr 30, 19	Apr 30, 18	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1005 · Bank of America				
1050 · Chapter Fund Balances				
1050.10 · Central Coast	1,579.47	1,481.21	98.26	6.63%
1050.13 · Central Los Angeles	1,601.44	1,320.08	281.36	21.31%
1050.06 · Central Valley	1,146.05	752.81	393.24	52.24%
1050.11 · Channel Counties	3,908.46	3,991.15	(82.69)	(2.07%)
1050.18 · Coachella Valley	(2,806.70)	879.79	(3,686.49)	(419.02%)
1050.15 · Desert Mountain	(255.00)	85.00	(340.00)	(400.0%)
1050.05 · East Bay (SF)	2,416.72	2,110.17	306.55	14.53%
1050.17 · Inland Empire	7,439.20	10,930.67	(3,491.47)	(31.94%)
1050.08 · Monterey Bay	5,472.74	4,129.75	1,342.99	32.52%
1050.03 · North Coast	(1,064.35)	270.00	(1,334.35)	(494.2%)
1050.02 · Northeast Counties	22.37	0.00	22.37	100.0%
1050.16 · Orange County	5,420.35	7,726.81	(2,306.46)	(29.85%)
1050.07 · Peninsula	1,324.08	(694.16)	2,018.24	290.75%
1050.04 · Sacramento Valley	3,353.40	2,760.91	592.49	21.46%
1050.19 · San Diego County	2,481.96	1,688.05	793.91	47.03%
1050.12 · San Gabriel Valley	(57.01)	(615.87)	558.86	90.74%
1050.14 · South Bay (LA)	2,126.52	(658.27)	2,784.79	423.05%
1050.09 · South San Joaquin	1,222.02	1,064.25	157.77	14.83%
<b>Total 1050 · Chapter Fund Balances</b>	<b>35,331.72</b>	<b>37,222.35</b>	<b>(1,890.63)</b>	<b>(5.08%)</b>
1005 · Bank of America - Other	238,268.02	101,546.50	136,721.52	134.64%
<b>Total 1005 · Bank of America</b>	<b>273,599.74</b>	<b>138,768.85</b>	<b>134,830.89</b>	<b>97.16%</b>
1040 · Investments LAIF	646,399.71	927,169.87	(280,770.16)	(30.28%)
<b>Total Checking/Savings</b>	<b>919,999.45</b>	<b>1,065,938.72</b>	<b>(145,939.27)</b>	<b>(13.69%)</b>
<b>Accounts Receivable</b>				
1100 · Accounts receivable	1,020.00	6,533.75	(5,513.75)	(84.39%)
<b>Total Accounts Receivable</b>	<b>1,020.00</b>	<b>6,533.75</b>	<b>(5,513.75)</b>	<b>(84.39%)</b>
<b>Other Current Assets</b>				
1080 · Undeposited Funds	0.00	2,015.00	(2,015.00)	(100.0%)
1120 · Accounts Receivable- YM	38,535.50	5,075.00	33,460.50	659.32%
1250 · Prepaid Expense - General				
1252 · Prepaid Admin/DataBase Fees	91,245.40	100,491.72	(9,246.32)	(9.2%)
1250 · Prepaid Expense - General - Other	533.59	0.00	533.59	100.0%
<b>Total 1250 · Prepaid Expense - General</b>	<b>91,778.99</b>	<b>100,491.72</b>	<b>(8,712.73)</b>	<b>(8.67%)</b>
1260 · Prepaid Expense Conference				
1262 · Facilities Deposits	33,000.00	4,656.00	28,344.00	608.76%
1263 · President's Dinner	0.00	4,375.00	(4,375.00)	(100.0%)
1264 · Conference Services	0.00	5,921.21	(5,921.21)	(100.0%)
1260 · Prepaid Expense Conference - Other	1,869.12	169.00	1,700.12	1,005.99%
<b>Total 1260 · Prepaid Expense Conference</b>	<b>34,869.12</b>	<b>15,121.21</b>	<b>19,747.91</b>	<b>130.6%</b>
<b>Total Other Current Assets</b>	<b>165,183.61</b>	<b>122,702.93</b>	<b>42,480.68</b>	<b>34.62%</b>
<b>Total Current Assets</b>	<b>1,086,203.06</b>	<b>1,195,175.40</b>	<b>(108,972.34)</b>	<b>(9.12%)</b>



# California Society of Municipal Finance Officers

## Statement of Financial Position

As of April 30, 2019

	<b>Apr 30, 19</b>	<b>Apr 30, 18</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Other Assets</b>				
<b>1500 • CSMFO/SMA Database AR</b>	48,981.00	48,981.00	0.00	0.0%
<b>Total Other Assets</b>	48,981.00	48,981.00	0.00	0.0%
<b>TOTAL ASSETS</b>	<b>1,135,184.06</b>	<b>1,244,156.40</b>	<b>(108,972.34)</b>	<b>(8.76%)</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Other Current Liabilities</b>				
<b>2001 • Taxes Due</b>	0.00	7,155.00	(7,155.00)	(100.0%)
<b>2003 • A/P Other- SMA Conference</b>	31,750.40	29,565.84	2,184.56	7.39%
<b>Total Other Current Liabilities</b>	31,750.40	36,720.84	(4,970.44)	(13.54%)
<b>Total Current Liabilities</b>	31,750.40	36,720.84	(4,970.44)	(13.54%)
<b>Total Liabilities</b>	31,750.40	36,720.84	(4,970.44)	(13.54%)
<b>Equity</b>				
<b>3020 • Retained earnings</b>	849,320.59	865,754.42	(16,433.83)	(1.9%)
<b>3100 • Net Assets-Chapters</b>	37,223.01	37,223.01	0.00	0.0%
<b>Net Income</b>	216,890.06	304,458.13	(87,568.07)	(28.76%)
<b>Total Equity</b>	1,103,433.66	1,207,435.56	(104,001.90)	(8.61%)
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,135,184.06</b>	<b>1,244,156.40</b>	<b>(108,972.34)</b>	<b>(8.76%)</b>

# CSMFO- SUMMARY OF INCOME

## April 2019

	Total Chapters	Education	Conferece	Unclassified	TOTAL
<b>Ordinary Income/Expense</b>					
Income	0.00			316,505.45	316,505.45
<b>Gross Profit</b>	0.00			316,505.45	316,505.45
Expense					0.00
6100 · OPERATING EXPENSES	60.00			188,297.05	188,357.05
6900 · OTHER EXPENSES	0.00			5,325.00	5,325.00
<b>Total Expense</b>	60.00			193,622.05	193,682.05
<b>Net Ordinary Income</b>	(60.00)			122,883.40	122,823.40
<b>Other Income/Expense</b>					0.00
Other Income					0.00
4500 · PROGRAM REVENUES					0.00
4500.01 · Education Income	0.00	39,712.50	0.00	0.00	39,712.50
4501 · Chapter Income	27,486.00	0.00	0.00	0.00	27,486.00
8000 · Conference Revenue	0.00	0.00	1,063,292.58	0.00	1,063,292.58
<b>Total 4500 · PROGRAM REVENUES</b>	27,486.00	39,712.50	1,063,292.58	0.00	1,130,491.08
8999 · YM Import Items	0.00	0.00	0.00	0.00	0.00
<b>Total Other Income</b>	27,486.00	39,712.50	1,063,292.58	0.00	1,130,491.08
<b>Other Expense</b>					0.00
6400 · PROGRAM EXPENSES					0.00
6400.01 · Education Expenses	0.00	22,726.67	0.00	0.00	22,726.67
6401 · Chapter Expenses	21,734.14	0.00	0.00	0.00	21,734.14
9000 · Conference Expenses	0.00	0.00	991,813.61	0.00	991,813.61
<b>Total 6400 · PROGRAM EXPENSES</b>	21,734.14	22,726.67	991,813.61	0.00	1,036,274.42
9950 · Prior Period Adjustment	0.00	0.00	0.00	150.00	150.00
<b>Total Other Expense</b>	21,734.14	22,726.67	991,813.61	150.00	1,036,424.42
<b>Net Other Income</b>	5,751.86	16,985.83	71,478.97	(150.00)	94,066.66
<b>Net Income</b>	<b>5,691.86</b>	<b>16,985.83</b>	<b>71,478.97</b>	<b>122,733.40</b>	<b>216,890.06</b>

# California Society of Municipal Finance Officers

## Profit & Loss Budget Performance

April 2019

	Apr 19	Jan - Apr 19	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>Ordinary Income/Expense</b>						
<b>Income</b>						
<b>4000 · OPERATING REVENUES</b>						
<b>4100 · Membership Dues</b>	7,530.00	242,140.00	228,300.00	13,840.00	106.06%	250,600.00
<b>4200 · Interest Income</b>	5,586.10	11,567.95	6,600.00	4,967.95	175.27%	15,000.00
<b>4302 · Magazine Advertising</b>	0.00	8,297.50	5,000.00	3,297.50	165.95%	5,000.00
<b>4303 · Job Board Post - Member</b>	13,275.00	54,350.00	51,500.00	2,850.00	105.53%	139,000.00
<b>4490 · Budget/CAFR Fees</b>	150.00	150.00	500.00	(350.00)	30.0%	19,850.00
<b>Total 4000 · OPERATING REVENUES</b>	26,541.10	316,505.45	291,900.00	24,605.45	108.43%	429,450.00
<b>Total Income</b>	26,541.10	316,505.45	291,900.00	24,605.45	108.43%	429,450.00
<b>Gross Profit</b>	26,541.10	316,505.45	291,900.00	24,605.45	108.43%	429,450.00
<b>Expense</b>						
<b>6100 · OPERATING EXPENSES</b>						
<b>6105 · Marketing/Membership</b>	0.00	13,151.26	2,000.00	11,151.26	657.56%	6,650.00
<b>6106 · Storage Expense</b>	60.39	296.51	196.00	100.51	151.28%	850.00
<b>6110 · President's Expense</b>	0.00	248.18	5,800.00	(5,551.82)	4.28%	10,400.00
<b>6115 · Board of Directors</b>	0.00	3,390.39	2,320.00	1,070.39	146.14%	7,100.00
<b>6120 · Committee/Chapter Support</b>	0.00	2,781.40	18,600.00	(15,818.60)	14.95%	56,000.00
<b>6125 · Board Planning Session-Retreat</b>	0.00	1,919.34	8,500.00	(6,580.66)	22.58%	45,500.00
<b>6140 · Management Services</b>	18,310.99	81,832.07	81,111.00	721.07	100.89%	270,543.00
<b>6150 · Office Supplies</b>	33.00	33.00	0.00	33.00	100.0%	300.00
<b>6155 · Merchant Fees/Bank Chgs.</b>	1,839.98	11,281.82	12,000.00	(718.18)	94.02%	35,000.00
<b>6160 · Awards</b>	0.00	393.25	500.00	(106.75)	78.65%	5,000.00
<b>6165 · Printing</b>	3.72	3,997.74	665.00	3,332.74	601.16%	10,000.00
<b>6170 · Magazine</b>	1,200.00	4,189.00	3,700.00	489.00	113.22%	15,000.00
<b>6175 · Postage</b>	22.72	1,613.51	1,334.00	279.51	120.95%	4,000.00
<b>6185 · Telephone/Bridge Calls</b>	55.22	165.66	700.00	(534.34)	23.67%	2,100.00
<b>6190 · Web and Technology</b>	966.00	27,619.00	22,750.00	4,869.00	121.4%	25,000.00
<b>6200 · Travel/Staff Expenses</b>	489.96	979.92	0.00	979.92	100.0%	5,000.00
<b>6220 · Audit &amp; Tax Filing</b>	0.00	0.00	0.00	0.00	0.0%	9,000.00
<b>6230 · Insurance</b>	0.00	1,769.00	2,000.00	(231.00)	88.45%	2,000.00
<b>6240 · Taxes</b>	0.00	16,270.00	0.00	16,270.00	100.0%	30,000.00

# California Society of Municipal Finance Officers

## Profit & Loss Budget Performance

April 2019

	Apr 19	Jan - Apr 19	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
6255 • GFOA Reception	8,213.00	16,426.00	0.00	16,426.00	100.0%	25,000.00
6260 • Donations	0.00	0.00	0.00	0.00	0.0%	0.00
<b>Total 6100 • OPERATING EXPENSES</b>	<b>31,194.98</b>	<b>188,357.05</b>	<b>162,176.00</b>	<b>26,181.05</b>	<b>116.14%</b>	<b>564,443.00</b>
<b>6900 • OTHER EXPENSES</b>	<b>5,325.00</b>	<b>5,325.00</b>	<b>25,000.00</b>	<b>(19,675.00)</b>	<b>21.3%</b>	<b>25,000.00</b>
<b>Total Expense</b>	<b>36,519.98</b>	<b>193,682.05</b>	<b>187,176.00</b>	<b>6,506.05</b>	<b>103.48%</b>	<b>589,443.00</b>
<b>Net Ordinary Income</b>	<b>(9,978.88)</b>	<b>122,823.40</b>	<b>104,724.00</b>	<b>18,099.40</b>	<b>117.28%</b>	<b>(159,993.00)</b>
<b>Other Income/Expense</b>						
<b>Other Income</b>						
<b>4500 • PROGRAM REVENUES</b>						
4503 • Contributions and Donations	0.00	0.00	0.00	0.00	0.0%	0.00
4500.01 • Education Income	4,812.50	39,712.50	91,925.00	(52,212.50)	43.2%	112,025.00
4501 • Chapter Income	7,790.00	27,486.00	33,332.00	(5,846.00)	82.46%	100,000.00
8000 • Conference Revenue	(2,705.00)	1,063,292.58	1,016,794.23	46,498.35	104.57%	1,020,104.00
<b>Total 4500 • PROGRAM REVENUES</b>	<b>9,897.50</b>	<b>1,130,491.08</b>	<b>1,142,051.23</b>	<b>(11,560.15)</b>	<b>98.99%</b>	<b>1,232,129.00</b>
8999 • YM Import Items	0.00	0.00	0.00	0.00	0.0%	0.00
<b>Total Other Income</b>	<b>9,897.50</b>	<b>1,130,491.08</b>	<b>1,142,051.23</b>	<b>(11,560.15)</b>	<b>98.99%</b>	<b>1,232,129.00</b>
<b>Other Expense</b>						
<b>6400 • PROGRAM EXPENSES</b>						
6400.01 • Education Expenses	8,362.87	22,726.67	92,075.00	(69,348.33)	24.68%	117,075.00
6401 • Chapter Expenses	16,064.44	21,734.14	33,332.00	(11,597.86)	65.21%	100,000.00
9000 • Conference Expenses	1,301.49	991,813.61	1,032,445.94	(40,632.33)	96.06%	1,045,247.00
<b>Total 6400 • PROGRAM EXPENSES</b>	<b>25,728.80</b>	<b>1,036,274.42</b>	<b>1,157,852.94</b>	<b>(121,578.52)</b>	<b>89.5%</b>	<b>1,262,322.00</b>
9950 • Prior Period Adjustment	0.00	150.00	0.00	150.00	100.0%	0.00
<b>Total Other Expense</b>	<b>25,728.80</b>	<b>1,036,424.42</b>	<b>1,157,852.94</b>	<b>(121,428.52)</b>	<b>89.51%</b>	<b>1,262,322.00</b>
<b>Net Other Income</b>	<b>(15,831.30)</b>	<b>94,066.66</b>	<b>(15,801.71)</b>	<b>109,868.37</b>	<b>(595.29%)</b>	<b>(30,193.00)</b>
<b>Net Income</b>	<b>(25,810.18)</b>	<b>216,890.06</b>	<b>88,922.29</b>	<b>127,967.77</b>	<b>243.91%</b>	<b>(190,186.00)</b>

**CSMFO**

INCOME AND EXPENSES COMPARED TO PREVIOUS YEAR TO DATE

April 2019

	<b>Jan - Apr 19</b>	<b>Jan - Apr 18</b>	<b>\$ Change</b>
<b>Ordinary Income/Expense</b>			
Income			
4000 · OPERATING REVENUES			
4100 · Membership Dues	242,140.00	232,250.00	9,890.00
4200 · Interest Income	11,567.95	8,223.56	3,344.39
4302 · Magazine Advertising	8,297.50	6,682.50	1,615.00
4303 · Job Board Post - Member	54,350.00	49,500.00	4,850.00
4490 · Budget/CAFR Fees	150.00	450.00	(300.00)
Total 4000 · OPERATING REVENUES	316,505.45	297,106.06	19,399.39
Total Income	316,505.45	297,106.06	19,399.39
Gross Profit	316,505.45	297,106.06	19,399.39
Expense			
6100 · OPERATING EXPENSES			
6105 · Marketing/Membership	13,151.26	888.56	12,262.70
6106 · Storage Expense	296.51	261.28	35.23
6110 · President's Expense	248.18	936.08	(687.90)
6115 · Board of Directors	3,390.39	2,983.27	407.12
6120 · Committee/Chapter Support	2,781.40	406.55	2,374.85
6125 · Board Planning Session-Retreat	1,919.34	7,470.98	(5,551.64)
6140 · Management Services	81,832.07	76,300.38	5,531.69
6150 · Office Supplies	33.00	37.64	(4.64)
6155 · Merchant Fees/Bank Chgs.	11,281.82	17,798.71	(6,516.89)
6160 · Awards	393.25	392.49	0.76
6165 · Printing	3,997.74	814.35	3,183.39
6170 · Magazine	4,189.00	3,479.10	709.90
6175 · Postage	1,613.51	1,034.70	578.81
6185 · Telephone/Bridge Calls	165.66	833.97	(668.31)
6190 · Web and Technology	27,619.00	5,734.42	21,884.58
6200 · Travel/Staff Expenses	979.92	0.00	979.92
6230 · Insurance	1,769.00	1,219.00	550.00
6240 · Taxes	16,270.00	0.00	16,270.00
6255 · GFOA Reception	16,426.00	0.00	16,426.00
Total 6100 · OPERATING EXPENSES	188,357.05	120,591.48	67,765.57
6900 · OTHER EXPENSES	5,325.00	0.00	5,325.00
Total Expense	193,682.05	120,591.48	73,090.57
Net Ordinary Income	122,823.40	176,514.58	(53,691.18)
Other Income/Expense			
Other Income			
4500 · PROGRAM REVENUES			
4503 · Contributions and Donations	0.00	0.00	0.00
4500.01 · Education Income	39,712.50	21,750.00	17,962.50
4501 · Chapter Income	27,486.00	37,841.00	(10,355.00)
8000 · Conference Revenue	1,063,292.58	907,730.59	155,561.99
Total 4500 · PROGRAM REVENUES	1,130,491.08	967,321.59	163,169.49
8999 · YM Import Items	0.00	0.00	0.00
Total Other Income	1,130,491.08	967,321.59	163,169.49
Other Expense			
6400 · PROGRAM EXPENSES			
6400.01 · Education Expenses	22,726.67	12,362.94	10,363.73
6401 · Chapter Expenses	21,734.14	25,051.48	(3,317.34)
9000 · Conference Expenses	991,813.61	806,463.62	185,349.99
Total 6400 · PROGRAM EXPENSES	1,036,274.42	843,878.04	192,396.38
9950 · Prior Period Adjustment	150.00	(4,500.00)	4,650.00
Total Other Expense	1,036,424.42	839,378.04	197,046.38
Net Other Income	94,066.66	127,943.55	(33,876.89)
Net Income	216,890.06	304,458.13	(87,568.07)

	Central Coast (Chapters)	Central Los Angeles (Chapters)	Central Valley (Chapters)	Channel Counties (Chapters)	Coachella Valley (Chapters)	East Bay (Chapters)
<b>Expense</b>						
<b>6100 · OPERATING EXPENSES</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Net Ordinary Income</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Other Income/Expense</b>						
<b>Other Income</b>						
<b>4500 · PROGRAM REVENUES</b>						
<b>4501 · Chapter Income</b>	336.00	1,170.00	565.00	930.00	880.00	1,300.00
<b>6401 · Chapter Expenses</b>	569.62	0.00	0.00	53.61	1,388.83	1,352.20
<b>Net Other Income</b>	(233.62)	1,170.00	565.00	876.39	(508.83)	(52.20)
<b>Net Income</b>	<b>(233.62)</b>	<b>1,170.00</b>	<b>565.00</b>	<b>876.39</b>	<b>(508.83)</b>	<b>(52.20)</b>

	Inland Empire	Monterey Bay	North Coast	Orange County	Peninsula	Sacramento Valley
	(Chapters)	(Chapters)	(Chapters)	(Chapters)	(Chapters)	(Chapters)
<b>Expense</b>						
<b>6100 · OPERATING EXPENSES</b>	0.00	0.00	0.00	0.00	0.00	60.00
<b>Net Ordinary Income</b>	0.00	0.00	0.00	0.00	0.00	(60.00)
<b>Other Income/Expense</b>						
<b>Other Income</b>						
<b>4500 · PROGRAM REVENUES</b>						
<b>4501 · Chapter Income</b>	5,970.00	1,620.00	525.00	4,760.00	1,610.00	675.00
<b>6401 · Chapter Expenses</b>	6,276.41	350.00	690.00	7,229.15	437.72	0.00
<b>Net Other Income</b>	(306.41)	1,270.00	(165.00)	(2,469.15)	1,172.28	675.00
<b>Net Income</b>	<b>(306.41)</b>	<b>1,270.00</b>	<b>(165.00)</b>	<b>(2,469.15)</b>	<b>1,172.28</b>	<b>615.00</b>

	San Diego	San Gabriel Valley	South San Joaquin Valley	SouthBay (LA)	Total Chapters
	(Chapters)	(Chapters)	(Chapters)	(Chapters)	
<b>Expense</b>					
<b>6100 · OPERATING EXPENSES</b>	0.00	0.00	0.00	0.00	60.00
<b>Net Ordinary Income</b>	0.00	0.00	0.00	0.00	(60.00)
<b>Other Income/Expense</b>					
<b>Other Income</b>					
<b>4500 · PROGRAM REVENUES</b>					
<b>4501 · Chapter Income</b>	1,220.00	2,600.00	2,450.00	875.00	27,486.00
<b>6401 · Chapter Expenses</b>	1,151.05	1,571.52	664.03	0.00	21,734.14
<b>Net Other Income</b>	68.95	1,028.48	1,785.97	875.00	5,751.86
<b>Net Income</b>	<b>68.95</b>	<b>1,028.48</b>	<b>1,785.97</b>	<b>875.00</b>	<b>5,691.86</b>





## **CSMFO BOARD REPORT**

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DATE: May 23, 2019

FROM: Matt Pressey, Technology Committee Chair  
Gloriann Sasser, Technology Committee Vice Chair

BY: Andrew Thompson, Technology Committee Member

SUBJECT: Knowledge Base Demonstration

### **Background:**

CSMFO is currently upgrading its existing Knowledge Base. The current system includes the management of the LISTSERV and subsequent online filing of responses. The goals of this effort are to upgrade the current system and to provide a better experience for users by increasing the capabilities to post, respond, manage, and share knowledge.

To achieve these goals, a major component of this endeavor entails replacing the practice of posting LISTSERV query results to the website. That practice requires some degree of administrative staff time by SMA or CSMFO. The Technology Committee therefore researched vendors that offer systems with more robust search capabilities requiring little or no administrative support. Higher Logic, a provider of threaded message boards (AKA “communities”) with strong search capabilities, automatic sorting, and content rating by user, was selected by the Board as a replacement for the LISTSERV.

The Technology Committee has been beta testing the Higher Logic system. This entailed distributing sample surveys, tagging surveys and attachments by category wherever possible for enhanced search, and soliciting member ratings of survey replies. The Committee has also experimented with user notification settings (real-time notices versus daily digest), modifications to the menu bars, the creation of separate communities for the CSMFO Board and various committees and chapters within the larger ecosystem, and the posting of attachments to the Library.

There are two options available for members to receive the emails: instant delivery of all messages or a daily digest. The default settings would be to deliver daily digest notifications and users could

individually override that default. Members also have the capability of interacting via the website directly, monitoring threads and replying online.

The average user will likely only see 1 or 2 “communities” those related to member activities such as at-large questions and surveys, etc.; whereas Board and Committee members will likely have access to additional communities, such as those setup and related to the administrative work of running CSMFO.

The Technology Committee has reached out to the Professional Standards Committee to develop a set of standard tags for users to affix to their surveys to provide even greater functionality to the search and indexing capabilities of the new system. They have recommended a list of seven broad categories. We will discuss those during the demo.

The Technology Committee will provide a brief demonstration to the Board at the May 23, 2019 meeting and solicit feedback. In addition, before releasing the system to the members, the Technology Committee would like more users to test it further and provide feedback. The Technology Committee would like the Board and chapter and committee chairs to login and start using it on test basis and email ideas and recommendations to the Technology Committee chair during the next 30 days. To start, you can sign in at <https://members.csmfo.org> and follow the prompts.

### **Recommendation:**

The Technology Committee recommends that the Board view a brief demonstration of the current configuration and then provide comments and direction on further configuration before the system is released to the general membership.

### **Technology Committee Members**

• Matt Pressey	Chair	• Justin Lewis	SMA
• Gloriann Sasser	Vice-Chair	• Amanda Smith	SMA
• Jesse Takahashi	Senior Advisor	• Ernie Reyna	Member
• Will Fuentes	Board Liaison	• Jennifer Wakeman	Member
• Andrew Thompson	Member	• John Adams	Member
• Cheryl Fyfe	Member	• Kevin Mizuno	Member
• Damien Charléty	Member	• Doug Radtke	Member



## **CSMFO BOARD REPORT**

---

DATE: May 23, 2019

FROM: Kate Zawadzki  
Administration Committee Chair

SUBJECT: Probolsky Research contract for survey services

### **Background:**

In 2017, the Administration Committee circulated an RFQ for survey services at the direction of the Board. Two responses were received, with Probolsky Research offering a significantly lower cost than the other respondent. The two-year contract with Probolsky Research for unlimited surveys and a focus group expires August 31, 2019. The cost of this contract is a \$3,500 flat fee for the two-year term.

The contract with Probolsky Research has been utilized to perform the annual consultant satisfaction survey, a student survey, and a survey of the general membership for the Student Engagement Working Group. One focus group was conducted at the 2018 annual conference and two focus groups were held at the 2019 annual conference.

The Board authorized the Administration Committee to proceed with a request for a quotation from Probolsky Research to renew the contract. A quotation for a 3-year contract for survey and focus group services was requested. The cost per year during the next 3-year period was proposed at \$6,000 per year. This would include up to 12 online surveys per year and one in-person or online focus group each year.

### **Recommendation:**

It is recommended that the Board of Directors review the and discuss the quotation from Probolsky Research and give direction to the Administration Committee to proceed with one of the following:

- 1) Prepare a new contract for Probolsky Research
- 2) Distribute a new RFQ for survey services
- 3) Allow contract to expire and do not engage in a new contract for services with any vendor

May 7, 2019

Kate Zawadzki  
California Society of Municipal Finance Officers  
c/o City of Dixon  
600 East A Street  
Dixon, CA 95620

SUBJECT: 3-Year Contract Renewal for Research Services

Kate:

Thank you for the opportunity to continue our unique research services to the California Society of Municipal Finance Officers (CSMFO). We look forward to helping CSMFO by providing regular surveys of your membership and providing data that will inform your programs, services, and goals.

Given our experience conducting surveys and focus groups for CSMFO, we are excited to continue to provide research services and trend analysis of satisfaction benchmarks to CSMFO, key information that will be useful when considering how to better serve current and potential member needs.

We have proposed conducting up to twelve surveys annually and one focus group. We expect some of these surveys to be short and among small universes and others among the entire membership. For the focus group, we are happy to conduct it wherever you choose. Also, we are flexible. If there is a need for a thirteenth survey, or an extra focus group — we are open to helping.

**We do no charge for travel**, allowing us to conduct research at any location where you need us.

We are looking forward to continuing to provide research services to CSMFO.

Sincerely,



Adam Probolsky  
President

**PRINCIPAL CONTACT:**

Adam Probolsky, President  
Probolsky Research  
3990 Westerly Place, Suite 185  
Newport Beach, CA 92660  
[adamp@probolskyresearch.com](mailto:adamp@probolskyresearch.com)  
Telephone: 949-855-6400



**Probolsky Research**  
3990 Westerly Place Suite 185  
Newport Beach CA 92660

Newport Beach (949) 855-6400  
San Francisco (415) 870-8150  
Washington DC (202) 559-0270

# **California Society of Municipal Finance Officers**

## **Proposal for: 3-year Contract Renewal**

Prepared for:

Kate Zawadzki, CSMFO

---

May 7, 2019



**Opinion Research on  
Elections and Public Policy**

**Probolsky Research**  
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Newport Beach CA 92660

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# Introduction

## Firm Background

Established in 1992 (27 years in business) and organized as a Limited Liability Corporation, Probolsky Research LLC specializes in opinion research on elections and public policy with corporate, election, government, and non-profit practice areas. We are a Latina-owned, woman-owned, CA Certified Small Business Enterprise (Cert. #1758330). We are independent, non-partisan researchers.

We are a medium sized firm with a staff of eight. We believe CSMFO will benefit from having none of the bureaucracy that might be present with larger research firms. Also, CSMFO gets the added benefit of our cross-trained team, all of whom are well versed on each active project our firm is conducting, including the work we will do for CSMFO for the duration of the contract.

This means that while Adam Probolsky, the project manager, is your point of contact and the one who will do most of the research, you have a larger pool of experienced research staff with broad member satisfaction research experience.

## Services

Our research services include:

- Telephone surveys
- Mail surveys
- One-on-one interviews
- Employee surveys
- Online surveys
- Social media surveys
- Membership surveys
- Focus groups
- Field Focus Groups™
- Public Listening Tools™

## Client Service Philosophy

**We do not charge for travel.** We value in-person meetings and presentations, and we do not charge for travel or any travel-related expenses. Our goal is to get the research right, and we won't let distance get in the way of that.

**Our work does not end after we deliver our final report.** We place no limitations on our availability for meetings (whether in-person or by telephone), and no limit on updated or customized reporting and never charge extra for those services.

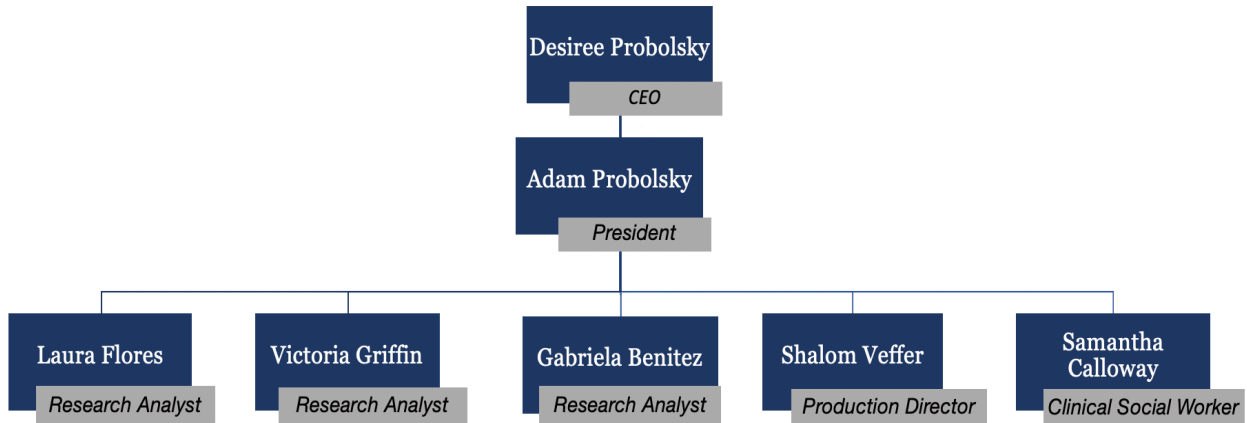


# Team

## Probolsky Research Team

### Organizational Chart and Resumes

This organizational chart shows the specific staff we've assigned to work on this project.



#### **Desiree Probolsky, MBA, CEO**

Desiree has more than a decade of branding, market research and strategy development experience. She works with our broad client base spanning business, government, political, and non-profit sectors. A credentialed English teacher and former legislative staffer for the California State Senate, Desiree earned her MBA from the Paul Merage School of Business at the University of California, Irvine and her undergraduate degree at California State University, Fullerton.

Desiree oversees internal staff management.

#### **Adam Probolsky, President**

*Project Manager*

Adam has acted as pollster and strategic advisor on hundreds of research projects for local, county and statewide governments and citizen outreach and education efforts.

Additionally, Adam has been a key advisor to the firm's clients on matters of public policy, legislation and business strategy. Adam was both a planning and finance commissioner for the City of Irvine.

As a past chairman of the Irvine Valley College Foundation, he has overseen the fundraising and the award of hundreds of thousands of dollars in scholarships to students and funding for college police. He was also a member of the Orange County Waste & Recycling Commission where he oversaw landfills, recycling programs, waste hauling companies and power generating facilities.





He previously served as a board member and development committee chairman for Jewish Family Service of Orange County, a non-profit organization that serves families in need, and volunteered for nearly eight years with the Orange County Sheriff's Department as a spokesperson.

Adam Probolsky serves as the project manager on *all* research projects our firm conducts and oversees all of the work that is carried out by staff. Adam will be the intended point person to represent Probolsky Research, as well as the primary contact person for CSMFO during the project period.

Adam will conduct the majority of the research tasks as well as oversee each project we conduct for CSMFO and all personnel.

**Samantha Papurt Calloway, LCSW, MSW, Community Social Worker**

Samantha is a Clinical Social Worker with Probolsky Research. Samantha graduated with her B.A. in Sociology from Brandeis University and her Master of Social Work from the University of Southern California. She is a licensed clinical social worker with a deep understanding of the human experience.

Samantha's responsibilities include assisting in the development of all research instruments and advising on report development.

**Laura Flores, B.A., Research Analyst**

Laura is a Research Analyst with Probolsky Research and is a graduate of the University of South Florida. She is involved in all aspects of the diverse research projects our firm conducts.

Laura's responsibilities include assisting in the development and finalization of survey questionnaires, sample development, programming the survey platform(s), survey monitoring, and developing and finalizing the report materials.

**Victoria Griffin, B.A., Research Analyst**

Victoria is a Research Analyst with Probolsky Research. She is a graduate of the University of California, Irvine. Victoria is involved with all types of research projects we conduct for clients. Victoria also has experience working on political campaigns.

Victoria's responsibilities include assisting in the development and finalization of survey questionnaires, recruitment and reporting for qualitative research projects (i.e. focus groups), and assisting in the development and finalization of survey report materials.

**Gabriela (Gabby) Benitez, B.A., Research Analyst**

Gabby is a Research Analyst with Probolsky Research. She is a graduate of the University of California, Irvine. Gabby is involved with all research projects our firm conducts.

Gabby's responsibilities include assisting in the development of all research instruments and advising on report development. Spanish is Gabby's first language. She translates research instruments into Spanish and provides a cultural perspective.

**Shalom Veffer, Production Director**

Shalom is an accomplished story teller. For more than a decade, he has been producing compelling video and graphics. Shalom is involved in all aspects of the messaging content, motion graphics, presentation graphics, printed materials, and video we produce for our clients.

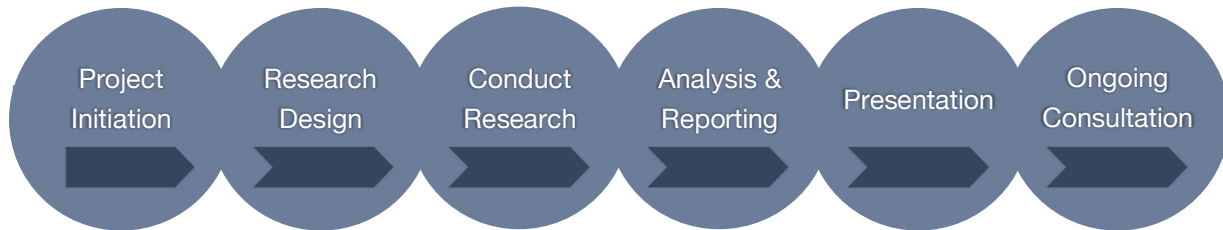


*Unique to Probolsky Research:* Our team is cross-trained in all aspects of the research process, and while some team members have specific responsibilities, every team member is capable of fulfilling the needs of each project for CSMFO. Our philosophy in a cross-trained team is what ensures work continuity and quality at all times.



# Project Approach

We have a simplified process that delivers actionable results.



## Research Methodology Approach

### Recommended Research Plan

For the duration of our 3-year contract, we recommend including both online surveys and focus groups in our research plan. We believe both of these methodologies will allow us to provide a thorough analysis of membership satisfaction and opinions, ensuring we have both quantitative and qualitative data as a basis for the varying research needs of CSMFO.

### Survey Methodology: Online

We will email members and encourage them to complete CSMFO surveys online. We use security measures to ensure that members are only able to participate in the survey once by generating just one token for each member contacted.

We email invitations to complete the survey and provide a secure link for the individual to access the survey. Each link is associated with an individualized token that is designated for the specific member. Our online survey platform is easy to use and allows participants to complete the survey from any device: computer, tablet or mobile phone.

## In-person or Online Focus Groups



Focus groups can be conducted in-person or online and will help identify how members talk about CSMFO and its programs and services and allows for the testing/refining of ideas and messaging. While leadership has a significant depth of knowledge about CSMFO membership, we have uncovered new opinions and emerging issues from members at these groups.

Focus groups will specifically help to capture group vernacular and tone, helping CSMFO to match member language when communicating with them.

For in-person focus groups, we would coordinate with CSMFO to secure rooms and times and recruit members to attend group(s) at CSMFO conferences or other related industry events, with the goal of having 12 participants in each group to generate meaningful feedback. Ideally refreshments will be served to help encourage participation and maintain the energy level in the room. In-person focus groups last 90 minutes. Adam Probolsky will serve as moderator for in-person focus groups.

For online focus groups, we will recruit with the goal of having 20 participants. Online focus groups can be conducted over the course of several days and allow for deeper conversations with each participant. They also allow participants to upload pictures and videos and allow us to introduce new concepts and ideas as new issues are discovered. Adam Probolsky will serve as moderator for online focus groups.

In advance of groups, we will develop a discussion guide in collaboration with CSMFO. Reporting includes analysis, summary report, transcripts and edited video with participant demographic overlay.

Once a focus group is completed, we deliver reporting within 3-5 days.

Example footage of a recent in-person focus group:

<https://www.probolskyresearch.com/probolsky-research-focus-group-example-footage/>

# Survey Process

## Sample

The sample will be developed from CSMFO databases.

## Initial Kick-off Meeting

For each survey, Probolsky Research will conference call with CSMFO staff and leadership to develop the themes and essential questions the survey needs to answer. We are happy to attend more meetings as needed.

Using the information gleaned from meetings, conference calls, background information provided by CSMFO, past CSMFO surveys, and our own open-source preliminary research, Probolsky Research will select question types (open ended, multiple choice, debate block, etc.). Then, we will construct each question, with care using simple language. We will also pay particular attention to answer choices, ensuring that we do not have too many possibilities, nor too few (running the risk of overlooking key data). We will order the questions to limit biasing results.

## Staff Review

Probolsky Research will provide draft survey questions. CSMFO will have the opportunity to review and comment. We will remain available to attend any additional meetings in order to discuss the survey questionnaire and address any questions/concerns. Following conference calls, in which we discuss proposed modifications, Probolsky Research will incorporate agreed-upon changes. We recognize that this may require several rounds of revisions. Once we produce a final draft, we will submit it for final approval before the survey is fielded.

## Conducting the Survey

Once the questionnaire has been finalized, we program the survey into our online survey software. Online users have the option to respond to the survey at their convenience, 24/7.

## Data Processing

Once the survey is complete, we will process and review the data for errors and inconsistencies.

## Verbatim Responses to Open-Ended Questions

Once we have conducted a thorough review of the survey results, we analyze the tone and words choices and overlay demographic data for each response. This demographic overlay will provide CSMFO with a deep understanding of the opinions of members by different identifying member variables, like membership type and chapter affiliation.

## Data Analysis

We complete comprehensive statistical analyses of the research results, utilizing software programs, including IBM SPSS, to conduct deep statistical testing, such as multiple regression analysis. This helps us discover and present statistically significant results – beyond the broad opinions – and understand the specific factors that contribute to attitudes and beliefs of CSMFO members. Such analyses are crucial in identifying any gaps in membership service.

Once we have run all of the analyses on the results, cross tabulations are developed, graphics are generated, and other elements of the report are prepared.



## Reporting

Our reporting is comprehensive, but never complicated. Our reporting is presented in common language that will be immediately usable by decision makers.

The report will include:

1. PowerPoint presentation, communicating key findings – focused on usable and actionable data.
2. Report on results including survey background and results, methodological description, questionnaire, survey topline (displaying the aggregate percentages of responses to each question), an executive summary with key findings and trend analysis, cross-tabulations, and open-ended question responses with demographic overlay.
3. Unlimited in-person meetings, presentations, and conference calls.

We include unlimited post-research consulting and meeting time to allow us to participate in meetings and presentations and collaborate with CSMFO on an ongoing basis.

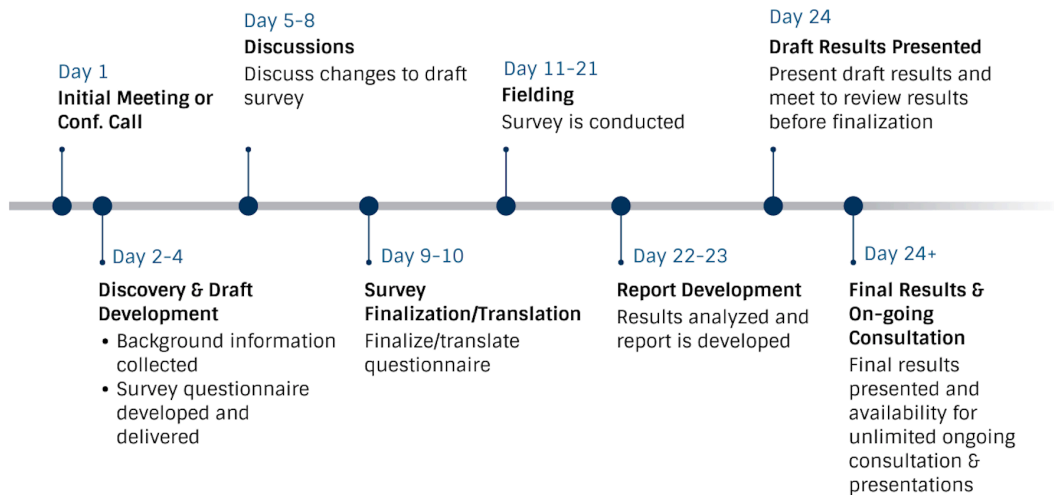


# Timeline

Probolsky Research can meet any schedule you require.

Below is a general example of an individual survey timeline that can easily be modified. We are including twelve surveys each year.

## Individual Project Schedule



**Research results are kept private and released only at CSMFO's direction.**

**Focus groups take approximately ten days to complete.**

**We use 256-bit Advanced Encryption Security to keep your data secure.  
This is the same level of encryption used by the U.S. Government.**



# Cost

Below is our pricing for our research services for a 3-year contract starting after August 31, 2019. All costs outlined are not-to-exceed costs.

**NOTE:** While we may make a recommended research approach, we are ultimately flexible and welcome discussions with staff to develop the best research plan for this upcoming 3-year contract.

Research Components	Universe	Number of Respondents	Annual Cost
<ul style="list-style-type: none"><li>Up to 12 online surveys <i>per year</i></li><li>One focus group (in-person or online) <i>per year</i></li></ul>	TBD	TBD	\$6,000







## CSMFO BOARD REPORT

---

DATE: May 23, 2019

FROM: Ronnie Campbell  
Program Committee Chair

SUBJECT: Contract Amendment for Administrative Support for Annual Conference Program

**Background:** The Program Committee is responsible for creating the educational content for the CSMFO Annual Conference. The Committee develops the content for all concurrent sessions to ensure that the overall educational program is complete and of the highest professional standards. The Committee, which consists of eight members and a Board of Directors Liaison, meets periodically starting in March and weekly starting in April to begin the lengthy process of developing the program. Members of the committee develop the sessions on a volunteer basis, but the work involved in overall management, quality control, tracking, and coordination with the Host Committee and CSMFO staff is complex, time-consuming, and beyond the time availability of any volunteer. Last year, three pre-conference sessions, 56 concurrent sessions, and one general session were developed and implemented, and this year we expect to offer approximately 2-3 pre-conference sessions, 56 concurrent sessions, and two general sessions at the Anaheim conference.

For a number of years, administrative support for the Program Committee was provided by staff of the Chair's own agency. As attendance at the conference has increased, and the scope and breadth of the program has become larger and more complicated, it became clear that this model of staffing was not sustainable. In 2017, the committee streamlined a number of the processes and a member of the committee, Harriet Commons, took on the coordination and administrative duties in addition to her normal volunteer work on the sessions. This model was very successful in getting the program prepared and published in a more timely manner and greatly enhanced the coordination with paid conference staff. That arrangement was formalized with a contract between SMA and Ms. Commons for the 2018 Conference, in recognition of the time consuming nature of this role, and the knowledge of local municipal finance required. This model is in keeping with the way in which other conference administrative tasks are handled. A number of years ago, tasks related to hotel selection and meeting planning were contracted to Meetings & Association Management Services (M&AMS) under our contract with SMA, and SMA staff itself provides significant conference support before and during the event.

Subsequent to the 2018 Conference, in recognition of the significantly greater effort than was originally estimated at the time the initial contract was executed, the Board was asked to consider an amendment that would increase the amount of the contract by \$2,500 (with \$2,174 going to Ms. Commons and the balance going to SMA). This brought the total contract amount to \$10,000 for 2018, and this was also the amount expended in 2019.

The scope of Program Committee support continued to grow for the 2019 Conference, but the Program Committee, SMA, and Ms. Commons mutually agreed to address this increased scope on a go-forward basis, beginning with the 2020 Conference, rather than approaching the Board for yet another contract amendment after the fact. The key aspects of the changes to and increases in scope are summarized, as follows:

1. This amendment better defines the tasks Ms. Commons has been doing (for example, providing on-site support for the pre-conference sessions).
2. This amendment also incorporates those tasks that were new this past year.
  - a. Ms. Commons' role with input for Guidebook expanded so that she actually populated the Excel spreadsheets for SMA staff (including sessions descriptions, speaker bios, etc.).
  - b. The CPE tracking software (Cvent) was new in 2019 year, and Ms. Commons took the lead for preparing the Excel spreadsheet input for Cvent, verifying CPE units for each session, and helping with design of the CPE certificates.
  - c. The pre-conference sessions were held before the RFID attendee badges were available, and Ms. Commons managed the CPE AM/PM sign-in sheets and then sending that information to Cvent in an Excel spreadsheet for inclusion in their conference database.
  - d. After the conference, Ms. Commons was the main point for contact for people who needed corrections to their CPE certificates or who did not receive their certificates in the first place, and Ms. Commons worked with Cvent to resolve all of those issues, resulting in the reissuance of 145 CPE certificates.
  - e. With respect to speaker bios, Ms. Commons' work on those expanded to editing the information submitted by each speaker to create a brief bio for use by the session moderator for introduction purposes, and a longer bio for uploading into Guidebook.
  - f. Ms. Commons played a larger role with SMA in gathering speaker presentations for posting to Guidebook and on the CSMFO website. To streamline that process this year, we are proposing that speakers initially send their presentations to Ms. Commons, who will review them for consistent format and naming convention, and then send them on to SMA.
  - g. For 2019, Ms. Commons took over the scheduling of the CalPERS actuary appointments, which included sending out confirming emails and reminder emails prior to conference.

We believe the new tasks this past year make overall sense because Ms. Commons is the one closest to the program content, and in the end it speeds up the process if she is providing the original input, rather than sending the data, having SMA staff enter it into Excel or other programs, and then proofreading the resultant product. There is still proofreading time involved - but not nearly as much. With the tight time frame that we had in December relative to the 2019 Conference, we believe the process that evolved (and which is described in the proposed contract amendment) helped the overall team meet its deadlines with a resultant quality product.

The Annual Conference is CSMFO's largest medium for training and professional development, and, as indicated earlier, the Program Committee is committed to producing high-quality educational opportunities in all aspects of financial management. The Committee is requesting the Board's authorization today to amend the current contract with SMA to increase the level of administrative support for development and implementation of the Annual Conference program. We believe this amendment is a comprehensive representation of the scope of Ms. Commons' support for the Program Committee, and we do not anticipate any further adjustments unless there are significant changes in the future. Ms. Commons has agreed to provide these services for 2020 for \$12,000. SMA has agreed to manage this scope and contract, subcontracting the work to Ms. Commons, for a 15% overhead/administrative fee. The total contract amount would be \$13,800 for 2020, and built into the 2020 conference budget. The amounts for subsequent years would be \$14,283 for 2021, and \$14,783 for 2022.

**Recommendation:** That the CSMFO Board of Directors:

1. Approve a contract amendment between CSMFO and SMA for administrative services to the Program Committee, provided by Harriet Commons as a subcontractor to SMA; and
2. Direct the Administration Committee to work with SMA to amend the contract with SMA to include services to be provided by Harriet Commons in a total not-to-exceed amount of \$13,800 for 2020, \$14,283 for 2021, and \$14,783 for 2022.

Attachment A: Proposed Amendment 5 to the contract between CSMFO and SMA

**Agreement for Professional Services between  
Smith Moore & Associates and  
California Society of Municipal Finance Officers**

**Amendment #~~5~~<sup>4</sup>**

**1. Original Contract:** The original agreement was made and entered into on October 22, 2015 by and between ~~t~~The California Society of Municipal Finance Officers (“CSMFO”) and Smith Moore & Associates (“SMA”) to provide Management Services and Meeting Planning Services for calendar years 2016, 2017, and 2018. Amendment #2 added~~The~~ services in support of the Annual Conference Program Committee, to be~~were~~ provided through a sub-contractual relationship with Harriet Commons, CPA. Amendment #~~32~~<sup>32</sup> ~~would~~ enacted the extension options on that contract, effectively extending it through December 31, 2020, and retaining the sub-contractual relationship. Amendment #~~42~~<sup>42</sup> enacted the extension options on that contract, effectively extending it through December 31, 2021.

**2. Scope of Additional Work:** Assist the Program Committee with the following tasks:

- Update “call for sessions” form and coordinate posting of “call for sessions” information on the CSMFO website with SMA, with an emphasis both on content of the form and the nature of the output of the session proposals submitted.
- Maintain master file of “call for sessions” submittals, including formatting the submittals for distribution to the Program Committee.
- Identify appropriate track for each “call for sessions” submittal ~~and distribute to track captains for their review.~~
- Review overall program content for completeness and identify topics or areas that need to be included.
- Develop inventory of recurring speakers and/or topics, work with track leaders to develop sessions, and coordinate scheduling as needed.
- Work closely with SMA ~~Conference~~ staff.
- Keep track of session open items and responsible person(s) during the course of program development.
- Ensure compliance with program development and conference timelines.
- Maintain contact information for session speakers and moderators.
- Send out speaker confirmation letters.
- Send out moderator confirmation letters.
- Notify unsuccessful “call for session” submitters.
- Assemble speaker bios, edit for brevity and consistency, and transmit shorter versions to moderators for use in introducing speakers, and longer versions to SMA for inclusion in Guidebook.
- Send out speaker thank-you letters.
- Send out moderator thank-you letters.
- Prepare conference program layout (“event schedule”) for committee review, including assigning concurrent sessions to time slots and rooms.
- Update Host Committee at each monthly meeting on the status of program development.
- Prepare session descriptions for posting to the CSMFO website.
- Prepare periodic updates to session descriptions for posting to the CSMFO website as the program evolves.
- Prepare program content (session descriptions, speakers, moderators, room assignments, dates, and times) for submittal to SMA Conference staff.
- Coordinate and review program content in the Annual Conference program with SMA Conference staff.

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- Coordinate collection of speaker presentations, ensure they are saved as PDF files and named in accordance with pre-established naming conventions, and transmit to SMA for inclusion in Guidebook and posting to the CSMFO website.
- Populate Excel spreadsheets with program content (session descriptions, speakers, room assignments, dates, and times) for submittal to SMA staff for use in developing Guidebook content.
- Schedule individual appointments with CalPERS actuaries, send confirmation emails, and send reminder emails prior to the conference.
- Populate Excel spreadsheets with program information for CPE tracking purposes and submit to CPE tracking vendor (currently Cvent).
- If manual sign-in sheets are used for any pre-conference or conference sessions, transfer that information to an Excel spreadsheet for CPE tracking purposes and submit to Cvent.
- Coordinate with Cvent on form and content of CPE certificate and accompanying email.
- Post-conference, serve as the point of contact for attendees with respect to missing CPE certificates or corrections needed to CPE certificates.
- Ensure that all CPE certificate issues are satisfactorily resolved.
- Provide support to Committee Chair for conference site visits, including participating in conference site visits, with a focus on program needs.
- Prepare meeting agendas for Committee Chair review.
- Attend the Annual Conference and assist onsite as requested by the Program Committee, including providing site support, participant check-in, and CPE tracking for pre-conference sessions.

**3. Compensation:** The total compensation for services detailed in the Scope of Additional Work section will be ~~\$8,625 for the 2019 Annual Conference;~~ \$138,800<sup>927</sup> for the 2020 Annual Conference; \$149,283<sup>40</sup> for the 2021 Annual Conference; and \$14,783<sup>9565</sup> for the 2022 Annual Conference. Note that while the SMA contract with CSMFO currently expires December 31, 2021, services for the 2022 Annual Conference will predominantly occur during 2021 and these services will continue through the end of the 2022 Annual Conference regardless of the status of the base contract. Fees are payable upon the completion of each conference.

~~The fees above include a maximum of 45 sessions and 100 speakers for each Annual Conference. Should either the number of sessions or the number of speakers exceed those maximums, an increase in the fees may be negotiated.~~

**4. Period of Agreement:** This amendment will be effective April 1, 2018 through the 2022 Annual Conference.

**5. Remaining Provisions of Agreement:** Except as otherwise specifically set forth in this ~~First-Fifth~~ Amendment, the remaining provisions of the Agreement shall remain in full force and effect. Any change in the sub-contractual relationship should be communicated in advance to the Executive Committee of CSMFO. Should a new provider of these services be necessary under the scope of this contract, CSMFO shall have input into the selection of the new individual.

**EXECUTED:**

Smith Moore & Associates  
By:

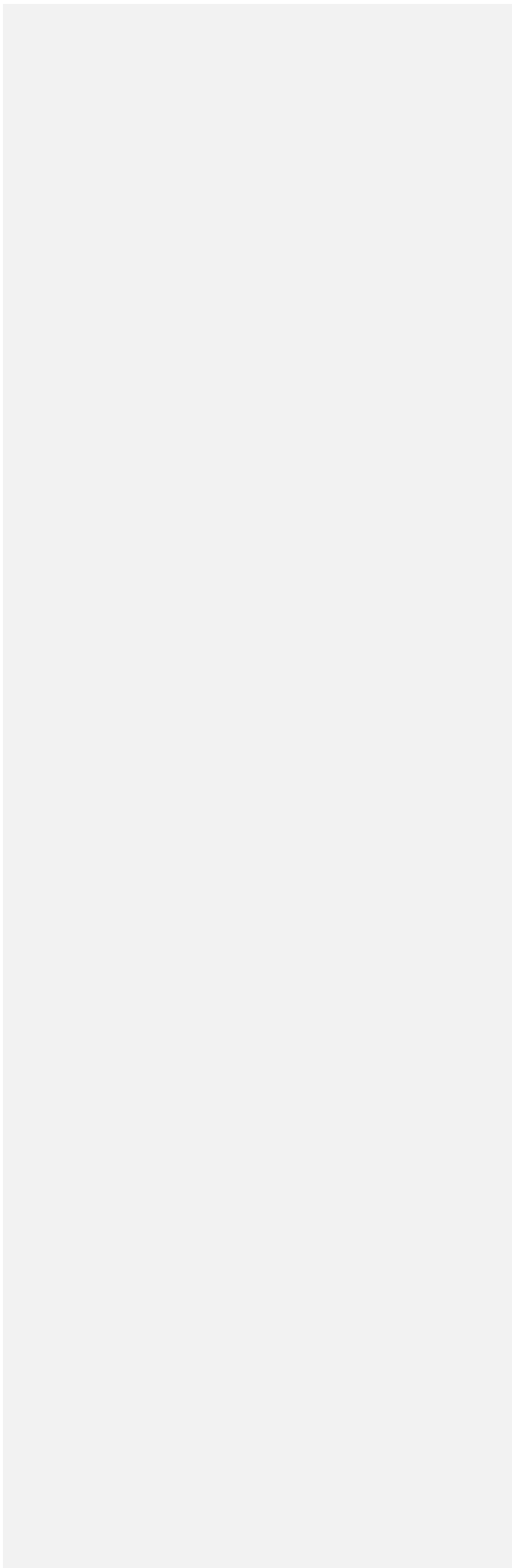
California Society of Municipal Finance Officers  
By:

Melissa Dixon  
Partner

Joan Michaels Aguilar~~Margaret Moggia~~  
CSMFO President, 201~~98~~<sup>98</sup>

Date: \_\_\_\_\_

Date: \_\_\_\_\_





## **CSMFO BOARD REPORT**

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DATE: May 23, 2019

FROM: Laura Nomura  
Career Development Committee Chair

SUBJECT: Weekend Training Contract Approval

### **Background:**

The Career Development Committee will be presenting the hotel contract for the 2019 Weekend Training to the Board for approval. The training rotates between Southern and Northern California; this year the recommended hotel is the DoubleTree by Hilton Hotel Santa Ana - Orange County Airport in Southern California. The hotel offered a low weekend rate of \$109 for the guestrooms in addition to the following:

- Food & Beverage minimum of \$2,750
- Waived room rental
- Complimentary wireless internet in guestrooms and meeting space
- \$6.00 self-parking, \$12 valet
- AV (screen, cart & electrical) not to exceed \$100 per day

Based on the hotel rate, the committee does not anticipate a need to change the fees charged to attendees of \$475 for full registration and \$400 for commuter registration. The last increase in fees, which raised the fees by \$50 to the current amount, occurred in 2015 due to the increased gap amongst revenue and expenses since fees had not been increased in eight years prior to that date. Additional information will be provided once the budget has been determined.

### **Recommendation:**

That the CSMFO Board of Directors:

1. Approve the contract with the DoubleTree by Hilton Hotel Santa Ana - Orange County Airport that will serve as the location for the 2019 Weekend Training.



## GROUP CONFIRMATION AGREEMENT

Prepared on May 15, 2019

<b>Name:</b>	Sarah Erck	<b>Hotel Name:</b>	Doubletree by Hilton Hotel
<b>Title:</b>	Account Executive		Santa Ana-Orange County Airport
<b>Company Name:</b>	California Society of Municipal Finance Officers	<b>Sales Manager:</b>	Alivia Kimotho
<b>Address:</b>	700 R Street, Suite 200	<b>Title:</b>	Sales Manager
<b>City, State, Zip:</b>	Sacramento, CA 95811	<b>E-Mail:</b>	akimotho@doubletreeocairport.com
		<b>Phone:</b>	(714) 442-1979
<b>Phone:</b>	916-231-2131	<b>Fax:</b>	714-442-1937
<b>E-Mail:</b>	serck@smithmooreassoc.com	<b>Event Name:</b>	California Society of Municipal Finance Officers
		<b>Event Dates:</b>	November 14, 2019 - November 17, 2019

We are pleased to offer the following accommodations for your event:

### GUESTROOM BLOCK

DoubleTree by Hilton Santa Ana / OC Airport - California Society of Municipal Finance Officers - USD				
		Thu 11/14/2019	Fri 11/15/2019	Sat 11/16/2019
<b>Run of House</b>	<b>Guestrooms</b>	10	25	25
	<b>Rate</b>	\$109.00	\$109.00	\$109.00

Total Room Nights: 60

### **SPECIAL ARRANGEMENTS:**

In appreciation of your business, we are pleased to provide:

- ***Discounted overnight guestroom self-parking at \$6.00***
- ***Discounted overnight valet parking at \$12.00***
- ***Complimentary guestroom and meeting room high-speed wireless internet***
- ***Waived meeting room rental with \$2,750 F&B minimum***



- ***Audio visual (screen, cart, electrical) not to exceed \$100 per day***

Room rates are quoted exclusive of local occupancy taxes, currently 11.25%. If you wish to cancel an individual reservation, please do so 24 hours prior to arrival to avoid cancellation penalties. At check in, the front desk will verify your check-out date. Rates quoted are based on check-in date and length of stay. Should you choose to depart early, price is subject to change. We reserve the right to cancel or modify reservations where it appears that a customer has engaged in fraudulent or inappropriate activity or under other circumstances where it appears that the reservations contain or resulted from a mistake or error.

The sleeping rooms, function space and food and beverage events listed in this agreement will be considered definite commitments upon signing of this agreement by both parties and will be subject to all terms and conditions set forth on the following pages. If you have a meeting or event, you will be required to sign Banquet Event Orders (BEOs) confirming details of your events. Faxed signatures will be accepted. The persons signing below agree that they are authorized representatives of the above indicated group and Hotel who have authority to enter this contract. This agreement and the terms and conditions on the following pages may not be changed or amended unless done so in writing and signed by both parties.

#### **MEETING ROOM SPECIFICATIONS**

<b>Date</b>	<b>Start Time</b>	<b>End Time</b>	<b>Function</b>	<b>Room</b>	<b>Setup</b>	<b>Agr</b>
Friday 11/15/2019	8:00 AM	5:00 PM	Meeting	Ballroom E, F	Classroom	40
Saturday 11/16/2019	8:00 AM	5:00 PM	Meeting	Ballroom E, F	Classroom	40
Sunday 11/17/2019	8:00 AM	1:00 PM	Meeting	Ballroom E, F	Classroom	40

\* Specific meeting rooms cannot be guaranteed and are subject to change.

All charges (food, beverage, meeting room rental, A/V, etc.) are subject to a 23% service charge and applicable state tax (currently 7.75%).

**DEPOSIT:** Once you sign and return this letter with the required deposit of **\$550** your reservation will be confirmed. This signed agreement is due no later than **5:00pm on May 22, 2019**. All deposits and payments are non-refundable and will be applied towards any liquidated damages due to the hotel pursuant to the attrition cancellation policy of this agreement.

**MINIMUM GUARANTEE:** Based on the approximate number of guests and meeting space set forth above, a minimum of **\$2,750.00** must be spent in food and beverage at your function(s). This minimum revenue does not include service charge, sales tax, labor charges, audio/visual, parking, restaurant charges or any miscellaneous charges incurred.

Should your final count drop below the approximate number of guests listed above, we will be happy to advise you on additional alternatives in food and beverage which will bring you to the agreed upon minimum revenue figures for your function. If you still are not able to fulfill your food and beverage minimum, the difference will be charged at room rental.

**ALTERNATIVE ACCOMMODATIONS:**

The Hotel reserves the right to accommodate the Group, or any part thereof, at another Hilton Branded property or other hotel of comparable or superior standing within ten (10) mile radius of the Hotel. The decision to exercise the Hotel's right to provide alternative accommodations shall be left to the sole discretion of the Hotel, which will notify the Group of any changes at least thirty (30) days prior to the scheduled event. Alternative accommodations will be provided at no extra charge to the Group, regardless of any additional cost of such accommodations. Should the Hotel choose to provide alternative accommodations to only part of the group, the Hotel will provide necessary transportation services at no extra charge to the Group.

**GUARANTEED ATTENDANCE:** In arranging for private functions, the final attendance must be received by the Catering office no later than **11:00am three (3) working days** prior to the commencement of the function. This number will be considered a guarantee, not subject to reduction, and charges will be made accordingly.

All federal and local taxes and charges which may be imposed or be applicable to this agreement and to the services rendered by the Hotel are in addition to the prices herein agreed upon, and the Customer agrees to pay them separately.

**AUDIO VISUAL:** All audio-visual requirements are exclusively handled by Five Star Audio Visual. Adequate advance notice is required to fulfill special requests. All third-party audio visual vendors planning to work within our facility must contact our conference services manager with electrical requirements no less than (14) days prior to load in. An outside audio-visual fee of \$250 per day (plus service charge and tax) will be assessed and billed to your Master account. Should the group provide their own projector, then a projection support package is required at \$250 plus service charge and tax for each.

**SLEEPING ROOM PERFORMANCE POLICY:** If the Event is held, but we do not realize the Total Anticipated Sleeping Room Revenue (as adjusted, if any, pursuant to this clause) from your Event, you agree to pay liquidated damages for lack of performance. The performance damages owed will be the amount necessary for us to receive no less than **80%** of the Total Anticipated Sleeping Room Revenue guarantee, plus applicable national and local taxes, as a reasonable estimate of the Hotel's losses on sleeping rooms, ancillary revenue, costs of sale and other losses; provided, however, that if you properly reduced your pre-booked Room Block commitment in accordance with this clause, the Total Anticipated Sleeping Room Revenue guarantee shall be reduced in a corresponding manner.

**CONFERENCE SERVICES MANAGER:**

The hotel operates a full-service Conference Services Department. A service manager will be assigned to your group to assist you in coordinating all aspects of your meeting from inception to completion. Your CSM offers a Daily Meetings Debrief to assist you with all your billing, service and catering needs while you are here for your event. This person will be your primary contact with the hotel and will function as your personal representative.

**TOTAL ANTICIPATED REVENUE:**

The package offered by the hotel is based in part upon the total gross revenue we anticipate from your agreement to use and pay for the rooms and events listed above, valued at a total of **\$9,290** exclusive of taxes and service charge.

**CONFIRMATION TERMS AND CONDITIONS**

**RESERVATIONS:** Reservations will be made by: no later than Thursday, October 24, 2019. After that date, you agree that we may offer unused rooms held in your block to other customers to reduce our losses and your obligations under the performance clause. Reservations requested by your attendees after this date will be accepted based upon availability (subject to change).

**RESERVATION PROCEDURES:** We understand that you will be providing a rooming list for all reservations to be made for your group. The rooming list must be submitted by Thursday, October 24, 2019. Reservations received after will be accepted on a space and rate availability basis.

**RESERVATION PAYMENT:** A credit card authorization form must be completed and submitted with this agreement and approved at least seven (7) days prior to the events described in this contract in order to hold your rooms. A credit card for each guest must be kept on file with the Hotel for the duration of their stay.

Charge to:	Room	Tax	Parking	Incidentals	Event Charges
Individual Guest			XX	XX	
Master Account	XX	XX			XX
Contact for Authorization of Master Account:		Sarah Erck			

**CHECK-IN/CHECK-OUT:** The hotel's check-in time is after 3:00 PM and the check-out time is before 12:00 noon. Early check-in is based on a "space available" basis and will not be guaranteed. Individuals staying in their rooms beyond check-out time will be billed one (1) additional night's stay. Late check-out is provided based on availability, although some charges may apply. If your entire group is arriving early, special arrangements may be made based upon availability. Arrangements can be made by contacting the front desk. Luggage storage is available either for early arrival or late departure.

**COMMISSION / THIRD PARTY:**

The Hotel will pay a commission of 7% of the net room rate (excluding any rebates, food & beverage, or other subsidy) for each sleeping room night actually occupied and paid for by your attendees that was reserved as part of the established Room Block at the special group rates contained in this Agreement. Commission will be paid to Smith Moore & Associates ("Planner") (IATA#05675165), unless we receive confirmation in writing signed by both Group and Planner that commissions are to be paid to some other person or entity. Payment will be made after receipt by the Hotel of full payment for the Event, but Hotel has no obligation to take any action to collect funds to be paid as commissions. You agree that you take full responsibility for determining whether further disclosure of the commission payment is required and for making such disclosure if it is required, and you further agree to reimburse Hotel for any fees, costs, liabilities or expenses that Hotel incurs should any person claim that disclosure was insufficient.

**CANCELLATION:** We will reserve your contracted guest rooms and function/meeting space, according to the schedule of events, to the exclusion of other business opportunities once space is considered definite. If the hotel is advised that this definite commitment is canceled, liquidated damages will be charged. The amount will be based upon a percentage of total hotel estimated revenue, plus applicable

taxes. Estimated revenue is calculated by multiplying the group room rate and contracted block then adding the sum of estimated food and beverage losses based on anticipated attendance noted.

Contract Signing to 366 days out	40 % of anticipated revenues
365 days to 181 days out	60% of anticipated revenues
180 days to 91 days out	70% of anticipated revenues
90 days to 31 days out	80% of anticipated revenues
30 days to date of arrival	90% of anticipated revenues

**PAYMENT IN ADVANCE:** Unless you have established credit in advance with us, you will pay the entire contract price by credit card or certified check at least three days prior to your function or by personal bank check two weeks prior to your function. If you prefer, all charges can be paid by credit card. Our hotel accepts American Express, Diners Club, Discover Card, Master Card or Visa.

**OUTSIDE FOOD AND BEVERAGE:** Due to state law, customers are not permitted to bring to the Hotel, any alcoholic beverages. Outside food and beverage is strictly prohibited, unless the group has received prior written approval from the hotel. Any group found bringing in their own food and/or beverages to and of our meeting or public space, without prior approval, will be assessed a \$250.00 service fee, plus \$30.00 per person that the meeting was set for. These charges are also subject to Service charge and Sales tax.

**SECURITY:** We have no insurance for and are not responsible for any loss or damage to your property. If required, in our sole judgment, in order to maintain adequate security measures in light of the size and/or nature of your function, you will provide, at your expense, security personnel supplied by a reputable licensed guard or security agency doing business in the city or county in which we are located, which agency will be subject to our prior approval. Such security personnel may not carry weapons. For the safety of persons and property, no fireworks, open flames or incendiary devices may be used indoors at the hotel. Group agrees to comply with all applicable federal, state and local laws, including health and safety codes and federal anti-terrorism laws and regulations including all provisions of the Patriot Act and regulations of the U.S. Department of Homeland Security and the Office of Foreign Assets Control. Group agrees to cooperate with Hotel and any relevant governmental authority to ensure compliance with such laws.

**PARKING:** The Hotel is pleased to provide the ultimate in convenience with our automobile parking services for your guests. The day charge for self-parking is \$6.00 per vehicle based on availability, and day valet parking is \$12.00 per vehicle. Overnight guest self-parking is \$6.00 per vehicle, per night based on availability and when the hotel is at capacity overnight valet parking is \$12.00 per vehicle, per night.

**SHUTTLE SERVICE:** Hotel offers complimentary shuttle service to/from the Orange County Airport and within 3 miles of the hotel upon availability. Hours of operation are 5:30am-10:30pm. The shuttle capacity is 11 passengers, per shuttle. As an obligation to our regular guests, the Airport shuttle service is our first priority, and all other courtesy transportation is scheduled around this. Groups that desire a scheduled shuttle to a particular location within the 3 miles will be subject to a fee of \$80.00 round-trip or \$40.00 one way (maximum of 2 trips each way) and are based upon availability at time of booking. Group shuttles must be scheduled a minimum of 7 business days prior to the date needed in order for the hotel to be able to staff accordingly. Any shuttles scheduled within the 7-day window will be based on time availability the day of event and may not be guaranteed.

**OUTDOOR EVENTS:** The hotel does not allow groups to hold events outside on hotel grounds or adjacent areas. Use of outdoor space for any event regardless of the length of time, requires special permits and pre-approval by the city. Requests for use of outdoor space must be made in writing to the general manager of the hotel a minimum of 90- days in advance and will be considered on a case by case basis.

**SHIPPING/RECEIVING:** Please be advised that any shipments made to the hotel must be labeled with the recipients' name, hotel contact name, group affiliation and event date. Package handling for conference materials and other related packages will be assessed a labor fee of \$4.00 per box or \$100 per pallet roundtrip. In addition, the hotel cannot receive any materials prior to 4 days before arrival. Shipments received before that date might be subject to a \$2.00 per day package storage charge. Stringent local regulations make it impossible for us to store hazardous and/or flammable materials on the hotel premises. Any costs associated with the receipt, storage or cleanup/disposal of shipment materials from group/exhibitors or third-party vendors shall be invoiced directly to the group/exhibitor or vendor at the conclusion of program.

Arrangements must be made with the carrier of your choice to remove all empty crates, cases or containers from the hotel during the exhibit/program.

**DAMAGES:** The Customer agrees to be responsible for any damage done to the function room or any other part of the hotel by the Customer, his guest(s), invitees, employees, independent contractors or other agents under the Customer's control. The Hotel will not assume or accept any responsibility for any damage done to the function room or any other part of the Hotel prior to, during or following the Customer's function.

The Hotel will not assume or accept any responsibility for damage to or loss of any merchandise or articles left in the Hotel prior to, during or following Customer's function.

**INDEMNIFICATION & INSURANCE:** To the extent permitted by law, you agree to protect, indemnify, defend and hold harmless the Hotel, Hilton, and the owner of the Hotel, and their respective employees and agents against all claims, losses or damages to persons or property, governmental charges or fines, and costs (including reasonable attorney's fees), arising out of or connected with your function, except those claims arising out of the sole negligence or willful misconduct of the Hotel.

**AUXILIARY AIDS:** The Hotel represents and you acknowledge that the Hotel facilities being rented for you including guest rooms, common areas and transportation services will be in compliance with our public accommodation requirements under the Americans with Disabilities Act. You agree that one week in advance you will furnish to us a list of any auxiliary aids needed by your attendees in meeting or function space. You agree to pay all charges associated with the provision of such aids. When your attendees make room reservations, please ask them to notify us of their auxiliary aid needs so that we may notify you as to the names of businesses with which you may contract to obtain those aids.

**PROMOTIONAL CONSIDERATIONS:** We have the right to review and approve any advertisements or promotional materials in connection with your function that specifically reference any name or logo of the Hilton family of Hotel brands.

**FORCE MAJEURE:** Neither party shall be responsible for failure to perform this contract if circumstances beyond their control, including, but not limited to; acts of God, shortage of commodities

or supplies to be furnished by the Hotel, governmental authority, or war in the United States that makes it illegal or impossible for the hotel to hold the event.

**ARBITRATION:** The parties agree that any dispute in any way arising out of or relating to this contract, other than disputes involving patents, trademarks, trade dress, copyrights, trade secrets, false advertising, false representation, unfair competition and/or infringement of intellectual property rights, will be resolved by arbitration before JAMS/ENDISPUTE® or the American Arbitration Association, pursuant to the organization's rules in the state and city in which the hotel is located and pursuant to that State's law as the governing law. The parties agree that any arbitration award will be enforceable in state or federal court. The prevailing party in any arbitration or court proceeding will be entitled to an award of its reasonable costs and attorney fees and pre and post judgment interest.

### **CONCLUSION**

This contract and any attachments constitute the entire contract between the parties with respect to the subject matter hereof and shall supersede all previous proposals both oral and written, negotiations, representations, commitments and other communications between parties. This contract may not be released, discharged, changed or modified except in writing and signed by duly authorized representatives of both parties.

When signed by representatives of both parties, this Letter of Agreement will constitute a binding contract between California Society of Municipal Finance Officers and the hotel.

All arrangements are being held on a tentative basis. To confirm on a definite basis, please sign and return the original copy of this contract by May 22, 2019 otherwise arrangements will be canceled. Upon receipt, I will countersign and send you a fully executed contract. The photocopy has been included for your reference while the executed contract is being processed.

Our team looks forward to serving you!

Dated

By:

For: California Society of  
Municipal Finance Officers

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\_\_\_\_\_  
Sarah Erck, Account Executive

Dated

By:

For: DoubleTree by Hilton Hotel  
Santa Ana-Orange County Airport

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\_\_\_\_\_  
Alivia Kimotho, Sales Manager

Dated

By:

For: DoubleTree by Hilton Hotel  
Santa Ana-Orange County Airport

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Jennifer Pak, Director of Sales



## **CSMFO BOARD REPORT**

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FROM: Teri Anticevich, Janet Salvetti, Marisa Anticevich - M&AMS, Inc.  
Melissa Manchester - SMA

SUBJECT: 2019 CONFERENCE UPDATE

The 59th CSMFO Annual Conference, Guardians of the Finance Galaxy, was held January 8 - 11, 2019 in Palm Springs, CA. The Conference was chaired by Joan Michaels-Aguilar, 2019 CSMFO President. She chose as her committee a seasoned group of CSMFO members, most of who have participated on a host committee in the past. Many thanks are extended to the committee for their knowledge of CSMFO, conference dynamics and their overall stay-on-target planning skills.

The "Conference Report" was prepared by MAMS, Inc. The "Financial Results" are being provided by SMA based on their financial reports effective March 31, 2019.

### **CONFERENCE REPORT**

The number of registered and attending since we last used Palm Springs as our conference location are included below:

<i>Year</i>	<i>Location</i>	<i>Number Reg. (Paid)</i>
2014	Palm Springs	878
2015	Monterey	949
2016	Anaheim	1,302
2017	Sacramento	1,175
2018	Riverside	1,329
2019	Palm Springs	1,349



Based on the committee debriefing after the conference as well as online surveys, the following items stand out as positives, followed by considerations for the 2020 conference:

1. *New on line registration system.* The new conference registration is now part of the CSMFO member system, Your Membership. It is much more intuitive to use than the prior system used for attendee registration.
  - a. *Consideration:* As we begin to budget for the coming year, we are intending to look at the need to track over 16 registration rates in their own budget line item and recommend consolidating major rate categories for the Board & host committee reporting.
2. *New on-site conference check in and CPE tracking.* The conference took a huge step forward this year with a state-of-the-art kiosk check in process that produced an attendee's name badge and event tickets with a few easy key strokes. The survey reviews of this system were all positive! Less waiting in lines for the attendee and less staff time preparing paper name badges was a win-win for all.
  - a. *Consideration:* Although the CPE tracking of the attendance at sessions was easy, we need to keep the attendees better informed about the system to alleviate questions at the registration desk as well as following the conference. Specifically, how the system is tracking their attendance and what their expectations should be about receiving their certificates following the conference.

Since we continue to refine our Conference to make the experience the best for the attendee, possible "needs improvement" currently under consideration of the 2020 host committee are:

1. Offer more early bird sessions.
2. Open the exhibit hall on Wednesday morning. This would be a return to the format used in the conference years prior to the Riverside Conference.
3. Offer repeat sessions on popular/hot topics.

## FINANCIAL RESULTS

Attached to this report is the Budget-to-Actual Statement effective March 31, 2019.

The budget column shows the line item budget adopted by the Board of Directors in the fall 2018. At that time all revenues were budgeted by line items developed to coincide with the conference rates for both Government member vs nonmember and Commercial member vs nonmember. Each of these categories is also segregated by full conference attendee and daily attendee.

With respect to the income registration categorization, the categories have been simplified/reduced in the database to allow for ease of reconciliation with the accounting software. This change occurred with the implementation of the new database. Therefore, many of the revenue lines do show \$.00 revenue, but are being reported in a more consolidated line.

In addition, for the first time, we budgeted a line item for merchant fees associated with credit card purchases. Since this amount is derived at the end of the 2019 calendar year, the amount showing as an expense is the value that was associated with 2018. On a go forward basis, we will be displaying this line item on the final report based on the prior year expense, as we are this year.

As of the financial reporting effective April 30, 2019, the net income from the conference is \$71,479, with a total income of \$1,063,293 and expenses of \$991,814. Again, please note that approximately \$30,000 in merchant service fees will be added to the expenses, thus reducing the net income to approximately \$41,480. The conference budget was set to show a loss of \$25,143.

#### SUMMARY

Once again it has been a pleasure to serve CSMFO as your conference coordinators and staff. We would like to thank the Board of Directors and the Host Committee led by Joan Michaels-Aguilar for their commitment to making the 2019 Annual Conference such a success. We look forward to another successful year as we move to Anaheim for the 2020 Annual Conference.