



**Thursday, July 25, 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 June 2019
 - b. June 2019 financial reports
3. Discussion/Action Items 2:10 p.m.
 - a. CSMFO 2018 Financial Audit (Ingrid Sheipline)
 - b. Professor Memberships (Jennifer Wakeman)
 - c. Update on Technology Projects (Matt Pressey)
 - d. Technology Committee Handbook (Matt Pressey/Kate Zawadzki)
 - e. 2020 Conference Scholarship Program (Grace Castaneda)
 - f. 2020 Conference Proposed Rates (Steve Heide)
 - g. Chapter Observations and Suggestions (Margaret Moggia)
 - h. SMA Contract Addendum – CSMFO News (Kate Zawadzki)
 - i. SMA Contract Subcontractor Change (Joan Michaels Aguilar)
 - j. CSMFO Intermediate Core Course (Laura Nomura)
 - k. CSMFO Webinar Services (Laura Nomura)

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, September 12, 2019 2:00-4:00 p.m.
12. Adjournment 4:00 p.m.



**Thursday, June 27, 2019
2:00 p.m. – 4:00 p.m.
Board of Directors Teleconference Meeting**

Steve Heide
Margaret Moggia
Will Fuentes
Jennifer Wakeman
Richard Lee
Marcus Pimentel
John Adams
Alberto Preciado
Craig Boyer
Sara Roush
Kyle Johnson
Kate Zawadzki

Laura Nomura
Jason Al-Imam
Grace Castaneda
Tyler Egerer
Karan Reid
Lorena Quijano
Nitish Sharma
Melissa Manchester
Catherine Smith
Janet Salvetti
Harriet Commons
Shellyn Finstad

Introduction

The California Society of Municipal Finance Officers (CSMFO) Board of Directors met via teleconference on Thursday, June 27, 2019. President-Elect Steve Heide convened the meeting and confirmed a quorum was in attendance at 2:19 p.m.

Consent Calendar

The Board addressed the consent calendar, which included May 2019 financials and minutes from the May 23, 2018 Board of Directors meeting. Director Jennifer Wakeman moved to approve the consent calendar, amending the minutes to reflect that Janet Salvetti was not present for the May meeting. Director Will Fuentes seconded. The motion passed unanimously.

SMA Staff Update

Smith Moore & Associates (SMA) President Catherine Smith informed the Board that Melissa Manchester would be leaving SMA as an employee/partner, and opening her own firm. SMA would be contracting with her new firm to retain her as the Executive Director for CSMFO, so CSMFO should see no changes in overall service. There was some discussion regarding whether

this change affected the CSMFO-SMA contract. The Executive Committee will discuss and follow up with Ms. Smith as needed.

CSMFO App Update

Director Richard Lee provided the Board with sample screenshots of the mock-up of the app pages and capabilities, with Shellyn Finstad from Apptology augmenting his report. The Board will need to determine if a template should be used for the screens, or if they should be custom. The working group will bring a recommendation back to the Board when that decision is necessary.

CSMFO Record Retention Guidelines

Executive Director Melissa Manchester shared with the Board that there was a concern regarding information being removed from the CSMFO website archives, which led to the realization that CSMFO does not have a records retention policy. President-Elect Heide moved to request development of said policy from the Administration Committee, and Past President Margaret Moggia seconded. The motion passed unanimously.

Committee Reports

Administration

Chair Kate Zawadzki reported that the committee is working on a bylaws review, an amended SMA contract to encompass the new magazine format, a contract extension with Probolsky Research and now a records retention policy.

Career Development

Chair Laura Nomura provided an update on the status of working with GFOA to replace Don Maruska for 2020 regarding the CSMFO webinar program. She also shared that Irwin Bornstein would be the new instructor for the Intermediate Government Accounting course, and that the first call was had with Bill Statler to discuss the possibility of a certification program.

Communications

Chair Marcus Pimentel informed the Board that the committee would be sending out a request for responses to the Board for the July articles, asking how they recharge their batteries. He also noted that some articles would focus on the upcoming election.

Membership

Chair Grace Castaneda shared that the committee was working with staff to create a student landing page on the website, and would be looking at conducting a member survey through the survey consultant, to have results in time for the Planning Session.

Professional Standards

Chair Jason Al-Imam reported that the committee would be working on a white paper in the fall to highlight the new GASB ruling.

Program

Harriet Commons reported that the committee is meeting weekly, having received 113 submissions in response to the call for presentations.

Recognition

Chair Sara Roush reported that Awards Force has been updated for the 2019-20 budget award year, and the committee is looking for budget reviewer volunteers.

League of California Cities Policy Committee Reports

Marcus Pimentel reported that the Revenue & Taxation Committee had met and suggests everyone look on the League's website to review all the trailer bills for the California state budget.

Chapter Roundtable

The Board welcomed Tyler Egerer as the new chair of the Northwest Chapter, and Kyle Johnson as the new vice chair of the San Gabriel Valley Chapter. Craig Boyer provided an update on the East Bay Chapter.

Director Roundtable

Director Jennifer Wakeman commended the efforts of the student engagement group, sharing the intent of the group to request Professor Memberships be free of charge. There are ten student internships available on the CSMFO website.

Director Richard Lee shared that he would be attending a Peninsula Chapter meeting in July.

Officer Reports

Past President Margaret Moggia shared that SMA staffers Amanda Smith and Zach Seals had conducted a chapter chair training for the chapter web pages and resources.

President-Elect Steve Heide informed the Board that he would be bringing an item on 2020 Annual Conference registration rates to the Board for approval in July. He is working on contracting with a facilitator for the Strategic Planning Session, and hopes to join a meeting of each committee in the next several months, prior to beginning making 2020 committee officers appointments. He also shared in President Joan Michaels Aguilar's absence that she was working on appointing the Nominating Committee, which would be meeting in mid-August.

Meeting adjourned at 3:48 p.m.

Respectfully submitted,

Melissa Manchester

	Jun 30, 19	Jun 30, 18	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1005 · Bank of America				
1050 · Chapter Fund Balances				
1050.10 · Central Coast	1,513.61	1,481.21	32.40	2.19%
1050.13 · Central Los Angeles	777.21	1,320.08	(542.87)	(41.12%)
1050.06 · Central Valley	1,446.05	752.81	693.24	92.09%
1050.11 · Channel Counties	4,416.32	3,991.15	425.17	10.65%
1050.18 · Coachella Valley	(2,560.53)	879.79	(3,440.32)	(391.04%)
1050.15 · Desert Mountain	(235.00)	85.00	(320.00)	(376.47%)
1050.05 · East Bay (SF)	3,466.72	2,110.17	1,356.55	64.29%
1050.17 · Inland Empire	8,107.87	10,930.67	(2,822.80)	(25.83%)
1050.08 · Monterey Bay	4,706.73	4,129.75	576.98	13.97%
1050.03 · North Coast	(1,064.35)	270.00	(1,334.35)	(494.2%)
1050.01 · Northwest Counties	(1,095.71)	0.00	(1,095.71)	(100.0%)
1050.02 · Northeast Counties	22.37	0.00	22.37	100.0%
1050.16 · Orange County	2,502.97	7,726.81	(5,223.84)	(67.61%)
1050.07 · Peninsula	1,749.08	(694.16)	2,443.24	351.97%
1050.04 · Sacramento Valley	2,722.02	2,760.91	(38.89)	(1.41%)
1050.19 · San Diego County	3,171.96	1,688.05	1,483.91	87.91%
1050.12 · San Gabriel Valley	64.36	(615.87)	680.23	110.45%
1050.14 · South Bay (LA)	4,046.52	(658.27)	4,704.79	714.72%
1050.09 · South San Joaquin	(52.55)	1,064.25	(1,116.80)	(104.94%)
Total 1050 · Chapter Fund Balances	33,705.65	37,222.35	(3,516.70)	(9.45%)
1005 · Bank of America - Other	148,438.09	80,246.78	68,191.31	84.98%
Total 1005 · Bank of America	182,143.74	117,469.13	64,674.61	55.06%
1040 · Investments LAIF	646,399.71	827,169.87	(180,770.16)	(21.85%)
Total Checking/Savings	828,543.45	944,639.00	(116,095.55)	(12.29%)
Accounts Receivable				
1100 · Accounts receivable	960.00	4,365.00	(3,405.00)	(78.01%)
Total Accounts Receivable	960.00	4,365.00	(3,405.00)	(78.01%)
Other Current Assets				
1090 · Interest Receivable	5,052.00	0.00	5,052.00	100.0%
1105 · Prepaid Taxes	9,905.00	0.00	9,905.00	100.0%
1120 · Accounts Receivable- YM	33,236.00	7,075.00	26,161.00	369.77%
1250 · Prepaid Expense - General				
1252 · Prepaid Admin/DataBase Fees	80,415.24	100,330.08	(19,914.84)	(19.85%)
1250 · Prepaid Expense - General - Other	533.59	2,091.95	(1,558.36)	(74.49%)
Total 1250 · Prepaid Expense - General	80,948.83	102,422.03	(21,473.20)	(20.97%)
1260 · Prepaid Expense Conference				
1261 · Guest Speakers	32,250.00	22,875.00	9,375.00	40.98%
1262 · Facilities Deposits	33,000.00	4,656.00	28,344.00	608.76%
1263 · President's Dinner	0.00	6,026.92	(6,026.92)	(100.0%)
1264 · Conference Services	5,807.10	4,851.25	955.85	19.7%

	Jun 30, 19	Jun 30, 18	\$ Change	% Change
1260 · Prepaid Expense Conference - Other	3,193.83	1,752.84	1,440.99	82.21%
Total 1260 · Prepaid Expense Conference	74,250.93	40,162.01	34,088.92	84.88%
Total Other Current Assets	203,392.76	149,659.04	53,733.72	35.9%
Total Current Assets	1,032,896.21	1,098,663.04	(65,766.83)	(5.99%)
Other Assets				
1500 · CSMFO/SMA Database AR	56,636.28	48,981.00	7,655.28	15.63%
Total Other Assets	56,636.28	48,981.00	7,655.28	15.63%
TOTAL ASSETS	1,089,532.49	1,147,644.04	(58,111.55)	(5.06%)
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts payable	0.00	8,868.83	(8,868.83)	(100.0%)
Total Accounts Payable	0.00	8,868.83	(8,868.83)	(100.0%)
Other Current Liabilities				
2001 · Taxes Due	0.00	7,155.00	(7,155.00)	(100.0%)
2003 · A/P Other- SMA Conference	23,812.80	22,174.38	1,638.42	7.39%
2010 · Deferred Revenue - Conference				
2011 · Conference Exhibitor/Sponsor	1,000.00	0.00	1,000.00	100.0%
Total 2010 · Deferred Revenue - Conference	1,000.00	0.00	1,000.00	100.0%
Total Other Current Liabilities	24,812.80	29,329.38	(4,516.58)	(15.4%)
Total Current Liabilities	24,812.80	38,198.21	(13,385.41)	(35.04%)
Total Liabilities	24,812.80	38,198.21	(13,385.41)	(35.04%)
Equity				
3102 · Conference reserve	364,860.00	0.00	364,860.00	100.0%
3101 · Operating reserve	144,139.00	0.00	144,139.00	100.0%
3020 · Retained earnings	359,270.95	865,754.42	(506,483.47)	(58.5%)
3100 · Net Assets-Chapters	33,705.65	37,223.01	(3,517.36)	(9.45%)
Net Income	162,744.09	206,468.40	(43,724.31)	(21.18%)
Total Equity	1,064,719.69	1,109,445.83	(44,726.14)	(4.03%)
TOTAL LIABILITIES & EQUITY	1,089,532.49	1,147,644.04	(58,111.55)	(5.06%)

	Total Chapters	Education	Conference	Unclassified	TOTAL
Ordinary Income/Expense					
Income					
Total 4000 · OPERATING REVENUES	0.00			344,105.21	344,105.21
Total Income	0.00			344,105.21	344,105.21
Gross Profit	0.00			344,105.21	344,105.21
Expense					
Total 6100 · OPERATING EXPENSES	60.00			280,777.10	280,837.10
Total 6900 · OTHER EXPENSES	0.00			5,325.00	5,325.00
9950 · Prior Period Adjustment	0.00			885.00	885.00
Total Expense	60.00			286,987.10	287,047.10
Net Ordinary Income	(60.00)			57,118.11	57,058.11
Other Income/Expense					
Other Income					
Total 4501 · Chapter Income	39,207.00			0.00	39,207.00
4500 · PROGRAM REVENUES					
Total 8000 · Conference Revenue	0.00		1,069,992.58		1,069,992.58
Total 4504 · Education income	0.00	49,912.50			49,912.50
Total 4500 · PROGRAM REVENUES	0.00	49,912.50	1,069,992.58		1,119,905.08
8999 · YM Import Items	0.00			0.00	0.00
Total Other Income	39,207.00	49,912.50	1,069,992.58	0.00	1,159,112.08
Other Expense					
Total 6401 · Chapter Expenses	36,534.21			0.00	36,534.21
6400 · PROGRAM EXPENSES					
Total 9000 · Conference Expenses	0.00		991,979.61		991,979.61
Total 6404 · Education Expenses	0.00	24,912.28			24,912.28
Total 6400 · PROGRAM EXPENSES	0.00	24,912.28	991,979.61		1,016,891.89
Total Other Expense	36,534.21	24,912.28	991,979.61	0.00	1,053,426.10
Net Other Income	2,672.79	25,000.22	78,012.97	0.00	105,685.98
Net Income	2,612.79	25,000.22	78,012.97	57,118.11	162,744.09

	<u>Jun 19</u>	<u>Jan - Jun 19</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
Ordinary Income/Expense						
Income						
4000 · OPERATING REVENUES						
4100 · Membership Dues	2,225.00	247,260.00	237,050.00	10,210.00	104.31%	250,600.00
4200 · Interest Income	309.88	12,187.71	7,400.00	4,787.71	164.7%	15,000.00
4302 · Magazine Advertising	1,260.00	9,557.50	5,000.00	4,557.50	191.15%	5,000.00
4303 · Job Board Post - Member	9,625.00	74,950.00	70,500.00	4,450.00	106.31%	139,000.00
4490 · Budget/CAFR Fees	0.00	150.00	500.00	(350.00)	30.0%	19,850.00
Total 4000 · OPERATING REVENUES	<u>13,419.88</u>	<u>344,105.21</u>	<u>320,450.00</u>	<u>23,655.21</u>	<u>107.38%</u>	<u>429,450.00</u>
Total Income	<u>13,419.88</u>	<u>344,105.21</u>	<u>320,450.00</u>	<u>23,655.21</u>	<u>107.38%</u>	<u>429,450.00</u>
Gross Profit	13,419.88	344,105.21	320,450.00	23,655.21	107.38%	429,450.00
Expense						
6100 · OPERATING EXPENSES						
6105 · Marketing/Membership	0.00	13,151.26	2,000.00	11,151.26	657.56%	6,650.00
6106 · Storage Expense	160.14	515.09	395.00	120.09	130.4%	850.00
6110 · President's Expense	1,748.06	1,996.24	6,950.00	(4,953.76)	28.72%	10,400.00
6115 · Board of Directors	0.00	3,728.35	3,480.00	248.35	107.14%	7,100.00
6120 · Committee/Chapter Support	0.00	2,781.40	27,950.00	(25,168.60)	9.95%	56,000.00
6125 · Board Planning Session-Retreat	0.00	1,919.34	8,500.00	(6,580.66)	22.58%	45,500.00
6140 · Management Services	32,947.36	128,066.29	108,061.50	20,004.79	118.51%	270,543.00
6150 · Office Supplies	0.00	33.00	135.00	(102.00)	24.44%	300.00
6155 · Merchant Fees/Bank Chgs.	1,294.38	13,925.05	18,000.00	(4,074.95)	77.36%	35,000.00
6160 · Awards	0.00	393.25	5,000.00	(4,606.75)	7.87%	5,000.00
6165 · Printing	21.68	4,019.42	8,998.00	(4,978.58)	44.67%	10,000.00
6170 · Magazine	0.00	7,123.00	6,700.00	423.00	106.31%	15,000.00
6175 · Postage	28.30	1,727.48	2,000.00	(272.52)	86.37%	4,000.00
6185 · Telephone/Bridge Calls	55.22	276.10	1,050.00	(773.90)	26.3%	2,100.00
6190 · Web and Technology	840.00	29,284.00	23,250.00	6,034.00	125.95%	25,000.00
6200 · Travel/Staff Expenses	1,190.25	2,170.17	5,000.00	(2,829.83)	43.4%	5,000.00
6220 · Audit & Tax Filing	0.00	20.00	0.00	20.00	100.0%	9,000.00
6230 · Insurance	0.00	1,769.00	2,000.00	(231.00)	88.45%	2,000.00

	<u>Jun 19</u>	<u>Jan - Jun 19</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
6240 · Taxes	0.00	16,270.00	15,000.00	1,270.00	108.47%	30,000.00
6255 · GFOA Reception	7,248.61	51,668.66	25,000.00	26,668.66	206.68%	25,000.00
6260 · Donations	0.00	0.00	0.00	0.00	0.0%	0.00
Total 6100 · OPERATING EXPENSES	45,534.00	280,837.10	269,469.50	11,367.60	104.22%	564,443.00
6900 · OTHER EXPENSES	0.00	5,325.00	25,000.00	(19,675.00)	21.3%	25,000.00
9950 · Prior Period Adjustment	0.00	885.00	0.00	885.00	100.0%	0.00
Total Expense	45,534.00	287,047.10	294,469.50	(7,422.40)	97.48%	589,443.00
Net Ordinary Income	(32,114.12)	57,058.11	25,980.50	31,077.61	219.62%	(159,993.00)
Other Income/Expense						
Other Income						
4501 · Chapter Income	5,993.00	39,207.00	49,998.00	(10,791.00)	78.42%	100,000.00
4500 · PROGRAM REVENUES						
8000 · Conference Revenue	7,000.00	1,069,992.58	1,020,104.00	49,888.58	104.89%	1,020,104.00
4503 · Contributions and Donations	0.00	0.00	0.00	0.00	0.0%	0.00
4504 · Education income	2,525.00	49,912.50	91,925.00	(42,012.50)	54.3%	112,025.00
Total 4500 · PROGRAM REVENUES	9,525.00	1,119,905.08	1,112,029.00	7,876.08	100.71%	1,132,129.00
8999 · YM Import Items	0.00	0.00	0.00	0.00	0.0%	0.00
Total Other Income	15,518.00	1,159,112.08	1,162,027.00	(2,914.92)	99.75%	1,232,129.00
Other Expense						
6401 · Chapter Expenses	3,219.09	36,534.21	49,998.00	(13,463.79)	73.07%	100,000.00
6400 · PROGRAM EXPENSES						
9000 · Conference Expenses	0.00	991,979.61	1,044,698.00	(52,718.39)	94.95%	1,044,698.00
6404 · Education Expenses	2,185.61	24,912.28	92,075.00	(67,162.72)	27.06%	117,075.00
Total 6400 · PROGRAM EXPENSES	2,185.61	1,016,891.89	1,136,773.00	(119,881.11)	89.45%	1,161,773.00
Total Other Expense	5,404.70	1,053,426.10	1,186,771.00	(133,344.90)	88.76%	1,261,773.00
Net Other Income	10,113.30	105,685.98	(24,744.00)	130,429.98	(427.12%)	(29,644.00)
Net Income	<u>(22,000.82)</u>	<u>162,744.09</u>	<u>1,236.50</u>	<u>161,507.59</u>	<u>13,161.67%</u>	<u>(189,637.00)</u>

	Jan - Jun 19	Jan - Jun 18	\$ Change
Ordinary Income/Expense			
Income			
4000 · OPERATING REVENUES			
4100 · Membership Dues	247,260.00	239,595.00	7,665.00
4200 · Interest Income	12,187.71	9,189.50	2,998.21
4302 · Magazine Advertising	9,557.50	7,457.50	2,100.00
4303 · Job Board Post - Member	74,950.00	69,265.00	5,685.00
4490 · Budget/CAFR Fees	150.00	450.00	(300.00)
Total 4000 · OPERATING REVENUES	344,105.21	325,957.00	18,148.21
Total Income	344,105.21	325,957.00	18,148.21
Gross Profit	344,105.21	325,957.00	18,148.21
Expense			
6100 · OPERATING EXPENSES			
6105 · Marketing/Membership	13,151.26	888.56	12,262.70
6106 · Storage Expense	515.09	361.22	153.87
6110 · President's Expense	1,996.24	1,745.48	250.76
6115 · Board of Directors	3,728.35	3,682.31	46.04
6120 · Committee/Chapter Support	2,781.40	906.55	1,874.85
6125 · Board Planning Session-Retreat	1,919.34	7,747.96	(5,828.62)
6140 · Management Services	128,066.29	120,785.18	7,281.11
6150 · Office Supplies	33.00	173.77	(140.77)
6155 · Merchant Fees/Bank Chgs.	13,925.05	20,972.51	(7,047.46)
6160 · Awards	393.25	4,572.49	(4,179.24)
6165 · Printing	4,019.42	11,938.03	(7,918.61)
6170 · Magazine	7,123.00	6,341.11	781.89
6175 · Postage	1,727.48	1,158.72	568.76
6185 · Telephone/Bridge Calls	276.10	872.74	(596.64)
6190 · Web and Technology	29,284.00	6,655.42	22,628.58
6200 · Travel/Staff Expenses	2,170.17	3,434.20	(1,264.03)
6220 · Audit & Tax Filing	20.00	0.00	20.00
6230 · Insurance	1,769.00	1,219.00	550.00
6240 · Taxes	16,270.00	16,680.00	(410.00)
6255 · GFOA Reception	51,668.66	20,389.53	31,279.13
Total 6100 · OPERATING EXPENSES	280,837.10	230,524.78	50,312.32
6900 · OTHER EXPENSES	5,325.00	0.00	5,325.00
9950 · Prior Period Adjustment	885.00	4,463.20	(3,578.20)
Total Expense	287,047.10	234,987.98	52,059.12
Net Ordinary Income	57,058.11	90,969.02	(33,910.91)
Other Income/Expense			
Other Income			
4501 · Chapter Income	39,207.00	54,151.00	(14,944.00)
4500 · PROGRAM REVENUES			
8000 · Conference Revenue	1,069,992.58	910,790.36	159,202.22
4503 · Contributions and Donations	0.00	0.00	0.00

4504 · Education income	49,912.50	35,700.00	14,212.50
Total 4500 · PROGRAM REVENUES	1,119,905.08	946,490.36	173,414.72
8999 · YM Import Items	0.00	0.00	0.00
Total Other Income	1,159,112.08	1,000,641.36	158,470.72
Other Expense			
6401 · Chapter Expenses	36,534.21	48,490.48	(11,956.27)
6400 · PROGRAM EXPENSES			
9000 · Conference Expenses	991,979.61	817,900.27	174,079.34
6404 · Education Expenses	24,912.28	18,751.23	6,161.05
Total 6400 · PROGRAM EXPENSES	1,016,891.89	836,651.50	180,240.39
Total Other Expense	1,053,426.10	885,141.98	168,284.12
Net Other Income	105,685.98	115,499.38	(9,813.40)
Net Income	<u>162,744.09</u>	<u>206,468.40</u>	<u>(43,724.31)</u>

	Central Coast	Central Los Angeles	Central Valley	Channel Counties	Coachella Valley	Desert Mountain	East Bay
	(Chapters)	(Chapters)	(Chapters)	(Chapters)	(Chapters)	(Chapters)	(Chapters)
Ordinary Income/Expense							
Total Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gross Profit	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Ordinary Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Income/Expense							
Other Income							
Total 4501 · Chapter Income	432.00	1,225.00	885.00	2,380.00	1,360.00	0.00	2,090.00
Total 4500 · PROGRAM REVENUES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8999 · YM Import Items	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Other Income	432.00	1,225.00	885.00	2,380.00	1,360.00	0.00	2,090.00
Other Expense							
Total 6401 · Chapter Expenses	779.48	1,099.23	0.00	995.75	1,722.66	0.00	1,352.20
Total 6400 · PROGRAM EXPENSES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Other Expense	779.48	1,099.23	0.00	995.75	1,722.66	0.00	1,352.20
Net Other Income	(347.48)	125.77	885.00	1,384.25	(362.66)	0.00	737.80
Net Income	(347.48)	125.77	885.00	1,384.25	(362.66)	0.00	737.80

	Inland Empire	Monterey Bay	North Coast	NorthWest	Orange County	Peninsula	Sacramento Valley	San Diego
	(Chapters)	(Chapters)	(Chapters)	(Chapters)	(Chapters)	(Chapters)	(Chapters)	(Chapters)
Ordinary Income/Expense								
Total Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gross Profit	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	0.00	0.00	0.00	0.00	0.00	0.00	60.00	0.00
Net Ordinary Income	0.00	0.00	0.00	0.00	0.00	0.00	(60.00)	0.00
Other Income/Expense								
Other Income								
Total 4501 · Chapter Income	7,740.00	2,535.00	525.00	0.00	6,205.00	1,960.00	675.00	2,630.00
Total 4500 · PROGRAM REVENUES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8999 · YM Import Items	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Other Income	7,740.00	2,535.00	525.00	0.00	6,205.00	1,960.00	675.00	2,630.00
Other Expense								
Total 6401 · Chapter Expenses	7,557.74	2,086.01	690.00	1,095.71	11,846.53	437.72	601.38	1,901.05
Total 6400 · PROGRAM EXPENSES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Other Expense	7,557.74	2,086.01	690.00	1,095.71	11,846.53	437.72	601.38	1,901.05
Net Other Income	182.26	448.99	(165.00)	(1,095.71)	(5,641.53)	1,522.28	73.62	728.95
Net Income	182.26	448.99	(165.00)	(1,095.71)	(5,641.53)	1,522.28	13.62	728.95

	San Gabriel Valley	Joaquin Valley	SouthBay (LA)	
	(Chapters)	(Chapters)	(Chapters)	Total Chapters
Ordinary Income/Expense				
Total Income	0.00	0.00	0.00	0.00
Gross Profit	0.00	0.00	0.00	0.00
Total Expense	0.00	0.00	0.00	60.00
Net Ordinary Income	0.00	0.00	0.00	(60.00)
Other Income/Expense				
Other Income				
Total 4501 · Chapter Income	3,320.00	2,450.00	2,795.00	39,207.00
Total 4500 · PROGRAM REVENUES	0.00	0.00	0.00	0.00
8999 · YM Import Items	0.00	0.00	0.00	0.00
Total Other Income	3,320.00	2,450.00	2,795.00	39,207.00
Other Expense				
Total 6401 · Chapter Expenses	2,430.15	1,938.60	0.00	36,534.21
Total 6400 · PROGRAM EXPENSES	0.00	0.00	0.00	0.00
Total Other Expense	2,430.15	1,938.60	0.00	36,534.21
Net Other Income	889.85	511.40	2,795.00	2,672.79
Net Income	889.85	511.40	2,795.00	2,612.79



CSMFO BOARD REPORT

DATE: July 25, 2019

FROM: Jennifer Wakeman
Ad Hoc Student Engagement Working Group Chair

SUBJECT: Professor Memberships

Background:

In August 2018 the Board approved eliminating student membership dues in an effort to remove any financial barrier for student participation in CSMFO.

Subsequent to this, at the April Board meeting and the May Student Engagement Working Group meeting there were discussions about the Professor Membership classification, which was broken out from the Students/Professors classification with the elimination of student dues. The current professor membership dues are \$20 a year; however, no funds for this classification have been included in the current budget.

In scheduling campus visits, we have found that an interested professor can be the key to accessing accounting/finance clubs and, more generally, student groups who may be interested in municipal finance careers. Outreach to this group is going to be a significant factor in our future success on campuses.

Additionally, the Student Engagement Working Group conversation focused on the role of professors with regard to assessing the value of our programming and resources and in their ability to convey this value to students. Our group feels that a professor's experience with CSMFO will make them a great resource for students interested in municipal finance, especially if they choose to actively promote our organization.

Recommendation:

The Student Engagement Working Group recommends that the Board of Directors approve eliminating professor membership dues.



CSMFO BOARD REPORT

DATE: July 25, 2019

FROM: Matt Pressey, Technology Committee Chair

SUBJECT: Update on Technology Projects

Background:

The Technology Committee has been working on several long-term projects and thought it would be helpful to provide a regular, written summary of progress. This is the second formal written update using this format.

1. Knowledge Base

Purpose: Replace the listserv with a modern solution. The ideal solution will provide question and answer threads and provide a mechanism for member surveys.

Progress: The Higher Logic application was selected, approved by the Board, has been purchased, and a core team has configured, tested and demoed. Final testing is now occurring by CSMFO leadership before releasing to the entire membership.

Timeline:

July – Final testing by CSMFO leadership and design roll-out communication plan
Aug. – Final adjustments and customizations based on final testing
Sept. – Deliver to members with training guide and promotional video

2. Improve User Experience - Branded Email

Purpose: Now that we have created branded emails, we need to develop a one-page tips/guide on how to use the accounts, including transitioning to and from the next user.

Progress: SMA has notified the new branded email users and a project team has been assigned, discussions with users have begun, issues documented, and a user guide has been started.

Timeline:

July – Project team will continue to talk with users and further develop tips/guide

Aug. – Review tips/guide at Aug. Tech Committee meeting
Sept. – Share and discuss tips/guide at Board meeting and incorporate feedback
Oct. – Send out tips/guide to users

3. Improve User Experience - Zoom

Purpose: With the deployment of Zoom for CSMFO meetings, we need to develop a one-page tips/guide on how to use it and include tips based on interviewing users and observing members as they use it.

Progress: A tips/guide outline has been drafted, reviewed by the Committee, data analytics on the use of Zoom has been downloaded and reviewed, Committee members have joined two other committee zoom meetings to observe user experience.

Timeline:

July – Project team to continue to talk with users and add to the tips/guide
Aug. – Project team to continue to talk with users and add to the tips/guide
Sept. – Review updated tips/guide at the Sept. Tech Committee meeting
Oct. – Share and discuss tips/guide at Board meeting and incorporate feedback
Nov. – Send out tips/guide to users

4. Improve User Experience – Polling

Purpose: With the acquisition of polling software, the committee would like to work with the Past President and Career Development Committee to incorporate a user guide in the Chapter Toolkit and promote adoption by chapter presenters, instructors at training courses, and at next year's conference. Also consider using the Guide Book polling functions for the 2020 conference.

Progress: Project team have met several times, demo presented on the Guide Book, Review and test Guidebook at March 7 Tech Committee meeting, used the Poll Everywhere at the July Monterey Bay chapter meeting and in the speaker presentation, developed a three page quick start user guide and a more comprehensive 22 page user guide, and reviewed the two guides at the last technology meeting on July 11, 2019.

Timeline:

July – Incorporate review comments to the user guide for Poll Everywhere.
Aug. – Coordinate with the Past President and the Career Development Committee on process/timeline.
Sept. – Add user guide to Chapter Toolkit and communicate its addition at the Chapter call and by email to the Chapter leadership

5. Database Upgrade

Purpose: Continue to track progress of SMA's membership database and functionality desired by CSMFO. (Initially an attempt was made to develop a custom database system (with software developer, Eldarion) for SMA's use and funds were loaned to SMA for this purpose. This effort proved unsuccessful and CSMFO enrolled in Your Membership for database services. The transition to this new database took place in the months leading up to the 2019 conference registration.)

Progress: Project team has been formed and has report back to the Tech Committee at the last meeting on July 11, 2019. The report demonstrated how SMA was accounting for the loan on SMA's and CSMFO's books based on information previously provided.

Timeline:

July – Connect with SMA's controller and obtain an update of the accounting

Aug. – Evaluate whether Your Membership is meeting the criteria and features CSMFO originally desired in a data base upgrade.

Sept. – Report back to the Board on findings.

6. Committee Handbook

Purpose: Produce a reference document, similar to what other committees have, that lays out the committee's focus, goals, and purpose and the responsibilities of the Chair, Vice-Chair and the members.

Progress: Lead and team have been assigned, templates have been provided, a draft was prepared, reviewed by the Tech Committee on June 6 and the Administration Committee on July 11, updated with feedback from both committees and is on the Board's July 25 Agenda for approval.

Timeline:

July – Recommend to Board for adoption

Aug. – Distribute to Tech Committee members per the handbook.

Recommendation:

Receive and file.



CSMFO BOARD REPORT

DATE: July 25, 2019

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

THROUGH: Administration Committee (July 11, 2019)

SUBJECT: Technology Committee Handbook

Background:

The Committee Handbook is a very helpful document intended to convey general expectations and other information regarding the Technology Committee. New Committee members shall be provided with a copy of the Committee Handbook for initial orientation purposes. All continuing Committee members shall be provided with a copy of this document annually.

The Committee Handbook is organized into two sections. Section One contains standing information on the committee structure, responsibilities and expectations, which is updated as needed. Section Two contains information that is updated annually, such as accomplishments for the past year and goals for the current/upcoming year.

The Administration Committee considered the proposed committee handbook at its meeting on July 11, 2019 and provided edits and feedback that have been incorporated in the proposed handbook.

Recommendation:

The Technology Committee recommends that the Board approve the attached Technology Committee Handbook.

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 | • Damien Charléty | Member |



TECHNOLOGY COMMITTEE HANDBOOK

INTRODUCTION

This Committee Handbook is intended to convey general expectations and other information regarding the Technology Committee (Committee). New Committee members shall be provided with a copy of the Committee Handbook for initial orientation purposes. All continuing Committee members shall be provided with a copy of this document annually. Updates will be made as necessary.

This Committee Handbook is organized into two sections. Section One contains standing information which is updated as needed. Section Two contains information which is updated annually.

SECTION ONE – STANDING INFORMATION

COMMITTEE STRUCTURE AND ORGANIZATION

The CSMFO committee year officially kicks off in conjunction with the Annual Conference, which typically takes place in the first two months of the year, and ends with the start of the following year's Conference.

Although time commitments for Committee members may vary significantly depending on assignments, project deadlines, etc., members can expect to generally participate in at least one meeting per month, plus “offline” work to complete projects and assignments in between meetings. The Chair will make his or her best efforts to communicate a realistic expectation for members in terms of estimated time commitments in advance of the Committee year.

GENERAL COMMITTEE RESPONSIBILITIES

As noted in Section III.A.7. of the CSMFO Policy and Procedures Manual, the general responsibilities of the Committee are as follows:

- Enhance the effectiveness and use of technology by CSMFO and its member agencies in exchanging information, increasing productivity and enhancing member service.
- Maintain a CSMFO internet presence and website to enhance membership benefits, provide professional information, establish relevant links and support coordinated training.

- Facilitate information sharing among members.
- Undertake special projects as directed by the Executive Committee or Board of Directors.

Additional relevant general committee information from the Policy and Procedures Manual includes:

Appointment and Recruitment

Under Section III.B. of the Policy and Procedures Manual, “The President shall appoint the Chair, Vice-Chair(s), Senior Advisor(s) and Board Liaison of each committee. Retired members may be appointed to serve as Senior Advisors, but all other committee positions should be held by active municipal members, with the exception that commercial members may serve on Annual Conference Host Committees. To assure broad participation on each committee, the President shall make every effort to have representation from across the state where functionally practical. The Chair shall recruit additional committee members from among the active municipal membership. Each Chair shall advise the Secretary, in writing, of the names of committee members. All committee members are encouraged to attend various meetings and conference calls of the Board of Directors.”

Note: Committee Chairs are generally responsible for appointing committee members other than the leadership positions referenced in the paragraph above. In order to adequately represent the geographic dispersion of CSMFO members throughout the state, the Committee Chair shall make his/her best efforts to ensure the Committee has an appropriate balance of members from the north and south, whenever possible.

Committee Reports

As referenced in Section III.C., “The President may request each committee chairperson and facilitators of goals established at the annual planning meeting to provide a progress report on activities. The President may request that these progress reports be made available in time for distribution with the Board agenda packet. A comprehensive annual report is due by each committee chair, goal facilitator and policy committee appointee to the CSMFO Secretary by each January 15th for inclusion in the President’s Annual Report.”

TECHNOLOGY COMMITTEE CHAIR RESPONSIBILITIES

As noted in the Technology Section of the 2019 Leadership Roles & Responsibilities, it is the role of the CSMFO Technology Committee to maintain and enhance the use of technology in providing services to CSMFO members.

The Committee Chair should:

- Conduct him/herself at CSMFO functions and in their professional and personal lives in a manner becoming of the CSMFO leadership.
- Be outwardly supportive of decisions made by the majority of the CSMFO Board of Directors, regardless of personal opinions.
- Participate in the annual survey evaluating CSMFO consultants.
- Attend Board of Directors meetings to keep the Board apprised of committee activities.
- Look for ways to utilize technology to enhance CSMFO's ability to provide services or information sharing to or among members.
- Provide direction to staff regarding website updates and necessary maintenance.
- Monitor general membership listserv, notifying Executive Director of any violations that may need to be addressed. Periodically post guideline reminders to the listserv.
- Support the initiatives of the other committees to more effectively and/or efficiently gather and disseminate information.
- Support the Board's strategic objectives and take appropriate steps to complete annual goals by year-end.
- Chair regularly scheduled committee meetings to ensure the work of the committee is completed in an efficient and timely manner.
- Communicate regularly with Executive Director on matters affecting committee activities.
- Submit report on goals to the CSMFO Office for the Annual Report by January 15.

TECHNOLOGY COMMITTEE MEMBERS EXPECTATIONS

- Actively participate in committee meetings and activities.
- Communicate absences to the Committee Chair or Vice Chair.
- Complete assignments thoroughly and timely.

- Vice Chair should actively participate in the monthly Board meetings and attend in-person meetings if possible.

SECTION TWO – ANNUAL UPDATES

2018 TECHNOLOGY COMMITTEE ANNUAL REPORT

Technology Committee Members:

Chair: Damien Charley, East Bay Municipal Utility District

Vice-Chair: Matt Pressey, City of Salinas

Vice-Chair: Gloriann Sasser, Moraga-Orinda Fire Protection District

Member: Andrew Thompson, City of San Rafael

Member: Jennifer Wakeman, City of Lafayette

Member: John Adams, State Bar Association

Staff Support: Justin Lewis, SMA

Staff Support: Amanda Smith, SMA

Senior Advisor: Jesse Takahashi, City of Mountain View

Board Liaison: Richard Lee, City of San Mateo

This year the Technology Committee focused on and accomplished the following:

1. Knowledge Base/Listserv Modernization – New Knowledge Base software solution was researched to replace the current Listserv and presented, recommendation approved by the Board 8/23/2018; implementation plan being developed.
2. Tele-conferencing – Zoom vide conferencing was fully adopted where the Board and Committee meetings are occurring with this new software service. The Technology Committee is following-up with committees and users to see how user experience can be improved.
3. Branded email – approved by the Board 4/26/2018 and implemented. Follow-up on user experience and user adoption is being made to help fully implement.
4. Workflow management – Completed testing of tools, created matrix of pros/cons.
5. Membership Database – Technology Committee members were assigned to database workgroup. Progress was followed by working group and updates were communicated to the committee and board as necessary.

Annual reports are published online at: <http://www.csmfo.org/category/annual-reports/>

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CURRENT TECHNOLOGY COMMITTEE ROSTER

2019 CSMFO Technology Committee Roster				
Name	Email	Title	Agency	Phone #
Matt Pressey	mattp@ci.salinas.ca.us	Chair	City of Salinas	831-758-7420
Gloriann Sasser	gsasser@mofd.org	Vice-Chair	Moraga-Orinda Fire District	925-258-4530
Jesse Takahashi	Jesse.Takahashi@mountainview.gov	Senior Advisor	City of Mountain View	650-903-6006
Will Fuentes	wllf@cityofcampbell.com	Board Liaison	City of Campbell	408-866-2113
Andrew Thompson	andrew.thompson@cityofsanrafael.org	Member	City of San Rafael	415-458-5040
Cheryl Fyfe	cfyfe@cityofsantacruz.com	Member	City of Santa Cruz	831-420-5059
Ernie Reyna	ereyna@eastvaleca.gov	Member	City of Eastvale	951-703-4437
Jennifer Wakeman	jwakeman@ci.lafayette.ca.us	Member	City of Lafayette	925-299-3213
John Adams	john.adams@calbar.ca.gov	Member	State Bar Association	415-538-2301
Damien Charléty	damien.charlety@ebmud.com	Member	East Bay Municipal Utility District	510-287-0289
Justin Lewis	justin.lewis@staff.csmfo.org	SMA	SMA	877-282-9183
Amanda Smith	amanda.smith@staff.csmfo.org	SMA	SMA	877-282-9183

TECHNOLOGY COMMITTEE STRATEGIC PLAN - GOALS/TASKS & ACTION PLAN

The entire CSMFO management team meets each fall to either develop (or to update) the Strategic Plan that will become effective the following year (or continues to be effective for the following year). These have most recently taken the form of a 3-year plan. General overall objectives are first established by the full group, and then developed are the many steps or action items that implement the objectives, referred to as the “Action Plan.” The goals and tasks that make up the implementation of the Strategic Plan are assigned to the standing committee most logical to act on the specific goal/task. The final product is approved by the management team and each committee reports on its status of executing the assigned tasks periodically in CSMFO Board meetings.

The below link is to the most current (2019) and past Strategic Plans, which include specific action items and objectives of the Technology Committee:

<http://www.csmfo.org/about/strategic-goals/>



CSMFO BOARD REPORT

DATE: July 25, 2019

FROM: Grace Castaneda, 2020 Annual Conference Host Committee Member

SUBJECT: Conference Scholarship Policy

DISCUSSION

The 2020 Annual Conference Host Committee reviewed the current criteria for awarding scholarships for conference attendees. The current criteria is based on financial need, with CSMFO arranging and paying for up to three nights of hotel accommodations, in addition to covering the cost of conference registration. After reviewing the current policy, and learning of the past challenges in determining eligible nights of hotel accommodations and arranging for the accommodations, the Host Committee is recommending revisions to the policy to alleviate the administrative burden while maintaining financial support to scholarship recipients who demonstrate financial need. In addition, the Host Committee looked at ways that align with current organizational goals to further engage students and members who have not attended an annual conference. The recommended changes will revise the current conference scholarship program to include three components:

- Financial hardships
- First-time attendees
- Students

The financial hardship component, similar to past years, addresses members whose agencies cannot or will not send them to the annual conference, and covers the cost of conference registration. However, instead of arranging and paying for their hotel accommodations, the scholarship will be awarded on a cost-reimbursement basis, up to a certain amount per day, and up to a total amount for the conference, with proof of attendance that can be verified through the badge scanning technology. This will maintain the financial support to the awardees, while alleviating the burden on CSMFO staff to arrange for their lodging. This also broadens the financial support to include other expenses awardees may incur, such as travel to/from the conference. The amount, as well as the number of awards, are not being specified in the policy in order to maintain flexibility for the Host Committee year-over-year. The intent is that the specifics will be determined by each year's Host Committee and communicated through the application process.

The recommended changes to the conference scholarship policy are included as Attachment 1. The application forms for all three components of the conference scholarship program, with details of the number and amount of awards, are included as Attachment 2. For the 2020 Annual Conference, 10 scholarship awards have been budgeted for financial hardships, 25 for first-time attendees, and 25 for students. The requested budget will be included as part of the budget for the 2020 Annual Conference.

It is recommended that the Board of Directors approve the recommended changes to the conference scholarship policy.

Attachment 2 – 2020 Scholarship Applications (Draft)

2020 Conference Scholarship Application First-Time Attendees

The CSMFO Annual Conference is an outstanding opportunity for education, networking, and professional growth. To encourage new attendees to participate in this unique experience, the CSMFO Board of Directors is introducing the First-Time Attendee Scholarship for the 2020 Annual Conference.

Scholarships will be awarded to the first **25** applicants. Additional applicants will be added to a wait-list based on the order the application is received. Additional scholarships may be granted at the discretion of the Scholarship Committee depending on funding available.

If you need additional financial assistance, please use the scholarship application for Financial Hardship.

Eligibility Requirements

- Applicants must be a CSMFO member at the time of application. Applicants who join CSMFO during the application process will receive membership valid through December 2020.
- Applicants have never attended a CSMFO Annual Conference before. Attendance at other training seminars or local CSMFO Chapter meetings does not impact eligibility.
- Applicants must submit a credit card valid through at least January 2020. The credit card will be charged **[\$-set to early bird municipal registration fee]** **ONLY** if the applicant receives a scholarship, and does not attend the Annual Conference, unless the recipient contacts the CSMFO office before December 15, 2019. There is no penalty for withdrawal until December 15, 2019.
- Scholarship recipients may be required to volunteer no more than three hours at the Annual Conference as identified by the Scholarship Committee.

Benefits

- The scholarship covers the **full cost of registration**. Scholarship recipients or his/her agency are responsible for travel to/from conference, hotel accommodations, pre-conference sessions, and all other incidentals.
- Recipients are invited to kick off their experience at the Welcome Breakfast on Wednesday, January 29, from 7:30 am - 8:30 am.
- Scholarship recipients will have the opportunity to participate in CSMFO's mentorship program. Recipients will be paired with a mentor at the Welcome Breakfast.
- Recipients will have the opportunity to network and build connections with other professionals across the state of California.

2020 Conference Scholarship Application First-Time Attendees

Deadline to Apply: October 18, 2019

Notification to Recipients: November 1, 2019

Scholarships will be awarded to the first **25** applicants. Additional applicants will be added to a wait-list based on the order the application is received. Additional scholarships may be granted at the discretion of the Scholarship Committee depending on funding available.

Step 1: Attendee Information

Applicant Name:	
Title:	
Organization:	
Mailing Address:	
Work Phone:	
E-mail Address (required):	

Step 2: Join CSMFO

Yes: No: Are you a member of CSMFO?

Scholarship recipients must be a government member of CSMFO at the time of the application submission and in the year the conference is held.

Please visit <http://www.csmfo.org/membership/join-csmfo/> to join CSMFO. Join now and your membership will be valid through December 2020.

Step 3: RSVP for Welcome Breakfast

Yes: No: I will be attending the Welcome Breakfast on Wednesday, January 29, from 7:30 am - 8:30 am.

Step 4: Credit Card Information

Applicants must submit a credit card valid through at least January 2020. The credit card will be charged [**\$-set to early bird municipal registration fee**] **ONLY** if the applicant receives a conference, and does not attend the Annual Conference, unless the recipient contacts the CSMFO office before December 15, 2019. There is no penalty for withdrawal until December 15, 2019.

CSMFO charges a no-show fee to discourage anyone from taking up one of the 25 spots allocated for First-Time Attendees if they do not intend to attend the Annual Conference. If you need to cancel for any reason, please notify the CSMFO office so we can offer the scholarship to an applicant on the waitlist.

Name on Card:	
Card Number:	
Expiration Date:	
Signature:	

DRAFT

2020 Conference Scholarship Application Student Attendees

The CSMFO Annual Conference is an outstanding opportunity for education, networking, and professional growth. Attending the CSMFO Annual Conference as a student provides a unique opportunity to meet current leaders across California that are working to shape policies and best practices for municipal finance. To encourage students to participate in this opportunity, the CSMFO Board of Directors is introducing the Student Attendee Scholarship for the 2020 Annual Conference.

Eligibility Requirements

- Applicants must be a student CSMFO member at the time of application. Student memberships are **free**. Please visit <http://www.csmfo.org/membership/join-csmfo/> to join CSMFO. Join now and your membership will be valid through December 2020.

Benefits

- The scholarship covers the full cost of registration.
- Student recipients will receive \$50 for each day conference sessions are attended, to cover for any expenses that may be incurred. Recipients will collect the per diem at the end of the day at the registration desk by providing proof of attendance.
- Recipients are invited to kick off their experience at the Welcome Breakfast on Wednesday, January 29, from 7:30 am - 8:30 am.
- Scholarship recipients will have the opportunity to participate in CSMFO's mentorship program. Recipients will be paired with a mentor at the Welcome Breakfast.
- Recipients will have the opportunity to network and build connections with other professionals across the state of California.

2020 Conference Scholarship Application Student Attendees

Complete the entire application, then scan and send to studentapp@staff.csmfo.org. Your application will be processed within ten business days. If you are awarded a scholarship, you will receive confirmation by **email**. If you are not awarded a scholarship due to ineligibility, staff will inform you of the reason and explain what steps, if any, you can take to become eligible.

Step 1: Attendee Information

Applicant Name:	
Field of Study:	
School:	
Mailing Address:	
Phone:	
E-mail Address (school email address required):	

Step 2: Join CSMFO

Yes: No: Are you a student member of CSMFO?

Scholarship recipients must be a student member of CSMFO at the time of the application submission and in the year the conference is held.

Student memberships are free. Please visit <http://www.csmfo.org/membership/join-csmfo/> to join CSMFO. Join now and your membership will be valid through December 2020.

Step 3: RSVP for Welcome Breakfast

Yes: No: I will be attending the Welcome Breakfast on Wednesday, January 29, from 7:30 am - 8:30 am.

Step 4: Attendance

Please check which days you plan on attending the CSMFO 2020 Annual Conference:

Yes: No: Wednesday, January 29, 2020 [full day]

Yes: No: Thursday, January 30, 2020 [full day]

Yes: No: Friday, January 31, 2020 [conference ends at XXpm]

2020 Conference Scholarship Application Financial Hardship

The CSMFO Annual Conference is an outstanding opportunity for education, networking, and professional growth. The CSMFO Board of Directors recognizes hardships faced by agencies and has created the Financial Hardship Application to provide local government members the opportunity to attend the Annual Conference.

Financial Hardship scholarships will be awarded to **10** applicants on a case-by-case basis. Priority for receiving a scholarship will be given to first-time conference attendees. Additional applications will be added to a waitlist in the event a spot or additional funding becomes available. The application period may be extended at the Scholarship Committee's discretion, if all the scholarships have not been awarded.

Eligibility Requirements

- Applicants must be a CSMFO member at the time of application. Applicants who join CSMFO during the application process will receive membership valid through December 2020.
- Applicants must submit a credit card valid through at least January 2020. The credit card will be charged **[\$-set to early bird municipal registration fee]** **ONLY** if the applicant receives a scholarship, and does not attend the Annual Conference, unless the recipient contacts the CSMFO office before December 15, 2019. There is no penalty for withdrawal until December 15, 2019.
- Applicants are required to have their immediate supervisor sign the Financial Hardship Affidavit attached to the application.
- Scholarship recipients may be required to volunteer no more than three hours at the Annual Conference as identified by the Scholarship Committee.

Benefits

- The scholarship covers the full cost of registration. The scholarship does not include registration for any pre-conference sessions.
- Financial Hardship recipients will be provided a per diem up to \$250 per day, and \$500 total. The per diem is provided on a cost reimbursement basis and requires proof of attendance at the conference.*
- Recipients are invited to kick off their experience at the Welcome Breakfast on Wednesday, January 29, from 7:30 am - 8:30 am.
- Scholarship recipients will have the opportunity to participate in CSMFO's mentorship program. Recipients will be paired with a mentor at the Welcome Breakfast.
- Recipients will have the opportunity to network and build connections with other professionals across the state of California.

**Send itemized receipts to CSMFO (XX@csmfo.org). Reimbursements will be processed within 30 days after the conference once session scanning data has been confirmed. Alcohol purchases, meals that are not otherwise provided as part of the Annual Conference, and other activities that are not included in the registration fee are not eligible for reimbursements. Eligibility of reimbursements are at the discretion of the Scholarship Committee.*

2020 Conference Scholarship Application Financial Hardship

Deadline to Apply: October 18, 2019

Notification to Recipients: November 1, 2019

Financial Hardship scholarships will be awarded to **10** applicants on a case-by-case basis. Priority for receiving a scholarship will be given to first-time conference attendees. Additional applications will be added to a waitlist in the event a spot or additional funding becomes available. The application period may be extended at the Scholarship Committee's discretion, if all the scholarships have not been awarded.

Step 1: Attendee Information

Applicant Name:	
Title:	
Organization:	
Mailing Address:	
Work Phone:	
E-mail Address (required):	

Step 2: Join CSMFO

Yes: No: Are you a member of CSMFO?

Scholarship recipients must be a government member of CSMFO at the time of the application submission and in the year the conference is held.

Please visit <http://www.csmfo.org/membership/join-csmfo/> to join CSMFO. Join now and your membership will be valid through December 2020.

Step 3: RSVP for Welcome Breakfast

Yes: No: I will be attending the Welcome Breakfast on Wednesday, January 29, from
7:30 am - 8:30 am.

Step 4: Credit Card Information

Applicants must submit a credit card valid through at least January 2020. The credit card will be charged [**\$-set to early bird municipal registration fee**] **ONLY** if the applicant receives a conference, and does not attend the Annual Conference, unless the recipient contacts the CSMFO office before December 15, 2019. There is no penalty for withdrawal until December 15, 2019.

CSMFO charges a no-show fee to discourage anyone from taking up one of the spots allocated for Financial Hardship scholarships if they do not intend to attend the Annual Conference. If you need to cancel for any reason, please notify the CSMFO office so we can offer the scholarship to an applicant on the waitlist.

Name on Card:	
Card Number:	
Expiration Date:	
Signature:	

Applicant Name:
Applicant Agency:
Applicant Phone Number:

[Date]

RE: Financial Hardship Affidavit

Dear CSMFO Scholarship Committee:

I am writing to be considered for the CSMFO Annual Conference Financial Hardship Scholarship.

[List agency and provide brief description for why you should be awarded the Financial Hardship Scholarship].

I have reviewed the requirements of the Financial Hardship Scholarship. I believe, to the best of my knowledge, that I am eligible for award due to my agency's financial difficulties. My immediate supervisor has signed below as certification of the application.

Thank you for your consideration.

Applicant Signature

Supervisor Signature

Date

Date

CONFERENCE SCHOLARSHIP POLICY

The Host Committee shall identify an individual from within the committee to coordinate Conference scholarships. Such individual shall work with CSMFO staff to create the necessary forms, post said forms on the website, and solicit applications from the membership.

Annual funding for conference scholarships is subject to Board approval. At the discretion of the Host Committee, funding for conference scholarships shall be allocated amongst the various programs identified below.

FIRST-TIME CONFERENCE ATTENDEE SCHOLARSHIP

~~1. Funding for a minimum of 10 full scholarships is to be included in the Annual Conference Budget with additional funding at the discretion of the Host Committee based on Annual Conference Budget approved by the Board.~~

~~2. Priority for receiving a scholarship should be given to first-time conference attendees and additional attendees from an agency, with first-time conference attendees receiving the highest priority.~~

~~3. The Host Committee will manage the scholarship process and selection of the recipients.~~

~~1. The Host Committee will manage the scholarship process and selection of the recipients.~~

~~4. The scholarship application period shall run from initial registration date to a date previous to the early-bird registration deadline, as determined by the Host Committee. The Host Committee is to~~

~~2. provide notice to all applicants within two weeks of the application period close.~~

~~3. Scholarships will be awarded on a first come, first served basis. At the discretion of the Host Committee, the number of scholarships may be specified and communicated through the application process.~~

~~1. Scholarships will cover registration costs only. Scholarship recipients or his/her agency will be responsible for travel to/from conference, hotel accommodations, pre-conference sessions, and all other incidentals.~~

~~4.~~

~~5. Scholarship recipients must be a 5. Only go government members of CSMFO at the time of application submission and are eligible for scholarships. Scholarship recipients may be an existing member of CSMFO in the year the conference is to be held.~~

~~6. Scholarship recipients must be a first-time conference attendee.~~

~~7. Scholarship recipients must submit a valid credit card, which will be charged at an amount determined by the Host Committee, only if the recipient does not attend the Annual Conference, unless the recipient contacts the CSMFO office before a date that is to be determined by the Host Committee and communicated through the application process.~~

~~Scholarship recipients may, If the recipient is not a current member of CSMFO, a complimentary one-year membership will be awarded with the scholarship.~~

~~6. To encourage involvement in CSMFO Committees and Chapters, applicants are to express their involvement or desired involvement with CSMFO on the application form.~~

~~8. 7. Scholarship recipients may be assigned as a room monitor for concurrent sessions or otherwise be required to volunteer no more than three hours at the Annual Conference as identified by the Host Committee.~~

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9. Scholarship benefits may include invitation to special conference event(s) and/or program(s) organized by the Host Committee.
- ~~8. Scholarship recipients are eligible to receive conference registration and up to two nights of hotel accommodations at the conference's overflow hotel (Wednesday and Thursday nights only). The recipient or his/her agency will be responsible for travel to/from conference, additional nights of hotel accommodations, pre-conference sessions, and all other incidentals. In years when the~~
- ~~Conference General Session starts prior to 11 AM on Wednesday, scholarship recipients may request that CSMFO pay for Tuesday night's hotel costs when they provide documentation that their travel~~
- ~~options will not allow them to arrive at the conference on time. Requests will be considered based on~~
- ~~the availability of funds on a case-by-case basis. Additional hotel accommodations beyond those awarded with the scholarship, shall be the sole responsibility of the attendee (reservation and~~
- ~~payment).~~
10. 9. Should more applications be received than identified through the application process, a waitlist will be created in the event a spot or additional funding becomes available than budgeted, the Host Committee will provide preference for first time attendees, first time applicants and/or the potential recipient's involvement with CSMFO.
11. 10. At the Host Committee's discretion, the application period can be extended if all scholarships have not been awarded.

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FINANCIAL HARDSHIPS SCHOLARSHIP

1. The Host Committee will manage the scholarship process and selection of the recipients.
2. The scholarship application period shall run from initial registration date to a date previous to the early-bird registration deadline, as determined by the Host Committee. Host Committee is to provide notice to all applicants within two weeks of the application period close.
3. Scholarships will be awarded on a case-by-case basis at the discretion of the Host Committee. Also at the discretion of the Host Committee, the number of scholarships may be specified and communicated through the application process.
4. Priority for receiving a scholarship will be given to first-time conference attendees.
5. Scholarship recipients must be a government member of CSMFO at the time of application submission and in the year the conference is to be held.
6. Scholarship recipients must submit a valid credit card, which will be charged at an amount determined by the Host Committee, only if the recipient does not attend the Annual Conference, unless the recipient contacts the CSMFO office before a date that is to be determined by the Host Committee and communicated through the application process.
7. Scholarship application will describe the process for receiving a daily per diem up to an amount as determined by the Host Committee, done on a cost-reimbursement basis. Reimbursement requires proof of attendance.
8. Scholarship recipients may be required to volunteer no more than 3 hours at the Annual Conference as identified by the Host Committee.
9. Scholarship benefits may include invitation to special conference event(s) and/or program(s) organized by the Host Committee.
10. Should more applications be received than identified through the application process, a waitlist will be created in the event a spot or additional funding becomes available.

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11. At the Host Committee's discretion, the application period can be extended if all scholarships have not been awarded.

STUDENT ATTENDEE SCHOLARSHIP

1. The Host Committee will manage the student scholarship process and selection of the recipients.
2. Student scholarships will be awarded on a first come, first served basis. At the discretion of the Host Committee, the number of scholarships may be specified and communicated through the application process.
3. The student scholarship application period will be determined by the Host Committee. Host Committee is to provide notice to all applicants within two weeks of the submitted application.
4. Student scholarships will be awarded on a first come, first served basis. At the discretion of the Host Committee, the number of scholarships may be specified and communicated through the application process.
5. Student scholarship recipients must be a student member of CSMFO at the time of application submission and in the year the conference is to be held.
6. Student scholarship application will describe the process for receiving a daily per diem up to an amount as determined by the Host Committee for every day sessions are attended.
7. Student scholarship benefits may include invitation to special conference event(s) and/or program(s) organized by the Host Committee.
8. Should more applications be received than through the application process, a waitlist will be created in the event a spot or additional funding becomes available.
9. At the Host Committee's discretion, the application period can be extended if all scholarships have not been awarded.

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11. Should the applicant live within 30 miles of the conference, they will be encouraged by the Host

Committee to commute to the conference to provide additional funding for other scholarships.

12. The Host Committee will initiate a post conference survey of scholarship recipients, the results of which will be reported to the Board. Scholarship recipients must agree to participate in the survey as

a condition of receiving a scholarship.

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CONFERENCE SCHOLARSHIP POLICY

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Annual funding for conference scholarships is subject to Board approval. At the discretion of the Host Committee, funding for conference scholarships shall be allocated amongst the various programs identified below.

FIRST-TIME CONFERENCE ATTENDEE SCHOLARSHIP

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4. Scholarships will cover registration costs only. Scholarship recipients or his/her agency will be responsible for travel to/from conference, hotel accommodations, pre-conference sessions, and all other incidentals.
5. Scholarship recipients must be a government member of CSMFO at the time of application submission and in the year the conference is to be held.
6. Scholarship recipients must be a first-time conference attendee.
7. Scholarship recipients must submit a valid credit card, which will be charged at an amount determined by the Host Committee, only if the recipient does not attend the Annual Conference, unless the recipient contacts the CSMFO office before a date that is to be determined by the Host Committee and communicated through the application process.
8. Scholarship recipients may be required to volunteer no more than three hours at the Annual Conference as identified by the Host Committee.
9. Scholarship benefits may include invitation to special conference event(s) and/or program(s) organized by the Host Committee.
10. Should more applications be received than identified through the application process, a waitlist will be created in the event a spot or additional funding becomes available.
11. At the Host Committee's discretion, the application period can be extended if all scholarships have not been awarded.

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3. Scholarships will be awarded on a case-by-case basis at the discretion of the Host Committee. Also at the discretion of the Host Committee, the number of scholarships may be specified and communicated through the application process.

4. Priority for receiving a scholarship will be given to first-time conference attendees.
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5. Student scholarship recipients must be a student member of CSMFO at the time of application submission and in the year the conference is to be held.
6. Student scholarship application will describe the process for receiving a daily per diem up to an amount as determined by the Host Committee for every day sessions are attended.
7. Student scholarship benefits may include invitation to special conference event(s) and/or program(s) organized by the Host Committee.
8. Should more applications be received than through the application process, a waitlist will be created in the event a spot or additional funding becomes available.
9. At the Host Committee's discretion, the application period can be extended if all scholarships have not been awarded.



CSMFO BOARD REPORT

DATE: July 25, 2019

FROM: Steve Heide, President-Elect
Chair, 2020 Annual Conference Host Committee

SUBJECT: 2020 Annual Conference Registration Rates

DISCUSSION

The 2020 Annual Conference Host Committee has been working diligently to prepare for our upcoming Anaheim conference at the Disneyland Hotel in late January. We are anticipating that the 1st draft of the full 2020 conference budget will be presented to the CSMFO board at the October in-person meeting.

In the interim, we have reviewed and discussed proposed conference registration rates for 2020 and are recommending increases of roughly 8% for commercial attendees and 15% for government attendees. Our most common paid registration category for commercial attendees, Commercial - Additional Exhibitor, would increase from \$600 to \$650, while the most common government attendee rate, Govt Member – Full Conference Early Bird, would increase from \$370 to \$425.

Commercial rates have not increased in at least the last six years and government rates last increased by \$20, or about 6%, in 2016 with the full conference early bird rate going from \$350 to \$370.

Historically, annual conference attendee rates have been heavily subsidized by commercial sponsorship revenues and exhibitor fees. A cost per attendee analysis was prepared as a part of our current review, comparing 2014 costs to 2019, the last two CSMFO conferences held in Palm Springs. In 2014, costs averaged \$595 per attendee, compared to a \$350 early bird registration rate, for a recovery of about 59% of conference costs. In 2019, costs averaged \$727 per attendee, for a recovery of 48% of costs at the \$350 fee.

In 2016 when the CSMFO conference was last held at the Disneyland Hotel, our cost per attendee averaged \$635. The proposed \$425 rate would recover 58% of the 2019 average cost. We would anticipate the average cost per attendee in 2020 to be higher than in 2019, however, the 2020 costs cannot yet to be determined.

A table setting forth the proposed 2020 conference rates is included below. Included in the table for comparison, are the 2019 conference rates. For illustration purposes, the two yellow highlighted lines in the table represent the most common registration codes, as referenced above.

PROPOSED CONFERENCE ATTENDEE RATES FOR 2020				
	Category	2019 Rate	2020 Rate*	Increase per rate category
	GOVERNMENT			
8105	Govt Non Member-Full Reg - Early	\$ 510	\$ 585	\$ 75
8106	Govt Non Member-Full Reg	560	645	85
8108	Govt Non Member-Daily Reg - Early	275	315	40
8109	Govt Non Member-Daily Reg (a)	300	345	45
8110	Govt Member-Full Reg-Early	370	425	55
8115	Govt Member-Full Reg	420	485	65
8120	Govt Member-Daily Reg-Early	200	230	30
8125	Govt Member-Daily Reg (a)	225	260	35
8150	Govt Non Member-Full Reg - on site	665	765	100
8155	Govt Member-Full Reg - on site	525	605	80
	COMMERCIAL			
8225	Conf-Com-Exhibitor-Addn	\$ 600	\$ 650	\$ 50
8230	Comm Non Member-Full Reg - Early	710	770	60
8231	Comm Non Member-Full Reg - Regular	770	850	80
8235	Comm Member-Full Reg-Early	615	665	50
8236	Comm Member-Full Reg - Regular	675	730	55
8245	Comm Member-Daily Reg - Early	375	405	30
8250	Comm member-Daily Reg - Regular	425	460	35
8260	Comm Non Member-Daily Reg - Early	430	465	35
8265	Comm Non Member-Daily Reg - Regular	480	520	40
	Comm Full Onsite	725	785	60
	Comm Non Member Full Onsite	835	900	65
*Increases of 15% for government & 8% for commercial attendees				

FISCAL IMPACT

Based on projected conference attendance figures, the proposed rate changes would result in roughly \$85,000 in additional conference revenues.

RECOMMENDATION

It is recommended that the Board of Directors approve the proposed conference attendee rate schedule as presented for the 2020 CSMFO Annual Conference.



CSMFO BOARD REPORT

DATE: July 25, 2019

FROM: Margaret Moggia, Past President

SUBJECT: Chapter Survey Observations and Suggestions

Background:

Over the past several years, CSMFO has focused on improving the chapter experience through evaluating ways to support the chapters from developing a chapter toolkit, updating processes, and bringing the accounting in house. The chapters are the foundation to CSMFO to connect with our members, engage them at the local level, and share opportunities for professional development, networking and share resources.

In an effort to continue to support the local chapters and the leadership, the Past President surveyed the current chapter chairs to better understand how the chapters are organized and identify where CSMFO can do more to support them.

Listed below are a number of observations regarding meetings, pricing, leadership, outreach and other chapter related questions.

- Generally most chapters meet about 4-6 times a year over the lunch hour. There are a few chapters who meet a couple of times a year, and this tends to be on the chapters that have recently re-engaged after being dormant for years.
- On occasion, there are two chapters that combine for a meeting and another two chapters whose model is to be combined.
- Most chapters meet over an extended lunch period. One chapter has a longer meeting where there are two speakers/topics with lunch in between.
- At this time, there is only one chapter (Imperial County) with no chapter leadership. Recently Chapter Chairs were identified for Northwest Counties and Desert Mountain.

- Most changes in chapter leadership are organically done. There is not usually a pipeline of individuals ready to serve.
- Chapter resources are available to leadership, and have been helpful to new chapter chairs. Most chairs have used the resources but some may need a reminder.
- Chapter attendance is generally around 30-40 at each chapter meeting. A couple chapters have smaller attendance, and then there is larger attendance at Inland Empire and Orange County chapters.
- Chapter luncheon fee is generally \$20-40. Most have the same price for non-members, and a few chapters increase the price at the door.
- Outreach to new members or students are only occasionally done.
- Planning for chapter meetings is generally done as the year progresses. A few chapters do plan ahead for the full year and share information to CSMFO office to post on the master calendar as the event is to be marketed.
- Topics are generally selected based on current hot topics, based on other chapters, and on occasion from surveys from chapter members. Sometimes vendor requests are selected if they are relevant and not a marketing piece.
- Only a few have utilized the chapter financial support from CSMFO and this is usually for the key speakers.

Generally the chapter leadership feel there needs are being met, but there were a few responses that prompted them to see where more may be done. This also gives CSMFO the chance to consider where we can provide additional support. Here are a few for consideration:

1. Consider more regularly scheduled training to chapter leadership: this could be from onboarding new chapter chair or vice chairs from using the chapter toolkit, managing and updating the chapter webpage, and understanding the processes in working with SMA.
2. Consider pairing chapter chairs in a mentor-mentee relationship to help the new chapter chairs learn from an experienced chapter chair
3. Coordinate the student engagement with the local chapters by providing resources. The local chapters are interested to be more engaged and could certainly support the Student Working Group by identifying local colleges and host students.
4. Determine what better ways we can support outreaching to new members and even reaching out to members who have not been engaged.
5. Consider roles where local members can support the chapter luncheon that will hopefully see them wanting to take on a leadership role.

6. Utilize chapter funding to encourage joint chapter meetings, where feasible, bring in key speakers, support less active chapters
7. Encourage planning for the full year to earmark the dates to place on the master calendar and where possible the location and speaker. This allows for more effective planning for other CSMFO trainings, webinars.
8. Past Presidents might have an interest in serving in an advisory role for chapter leaders.

Thank you to the Chapter leadership for their responses and more importantly their work at the local level. Also, thank you to the Board Members who attend these meetings and even coordinate them.

Recommendation:

For discussion and direction by the Board.



CSMFO BOARD REPORT

DATE: July 25, 2019

FROM: Kate Zawadzki
Administration Committee Chair

SUBJECT: Smith Moore & Associates (SMA) Contract Amendment #5

Background:

CSMFO contracts with SMA for Management Services and Meeting Management Services. The term of this contract extends through December 31, 2021.

The Communications Committee transitioned from the CSMFO Magazine to an online magazine, CSMFO News. The language in the original contract and subsequent amendments with SMA are inconsistent with the current services being provided.

SMA published up to 12 editions of the CSMFO Magazine annually. These services included compiling all articles, images, and content. SMA also managed advertising and created the digital editions of the magazine. Hard copies were printed under the oversight of SMA and mailed to the authors and other members on the distribution list.

SMA will continue to provide publication services for CSMFO News. Services will include distribution of up to 10 emails and 20 articles per month, maintenance of the online page and preparation and distribution of the conference issue of the magazine.

The costs of these services are included in the retainer amount of the SMA contract with the exception of the conference print edition which will be compensated at \$50 per 4-page spread after the first 24 pages. Additional charges of \$75 will be incurred for each email and article requested in excess of the allotment. Any additional print editions will be compensated at \$50 per 4-page spread.

Recommendation:

It is recommended that the Board of Directors approve the SMA contract amendment #5


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

Amendment #5

1. Original Contract: The original agreement was made and entered into on October 22, 2015 by and between 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 enacted the extension options on that contract, effectively extending it through December 31, 2021.

2. Modification of Scope Work: The Communications Committee recently transitioned from the CSMFO Magazine to an online magazine, CSMFO News. Under the prior scope of work, CSMFO purchased services from SMA to publish up to 12 CSMFO Magazine editions per year including compiling all articles, images, and other content received from the Communication Committee, receiving advertisement requests and publishing the final advertisements. SMA created digital editions that they posted on CSMFO’s website and printed hard copies that were mailed to a distribution list (including sending two magazines to each author).

The following modifications to section I, Publication Services, are to update the role of SMA in the publication process.

- Distribute up to 10 emails per month to members
- Publish up to 20 articles per month on CSMFO News 
- Maintain and update CSMFO News online page, including posting new content and providing user data
- Produce and distribute the conference issue of the magazine in the Issuu format for an additional fee

3. Compensation: The base costs of services described in Section 2 are included in the existing retainer. The following services are not included in the retainer and would be provided at the additional cost noted.

- Additional emails or articles will be compensated at \$75 each email or each article
- The publication of the “Conference” print-edition magazine will be compensated at a rate of \$50 per 4-page spread after the first 24 pages.
- The publication of any additional print magazine will be compensated at a rate of \$50 per 4-page spread.

4. Period of Agreement: This amendment will be effective August 1, 2019 through December 31, 2021.

5. Remaining Provisions of Agreement: Except as otherwise specifically set forth in this Fifth Amendment, the remaining provisions of the Agreement shall remain in full force and effect.

EXECUTED:

Smith Moore & Associates
By:

California Society of Municipal Finance Officers
By:

Catherine Smith
Partner

Joan Michaels Aguilar
CSMFO President, 2019

Date: _____

Date: _____



CSMFO BOARD REPORT

DATE: July 25, 2019

FROM: Joan Michaels Aguilar, President

SUBJECT: Discussion on SMA Sub-Contractor Change and Schedule Special Board Meeting for Friday, August 16, 2019

Background:

On June 19, 2019, Smith Moore & Associates (SMA) Founder and Chief Executive Officer, Catherine Smith e-mailed a memo notifying CSMFO of an SMA transition related to Executive Director Melissa Manchester. Specifically, Melissa is transitioning from a partner to a contractor status. The notice assured CSMFO that interaction would remain the same, but whenever change takes place, it does raise questions about service delivery. While Ms. Smith was available for the June 27th CSMFO Board meeting to address the transition and questions from the Board and members on the call, many Board members were unable to make that meeting.

As a result of feedback via phone call and e-mail, I convened a CSMFO Board Closed Session conference call on July 16 at which all nine members participated. SMA agreements had been provided to the Board, and while specifics of the call will not be shared, unanimous direction was provided to bring an item back to this Board meeting seeking a contract amendment. In reviewing the Agreements for Professional Services, namely the one signed by then President Jesse Takahashi in 2015, Section 9 does identify Melissa Manchester (formerly Dixon) as the Account Manager/Executive Director for CSMFO. A portion of Section 10 addressing Sub-Contractors notes the following:

“If SMA intends to sub-contract any other major services provided to CSMFO, they are required to identify the proposed contractor(s) performing those services and their qualifications in writing to CSMFO prior to engaging sub-contractor. CSMFO retains the right to approve or reject any sub-contractors in their sole discretion, although approval will not be unreasonably withheld.”

The desired amendment is meant to gain clarity on who is performing what functions, and this is seen as a material change in the Agreement. With the cancellation of the regularly scheduled meeting in August and the change in meeting date in September, and wanting to have the full

Board available for review of this contract change, a special meeting to take place in August has also been requested. While the Board had preliminarily set a date, an initial consultation with Ms. Smith determined this date was unavailable. At the time of writing this report, the date is to be determined, but could now be August 13.

The Executive Committee held their regular meeting on July 17, and this was an agenda item for discussion. Catherine was available for the call and a summary was shared from the Closed Session and anticipated future action. As follow-up action, a call will take place between Catherine and myself to further discuss Scope of Services. Based on the involvement of the Administration Committee, and knowing they have a regularly scheduled call on August 1st, work will be underway by the time of the Board meeting for development of the amendment outlining scope of services, though the action request for said amendment will be voted on officially at this July meeting.

As part of the transition, Catherine has made it clear to me that she is available to discuss any issues that may arise in service delivery. I have requested to have quarterly meetings (phone or in person, since I am local to SMA office) to touch base and it is anticipated that our first meeting will take place in early September. If there are any areas of concern from Board Members, Committee Leadership or others in Leadership, please let me know.

Recommendation:

The CSMFO Board of Directors provide formal direction for an Addendum related to the recent sub-contractor change as per provision 10 of the original agreement and approve a special Board meeting to review and approve the agreement.

Attachments:

1. Agreement for Professional Services (signed by Jesse Takahashi) from 2015 - electronic

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

The California Society of Municipal Finance Officers ("CSMFO"), a private, non-profit corporation and Smith Moore & Associates ("SMA"), a California corporation, hereby agree that SMA will provide professional services to CSMFO pursuant to the terms of this Agreement for Professional Services ("Agreement").

1. **Services.** SMA will provide to CSMFO services at the time, place, and in the manner as described in **Exhibit A**.
2. **Payment.** SMA will bill CSMFO and CSMFO will pay SMA for services provided under this Agreement at the time and in the manner set forth in **Exhibit B**.
3. **Exhibits.** Exhibits A and B are attached to this Agreement and are by this reference incorporated into this Agreement. SMA shall perform all services set forth in Exhibit A attached hereto.
4. **Effective Date.** The effective date of this agreement is January 1, 2016 or the execution of this agreement, whichever occurs first.
5. **Duration.** This Agreement will terminate on December 31, 2018, unless extended by written mutual agreement between the parties. The parties agree to review the services provided and the cost to provide the agreed-upon services under this agreement by no later than September 1, 2018 and determine if this contract should be extended for an additional period. Extensions to this contract may be made in one-year increments, with the total extension not to exceed three years.
6. **Notice.** Any notices under this agreement by either party to the other may be given by either personal delivery in writing or by mail, registered or certified, postage prepaid with return receipt requested. Notices must be delivered or mailed to the following:

Catherine Smith, President Smith Moore & Associates 700 R Street, Suite 200 Sacramento, CA 95814	Jesse Takahashi, President 2015 California Society of Municipal Finance Officers 700 R Street, Suite 200 Sacramento, CA 95814
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7. **CSMFO's Control over Work Product Generated under Scope of Services.** CSMFO's Board of Directors retains all discretion and control over the work product that is generated by SMA under the Scope of Services listed below.
8. **Extra Work.** CSMFO may request SMA provide additional association services deemed necessary to accomplish, complete or implement its goals and stated mission, but which the parties did not anticipate at the execution of this Agreement and are not listed in the Scope of Services. The exact scope of the additional work and the cost will be mutually agreed upon in writing prior to SMA commencing work.
9. **Key Personnel.** SMA agrees to assign Melissa Dixon as the Account Manager/Executive Director for CSMFO, and Justin Lewis as the Chief Information Officer. Other personnel will be at the discretion of SMA. If for any reason the two individuals named above are unable to continue working with CSMFO, CSMFO shall assist SMA in finding a replacement.
10. **Sub-Contractor(s).** SMA agrees to subcontract a portion of the Annual Conference, Weekend Training and Planning Session work to Meetings & Association Management Services (M&AMS) for the duration of this contract, unless and until CSMFO requests a new arrangement. The exact scope of work related to these three events will be determined by contract between SMA and M&AMS.

If SMA intends to sub-contract any other major services provided to CSMFO, they are required to identify the proposed contractor(s) performing those services and their qualifications in writing to CSMFO prior to engaging sub-contractor. CSMFO retains the right to approve or reject any sub-contractors in their sole discretion, although approval will not be unreasonably withheld. This approval or rejection requirement does not apply to incidental sub-contracted work such as printing, mailing services, or graphic design consultants.

11. **Termination.** This Agreement may be terminated by CSMFO immediately for cause or by either party without cause, upon ninety days' written notice. Upon termination, SMA will be entitled to compensation for services performed up to the effective date of the termination, provided SMA presents an invoice describing

such work completed and expenses incurred, which would require approval by CSMFO. In addition, SMA must immediately turn over all work product and records associated with this Agreement to CSMFO as described in Exhibit A. Final payment may be withheld until all documents have been transferred to CSMFO.

12. **Compliance with Laws.** Both SMA and CSMFO will comply with all applicable federal, state, and local laws, codes, ordinances, and regulations in the performance of this Agreement.
13. **Taxes.** Except as expressly provided elsewhere in this Agreement, SMA will be responsible for--and the compensation under this Agreement includes--all sales, use, excise, income, employment, property and any other applicable local, municipal, state or federal taxes, and all other governmental fees, taxes, or other governmental charges applicable to the work or employees of SMA.
14. **Records.** SMA will maintain all books of account, invoices, vouchers, canceled checks, and other records or documents evidencing or relating to charges for services, or expenditures and disbursements charged to CSMFO for a minimum period of three years, or any longer period required by law, from the date of final payment to SMA under this Agreement. SMA will make such records available for inspection or audit, at any time during regular business hours, upon CSMFO's request.
15. **Insurance Requirements.**
 - A. *General Liability.* Both parties agree to maintain general liability insurance in an amount not less than one million dollars per occurrence for bodily injury, personal injury, and property damage.
 - B. *Professional Liability.* Both parties will maintain professional errors and omissions liability insurance for protection against claims alleging negligent acts, errors or omissions, whether such error or omission is by the party, or by its directors, employees, sub-contractors, or sub-consultants. The amount of this insurance will not be less than one million dollars on a claims-made annual aggregate basis, or a combined single-limit per occurrence basis.
 - C. *Workers' Compensation.* SMA will maintain workers' compensation and employer's liability insurance for all employees, including those whose primary responsibility is to implement CSMFO's work program, in accordance with state and federal laws.

CSMFO is to be listed as additional insured on all policies and a copy of each policy is to be provided to CSMFO annually. The insurance provided to CSMFO

by SMA must be primary to any other insurance or liability coverage available to CSMFO. SMA must provide proof of insurance to CSMFO in the form of both certificates of insurance and endorsements before commencing work under this Agreement.

16. **Indemnification.** Each party agrees to indemnify, defend and hold harmless the other party, its directors, officers, employees, agents and volunteers, from and against all claims and actions and all expenses incidental to such claims or actions, based upon or arising out of damage to property or injuries to persons or other harmful acts caused or contributed to by the other party or anyone acting under its direction, control, or behalf. This indemnity and hold harmless agreement will not be applicable to any liability based upon the sole negligence of any single party.
17. **Liability.** SMA will be liable for such damages as may be caused by the negligence of SMA and its employees and shall not be liable for damages to the extent caused by the negligence of others. SMA will not be responsible for any loss, damage, or injury, bodily or to property, that may occur at any function held by CSMFO, from any cause whatsoever (excluding the above), prior to, during, or subsequent to the period covered in this agreement.
18. **Impossibility of Performance.** This agreement will terminate without liability to either party if substantial performance of either party's obligations is prevented by an unforeseeable cause reasonably beyond that party's control. Such causes include, but are not limited to: acts of God; acts, regulations, or orders of governmental authorities; fire, flood or explosion; war, disaster, civil disorder, curtailment of transportation facilities, or other emergency making it illegal, or otherwise impossible to provide the services or to hold the conference.
19. **Work Product.** All "Work Product", which includes, but is not limited to, any report, plan, data, map, design, drawing, estimate, model, chart, report, study, software program, specification, survey, photograph, memoranda or any type of document, material or other work of authorship prepared or caused to be prepared by SMA, its employees, agents and subcontractors for CSMFO under this Agreement, will become "work for hire" and the exclusive property of CSMFO. To the extent such Work Product may not be "work for hire" under applicable law, SMA hereby assigns CSMFO all rights, title and interest in and to all of SMA's rights for such work. SMA agrees to execute and deliver to CSMFO such instruments of transfer and take such other action that CSMFO may reasonably request, including without limitation, executing and filing at CSMFO's expense, copyright applications, assignments, and other documents required for the protection of CSMFO's rights to such materials.

20. **Use of Work Product.** CSMFO will have the sole right to use any Work Product at its discretion without further compensation to SMA or to any other party. SMA will provide such documents and materials to CSMFO, within 15 days upon written request. SMA agrees not to use Work Product developed under this Agreement in any forum or media without CSMFO's prior written consent.
21. **Annual Review / Evaluation.** CSMFO will make an annual review and evaluation of the services provided under this contract. Said review shall be made at the Board meeting scheduled for September/October of each year. SMA shall prepare a written status report on their services provided during the prior twelve months for review.
22. **Governing Law.** California law will govern this Agreement and all related matters. Any suit or action by either party will be brought in Sacramento County.
23. **Amendment.** This Agreement may only be amended or modified by a written agreement signed by CSMFO and SMA.
24. **Mediation.**
- A. *Mediation.* Should any dispute arise out of this Agreement, the parties will meet in mediation and attempt to reach a resolution with the assistance of a mutually acceptable mediator. Neither party may file a legal action without first meeting in mediation and making a good faith attempt to reach a resolution. The costs of the mediator, if any, will be shared equally by the parties. If a mediated settlement is reached, neither party will be deemed the prevailing party for purposes of the settlement and each party will bear its own legal costs.
 - B. *Mediator.* If the parties cannot agree upon any single mediator, each party will designate a representative to serve on a three-person mediation Board. The representative should be a local government official, not presently serving SMA or CSMFO in any official capacity. The two representatives will then select a third mediator to serve on the mediation Board. The mediation Board may determine the means in which the dispute is to be resolved.
 - C. *Litigation.* If the dispute remains unresolved after mediation, either party may pursue a resolution in court.
25. **Attorneys Fees.** If a party brings any court action, including an action for declaratory relief, to enforce or interpret the provisions of this Agreement in a court of law, the prevailing party is entitled to recouping reasonable attorneys fees, including court costs, expert witness fees and discovery expenses, in addition to

any other relief to which the party may be entitled. Such fees may be set by the court in the same action or in a separate action brought for that purpose.

26. **Assignment.** Neither this Agreement, nor any duties or obligations under this Agreement, may be assigned by SMA without the prior written consent of CSMFO.
27. **No-Waiver.** The waiver of any breach or default of a specific provision of this Agreement does not constitute a continuing waiver of a subsequent breach of the same or any other provision under this Agreement.
28. **Validity.** The invalidity in whole or in part of any provision of this Agreement will not void or affect the validity of any other provision of this Agreement.
29. **Entire Agreement of the Parties.** This Agreement represents the parties' final mutual understanding. It replaces and supersedes any prior agreements, communications, and understandings, whether oral or written.
30. **Counterpart Execution.** This Agreement may be executed in counterparts, and recorded with counterpart original signature pages; and when so executed by all Parties, each such counterpart will be an original document.

EXECUTED:

Smith Moore & Associates

California Society of Municipal Finance Officers

By:



By:



Catherine Smith
President

Jesse Takahashi
CSMFO President, 2015

Date: 10-23-15

Date: 10/23/15

Exhibit A

SCOPE OF SERVICES

SERVICE PROVIDED

SMA agrees to provide the required time and personnel to perform the following services for CSMFO:

A. Board Support. Provide assistance to the CSMFO Board including:

1. Coordinating with the CSMFO President to prepare and distribute (mail and/or electronic) agenda and supporting materials for Board meetings at least one week prior to scheduled meeting;
2. Prepare and submit reports for Board meetings to include, but not limited to, financial reports and membership statistical reports;
3. Prepare minutes of Board meetings (conference calls & in-person meetings) and make available for review within two weeks after each meeting;
4. Attend all Board meetings, the Annual Conference, and the Board planning session. Follow through on Board-directed action items;
5. When required, secure conference call-in lines, meeting space, meals and drinks for in-person Board meetings;
6. Drafting of letters and other correspondence as requested by the Board;
7. Maintain Roles & Responsibilities document, and update annually;
8. Maintain Form 700 spreadsheet to assist leadership in tracking reportable income;
9. Coordinate logistics for GFOA reception annually;
10. Distribute invitation and manage RSVP list for GFOA reception;
11. Coordinate gifts for President to present at other organizations' conferences;
12. Coordinate facilitator contract for Annual Planning Session, including managing RFP process when requested;
13. Research and recommend team building and dinner options for Annual Planning Session, negotiate contracts once selected;
14. Manage hotel arrangements for Annual Planning Session.

B. Administer Elections. Administer the process for the annual election of officers in accordance with Article III, Section C of the bylaws.

C. Work Program. Under the direction of CSMFO's Board, SMA will provide support of CSMFO's mission, goals, and work programs as outlined in this scope of service. Each work program element will be presented to the CSMFO Board for approval and include an analysis of staffing and funding.

D. Membership Services and Record Keeping.

SMA is to be committed to providing outstanding quality membership services that are friendly, responsive, and thorough with a focus on each member's needs. SMA will provide assistance with membership customer service duties including answering and returning of phone calls to the CSMFO toll-free telephone line, e-mails, requests for information through the website or direct correspondence, and provide any follow-up necessary to maintain outstanding customer service for all members of CSMFO, within 24 hours or less.

Manage membership records by performing the following:

1. Correspond with potential members and new members about the advantages of membership (coordinate with Membership Committee);
2. Maintain timely membership records by adding, removing, and updating database records on an as-needed basis and insure the ongoing accuracy of the membership database;
3. Distribute to new members a current newsletter, membership directory, and welcome letter;
4. Provide list of non-member agencies and coordinate with the Membership Committee chair the development of potential and new member marketing materials;
5. Provide a quarterly membership report;
6. Generate mailing labels on an as-needed basis;
7. Maintain a list of members for each chapter by mailing list and/or group e-mail;
8. Create listserv for non-renewed members and conducted follow-up/exit surveys annually.

E. Membership Dues.

1. Prepare and distribute billing statements for membership renewal dues annually by November 1st;
2. Prepare and distribute second notices by mid-December; and
3. Provide a list of non-renewals to the Membership Committee by December 31st and work with the committee to insure personal contact and follow-up with each non-renewing member; and
4. Prepare and distribute final notices by January 31st;
5. Provide a final list of non-renewals to the Board and Membership Committee by mid-March.

F. Web Support. Provide minor support to the CSMFO website and listserv lists in cooperation with the Technology Committee and the Board including:

1. Postings of CSMFO events, Mini-News, event calendar items, conference information;
2. Minor upkeep of CSMFO listservs, including sending out member notices and keeping listserv membership current;
3. Manage and post job announcements and professional directory, including regular updates and billings for posting on CSMFO website;

4. Monitor group e-mail listserv for survey summaries and post on the website;
 5. Identify technical and membership problems with website and listserv, and develop solutions with CSMFO webmaster, Technology Committee, and Board workplan;
 6. Coordinate with Technology Committee and CSMFO webmaster to identify and act on new opportunities for website and listserv;
 7. Major web-related duties will be the cooperative effort of the CSMFO webmaster, CSMFO Technology Committee, Board, and SMA assistance;
 8. Maintain CSMFO website host;
 9. Manage listserv host;
 10. Maintain and manage web and listserv Virtual Private Server
- G. **Online Registration.** Provide background work to set up merchant accounts as necessary to support online registration for CSMFO, including Annual Conference registration, membership renewals, and various CSMFO training classes. This includes the setup of online registration features on the CSMFO website in conjunction with various CSMFO committees. Coordination is required to determine what online registration reports are required for these committees and the CSMFO Annual Conference contract planner.
- H. **Directory.** Prepare, print and distribute annual directory of organization members to each organization member in April.
- I. **Publication Services.** Manage monthly publication by performing the following:
1. Solicit articles from members, Board members, commercial members and other agencies;
 2. Prepare and publish up to twelve issues of the publication by providing article reproduction and graphic design services;
 3. Post on website each month as determined by the leadership, and email notification to each CSMFO member;
 4. Coordinate hard copy subscriptions as necessary, including payments and mailings;
 5. Solicit and process employment and professional advertisements, including managing/overseeing payments;
- J. **Annual Report.** Prepare, print, and distribute the year-end Annual Report by February 15th, or distribute during the Annual Conference. This includes requesting entries from the President, Past President and President-Elect, which should include a report on prior and current year goals. The Annual Report should also include entries from all Chapter Chairs, Committee Chairs and League of California Cities Policy Committee appointees, as well as a report on the financial status of the organization for the year-end and membership numbers. Service provider's staff will coordinate with the CSMFO President to edit the report and distribute to all CSMFO members.

K. Committee Support. Provide support to Chapter and Committee Chairs as follows:

1. All CSMFO Committees: participate in conference call meetings as requested; take minutes as requested; follow-up on required action items. Process registration and prepare badges, sign-in sheets, CPE certificates for workshops and trainings. Assemble and ship workshop materials as required. Post announcement and registration forms on website. Process CPE credits and invoices for webinars. Email promotion of all continuing education offerings;
2. Other CSMFO Sponsored Training: provide support to Career Development Committee including registration, processing of payments, accounting support, and paying of bills; general coordination with host city and speakers; badges and all other materials including evaluation forms, requests for CPE credit, etc., for various CSMFO training programs throughout the year;
3. Awards Programs: work closely with the Professional Standards and Recognition Committee to receive award applications; process payments; accept submitted budget and/or CAFR documents; record submittal information on a spreadsheet, report submissions to the chair, and help prepare list of winners; work with Committee to make the Budget Awards submission an online process, as well as streamline committee communications through the use of technology.

L. Annual Conference. Provide planning and support services for the Annual Conference as follows:

1. Site Selection. Pursue and provide site selection assistance for CSMFO, to negotiate with vendors on behalf of CSMFO, and to assist CSMFO in all ways and activities necessary to facilitate obtaining site locations for CSMFO's Annual Conferences. The CSMFO Board retains the final selection of site and signing of contract or contracts necessary for site selection and completion of events. The contract shall be directly between CSMFO and the hotel or venue;
2. Ensure adequate meeting space for anticipated program
3. Check banquet event orders and give final guarantees
4. Coordinate all social events in connection with the Annual Conference, including the President's Dinner, the banquet and the dinner for out-of-state guests. This includes negotiating with vendors for entertainment, decorations, etc., as necessary.
5. Coordinate hotel arrangements for staff, Board President, Host Committee Chairs and others as requested;
6. Develop an Annual Conference plan/schedule which will outline by month, the dates when key specific conference tasks are to be completed. This plan/schedule is extremely helpful for all persons involved with the Annual Conference and will be tracked monthly and emailed to appropriate individuals and committee members;
7. Follow-up with each committee member to ensure they are on target

- with their specific tasks and work with all committee members to answer questions, direct them to appropriate vendors, etc;
8. Compile a detailed meeting outline and distributed to hotel personnel, CSMFO Board/Committee members and audiovisual personnel;
 9. Have at least one staff person in attendance (either in person or by teleconference) at all Conference and Host Committee meetings;
 10. Work with the Annual Conference/Host Committees in the development of a theme that will create enthusiasm for people to register for the Annual Conference. Preliminary conference information including registration rates will be made available for on-line registration and posting to CSMFO website at least 120 days prior to the Annual Conference (registration rates require approval by the CSMFO Board and will be available after approval). Final promotional materials will be targeted for posting on the CSMFO website 90 days prior to the Annual Conference;
 11. Work with a design firm, printer, and mail house (if needed) in the preparation and distribution of promotional materials, such as: pre-conference mailer, postcards, vendor registration, attendee registration brochure, conference program, etc.;
 12. Proactively assist in the solicitation and processing of CSMFO Commercial Vendors for exhibiting and sponsorships (not limited to the list supplied by CSMFO). Develop a letter to send (mail/e-mail) to potential sponsors/commercial vendors and coordinate mailing of information at least 4 months prior to the Annual Conference. Follow-up with each Vendor who has not responded to the materials. Commercial vendor sponsor and exhibit information will also be made available on the CSMFO website at least 6 months prior to the Annual Conference;
 13. Process both the pre-conference and on-site exhibitor/sponsor registrations, keeping track of payments, and follow up with those that have registered but not paid until all payments are received;
 14. Send confirmation notices to commercial vendor/sponsors upon receipt of registration forms, and collect information and ads from exhibitors/sponsors for program and website;
 15. Work individually with each vendor to assign booths and send out exhibitor kit (supplied by decorator) detailing logistics, general information, etc;
 16. Work with CSMFO Annual Conference/Host Committees to ensure that the various needs of exhibitors are considered. This includes location of vendor booths, potential foot traffic, vendor space, etc. Coordinate a vendor evaluation form and provide a summary of the responses back to the Annual Conference/Host Committees and the CSMFO Board;
 17. Prepare a detailed budget showing anticipated expenses and income, including profit and loss from prior year for comparison. Assist Host Committee by making recommendations on all aspects of the conference budget and pricing. Prepare a final revenue and expense

- statement showing budget versus actual;
18. Pre-registration, processing of registration payments and management of conference database for CSMFO members;
 19. Provide on-site staffing for Annual Conference, including all aspects of registration and customer service for members before and during the conference;
 20. Attend a pre-conference meeting with all appropriate hotel personnel to advise them of any last minute program changes and to review entire program;
 21. Meet with hotel staff/convention services manager to review final details;
 22. Check each meeting room to ensure food/beverage and audio/visual needs are as ordered and meeting room is set according to requested requirements;
 23. Work with the Annual Conference Committee to ensure the Annual Conference Handbook is maintained; once updated, ensure Handbook policies and procedures are followed.
 24. Produce and distribute moderator packets
 25. Assign room usage for event space, taking into consideration exhibit hall traffic
 26. Coordinate Audio/Visual needs, including conducting an RFP
 27. Coordinate signage
 28. Develop and implement 'game' for exhibit hall, consistent with theme when possible. Purchase prizes and coordinate awarding on site
 29. Collect advertisements from the exhibitors/sponsors and coordinate with designer and mobile application
 30. Manage complimentary registration process for exhibitors
 31. Ensure technical riders for the contract have been met
 32. Coordinate taste testings with hotel
 33. Maintain list of special dietary requirements and communicate with facility
 34. Manage out-of-state guest/VIP process, including drafting and distributing invitations
 35. Assign liaisons to each out-of-state guest/VIP, and coordinate communication between same
 36. Audit hotel rooming list to guarantee all attendees are counting toward the room block
 37. Maintain an attendee hotel wait list, and assign as cancellations occur
 38. Reconcile database registrations to Quickbooks, including downloading all database transactions, subtotalling by registration type/amount and comparing to Quickbooks entries
 39. Maintain CSMFO conference website
 40. Research and order attendee giveaways, including gifts for general attendees, out-of-state/VIPs and speakers; prepare for and arrange delivery by hotel staff
 41. Prepare scripts for all general sessions

42. Arrange/schedule rehearsals between speakers/singers and AV staff
43. Secure color guard and any other outside participants
44. Arrange for CSMFO leadership to receive registration materials at Board meeting
45. Participate in conference wrap-up meeting; maintain notes for next year's committee
46. Create and distribute President's Dinner invitation
47. Maintain President's Dinner mailing list and track RSVPs, often including meal selections, guest information and mode of transportation
48. Purchase and deliver provisions for hospitality suite
49. Coordinate attendance with Odell Scholarship recipients
50. Order and deliver to podium all necessary plaques

M. Weekend Training.

SMA will be responsible for the following with regard to Weekend Training:

1. Site search, consistent with parameters defined in the handbook for Weekend Training, as directed by the Career Development Committee (no site visits provided)
2. Contract negotiations with Committee-selected site
3. Pre-registration management, including rooming list (no on-site registration provided)
4. Coordination, production and delivery of on-site materials, including handouts

N. Financial Services. Provide all accounting support for CSMFO business by performing the following:

1. Deposit all funds received by CSMFO in federally insured institutions within California in the name of CSMFO;
2. Prepare a monthly financial statement showing revenues, expenses and balance sheets accounts, and send to the CSMFO Board and Board-appointed fiscal representative by the twentieth day of the following month. Perform analysis of the actual revenues, expenditures, and budget and provide a detailed description of key issues on the Management Discussion section of the financial report;
3. Code invoices and prepare checks for payment of all general expenditures consistent with CSMFO's check approval processes and the adopted CSMFO annual budget;
4. Provide support and documentation for the annual independent auditor's report, required by CSMFO's bylaws;
5. Invest CSMFO's funds in accordance with the investment policy of CSMFO's Board and provide a list of investments at each Board meeting; includes transfer of funds as necessary to cover checks (LAIF is the current investment tool);
6. Process credit card and check batches for dues billings;
7. Invoice for job and commercial ads placed in the Mini-News or on the website; including first billing, process payments, and follow-up to

- insure final payment.
8. Annual prepare budget draft for Planning Session
 9. Annual prepare final budget for adoption before year-end
 10. Create detailed budget spreadsheet that reconciles database to Quickbooks; update annually
 11. Manage signature card, including updating annually with bank
 12. Manage relationship with CalCPA, including submitting membership data and following up to receive reports and payments
 13. Provide detailed accounting reports and backup documentation, research various issues and unusual items as requested by the auditors
 14. Provide written procedures as to how our records are kept and maintained
 15. Review the final audited financial statements and enter auditor journal entries to Quickbooks
 16. Answer follow-up questions from the auditors after their field work is completed

O. Filings. Prepare and transmit the following:

1. Secretary of State Annual Corporation filing;
2. Registry of Charitable Trust, Form CT 2;
3. Internal Revenue Form 990, Non-Profit Information Report;
4. Franchise Tax Board Form 199, Non-Profit Information Report;
5. Use and sales tax reports as required;
6. Monthly or quarterly tax payments (if required); and
7. Internal Revenue Service Form 1099s.

P. General Association Business.

1. Maintain inventory of organization stationery, including envelopes, letterhead, and newsletter masthead;
2. Answer telephone and other inquiries from members, vendors and public (return all phone calls with 24 hours or less);
3. Maintain files for general association business and correspondence;
4. Fulfill special label orders or requests; and
5. Prepare special award certificates and plaques, as required.

Q. Facilities, Personnel and Equipment. Provide the personnel, space, facilities, supplies, software, and equipment necessary to perform CSMFO's work program. Provide a toll-free phone number for CSMFO members.

R. Chapter Support.

1. Update Chapter Chair Handbook annually;
2. Assist with orientation at Annual Conference;
3. Organize Chapter Chair conference calls at the request of the Past President;
4. Switch to online-only registration through CSMFO website/database;

5. Chapter chair provides info to SMA to post online/open registration;
6. Provide attendee list to chapter chair one week prior to meeting in order to make final arrangements at venue;
7. Process any on-site registrations and payments once chapter chair submits information on same to the office;
8. Create separate income/expense line items for each chapter within the CSMFO operating budget, coding all income/expenses appropriately;
9. Ensure appropriate chapter income account codes are used during registration set-up;
10. Contracts or forms for all venues should be routed through the CSMFO office;
11. Venue deposit requests should be processed via check through CSMFO when possible, with the SMA credit card used to secure space or pay the balance on the day of the event;
12. If deposit cannot be processed by check in advance, the SMA credit card may be used for the entire event;
13. Chapter chairs must submit all receipts to the CSMFO office within one week of the event;
14. Reconcile credit card charges monthly;
15. Maintain list of which chapters collaborate with CMTA, and reconcile CMTA's share of profits(losses) at the end of the year, per the Board's direction;
16. Create CPE general (no names) certificate specific for each chapter meeting; email to chapter chair. Chapter chairs to print and distribute at meeting;
17. Maintain required documentation (sign in, presentation, etc.) for possible auditing purposes;
18. Assist chapter chairs in transition from existing processes to new;
19. Send annual survey on chapter meetings to all members.

EXHIBIT B

PAYMENTS, REIMBURSEMENTS AND COMPENSATION

CSMFO will pay SMA according to the following provisions:

1. **Overall Payment.** CSMFO will pay SMA for providing the outlined association services for an amount not to exceed \$180,000 for the 2016 calendar year, plus a 3.5% cost of living adjustment for calendar years 2017 and 2018.

It is agreed that any commissions' payable from hotel vendors upon the completion of the conferences covered by the terms of this contract be payable to the subcontracted meeting planner.

It is further agreed that CSMFO will pay to SMA a sum of \$75 per registered exhibitor, \$10 per sponsor/exhibitor attendee, \$2,000 per golf tournament, \$1,000 per tour and \$500 per fun run or other activity for the conferences covered by the terms of this contract. Should the volunteers assume significant portions of the workload for these additional activities, SMA may waive these fees.

With regard to the Annual Conference, it is understood that the Executive Director and Meeting Planner will be in attendance on-site, and that CSMFO shall reimburse for travel and lodging for those two individuals as well as sufficient additional staff to allow for one staff person per 100 registrants.

With regard to the monthly publication, this contract fee includes services for a publication of up to twenty (20) pages monthly. Should an issue exceed twenty (20) pages, SMA will bill an additional \$500 per additional four-page spread. If SMA's services regarding the publication are expanded to include interviewing or photographing subjects, those services will be billed at the prevailing hourly rate.

2. **Monthly Payment.** CSMFO will make equal payments at the end of each month. SMA will bill CSMFO on the 15th of each month for services rendered, with payment due at the end of the month.
3. **Reimbursement of SMA Expenses.** CSMFO will reimburse SMA for additional direct expenses to the extent they are not already included as a part of the annual services contract (conference call line, postage, printing, stationery, travel). SMA will provide supporting documentation for these expenses to CSMFO for reimbursement payment. Expenses not specifically documented will not be reimbursed without the prior written approval of the CSMFO Board.
4. **Invoices.** SMA will submit reimbursement invoices to CSMFO not more often than once per month. Invoices will contain the following information:

- A. *Identification and Dates.* Serial identification of monthly bills and the beginning and ending dates of the billing period.
- B. *Credits.* Amounts to be credited, if any, will be subtracted from the balance owed.

CSMFO will pay all undisputed invoices presented by SMA within thirty (30) days of the receipt of such invoices.



CSMFO BOARD REPORT

DATE: July 25, 2019

FROM: Laura M. Nomura, CPA
Career Development Committee Chair

SUBJECT: Award of Contract with Irwin Bornstein, CPA for Instructor Services

Discussion:

Susan Mayer who has been conducted the Intermediate Governmental Accounting (Intermediate) Course for CSMFO for many years retired from teaching this past June. The Intermediate course is one of the most popular classes offered by CSMFO, with over 300 students participating each year. The course provides valuable, practical information to individuals using real-life scenarios and interactive discussions.

Susan Mayer owned the instruction materials for the course and with Board's approval CSMFO purchased the materials before her retirement. In reviewing the Intermediate course materials and comparing the materials to the Beginning Governmental Accounting (Beginning) course, we found a lack of flow between the two courses. The Beginning course is geared towards teaching basic accounting theory and other beginning accounting principles, whereas the Intermediate course appears to gear towards financial reporting and audit more so than accounting. Now that we are transitioning instructors, the Career Development Committee (CDC) believes this is a good time to evaluate the instruction materials to ensure the courses are aligned with an appropriate title and course description.

At the past CSMFO conference, the committee reached out to many retired finance directors regarding interest in teaching the course. Irwin Bornstein, former Assistant City Manager/Director of Administrative Services for the City of Mission Viejo, expressed interest in teaching the Intermediate course. Irwin will be a strong instructor for the Intermediate course with his vast experience as a practitioner for more than 30 years and his easy-going demeanor.

The CDC has worked with Irwin in developing a plan for transition of the course. We hope to be able to be able to bring back the Intermediate course in October with a refresh of the title and

materials. Mary Bradley, Senior Advisor and I discussed terms with Irwin. His contract proposal is as follows:

- **Term:** September 1, 2019 and ending August 31, 2020, with a two-year extension upon mutual agreement between CSMFO and Irwin Bornstein;
- **Scope of Work-Consultant:**
 - Conduct courses as scheduled by CSMFO and the Consultant on Intermediate Government Financial Reporting
 - Prepare presentation and handout materials for all such courses scheduled
 - Perform on-site registration services for such courses
 - Deliver sign-in sheets for courses to CSMFO staff for preparation of CPE credit and invoicing of walk-in registrants
 - Present invoice for services within 30 days after completion of each class.
- **Compensation:** \$2,500 per Intermediate Course, plus reimbursement for reasonable travel and lodging expenses in conjunction with a scheduled course.
- **Course Scheduling:** CDC is responsible for scheduling the courses in advance by August 2019 for calendar year 2020. The CDC will work with the consultant to develop an annual training calendar by December 31 of each year for the following calendar year.
- **Course Administration:** Smith Moore and Associates (SMA) staff will distribute evaluations after each course and make them available to the CDC for review. SMA staff will also perform advance registration, duplication and delivery of Consultant-prepared written course materials to course site and other required duties under Amendment No.1 to the SMA Service Agreement.
- **Additional Services:** Not to exceed \$2,500 one-time compensation for update of slides and other course materials, billed hourly at \$100 per hour. The work shall be completed no later than 30 days prior to the first scheduled course.
- **Termination of Agreement:** CSMFO or consultant can terminate agreement with at least sixty (60) days' notice.
- **Ownership of Documents:** CSMFO will own all materials, including materials purchased from the previous instructor and any additions or changes produced by the Consultant.

Recommendation:

It is recommended that the CSMFO Board of Directors:

- 1) Award a contract to Irwin Bornstein, CPA for Instructor Services; and
- 2) Direct the Career Development Committee to work with the Administration Committee to develop a contract for this work using terms outlined in this report.



Dedicated to Excellence in Municipal Financial Management

CSMFO BOARD REPORT

DATE: July 25, 2019

FROM: Laura M. Nomura, CPA
Career Development Committee Chair

SUBJECT: Contract Award for Administration Services for the CSMFO Webinar Program

Background:

Don Maruska (Don) has been providing services relating to CSMFO's "Emerging Issues and Other Topics" webinar series (formerly bridge calls) since the coaching program's inception in 1997, in addition to providing other support services to the Career Development Committee (CDC). The webinar series has organically evolved over time. Ultimately, the program has been wildly successful with webinar attendance reaching 3,894 for 2017 and we are tracking increased participation for 2018. Don has been a significant catalyst and driver of the success of this program. Don is providing one final year of support for these services through December 31, 2019.

As the committee analyzed the services provided by Don Maruska, we determined that the transfer of services to a new firm(s)/individual(s) will not be easy and straightforward. Once as simple as a bridge call, the program has developed into a very professional, administrative, technology driven webinar series developed and arranged by an individual who has the intellect to understand a broad range of topics and also the charisma to carry out the webinar keeping the audience engaged and interested. Working with Don requires minimal work by the CDC, mainly webinar idea generation and suggested participants. Don handles everything else from start to finish.

In order to identify possible consultants with whom CSMFO could successfully transition this program, the Board approved having Don identify all the key responsibilities that he performs from start to finish to execute a successful webinar, as well as the skills and expertise needed to handle each area. In addition, he included the many other areas he has contributed as part of his services over the years to CSMFO. For the purposes of this project, the CDC focused solely on services necessary for succession of the webinar program. Other areas, such as the coaching program, will be evaluated separately.

After reviewing the key responsibilities outline prepared by Don, the CDC thought that a combination of several providers would be necessary to provide the services needed to successfully continue CSMFO's coaching webinar program as it related to project

management/administration; webinar technology management and webinar moderator(s). However after more contemplation and discussion, the Committee opted to instead approach the Government Finance Officers Association (GFOA) about partnering with them to possibly produce our webinars. GFOA has a long-standing webinar program that is administered by their Research and Consulting Center in Chicago, IL.

After discussions with Mike Mucha, Director of the Research and Consulting Center, the Committee believes there are many benefits to entering into a partnership with GFOA:

- GFOA and CSMFO both have strategic objectives to promote excellence in state and local government financial management, including ongoing professional development of public finance leaders;
- GFOA currently is leading a significant initiative to work more closely with state organizations on programs and positions – California is their largest State association representing 20% of their membership therefore they have a strong interest in partnering with CSMFO;
- GFOA has a proven track record of providing successful webinars to its members and has staff and technology resources readily available to begin providing services January 1, 2020; and
- GFOA is a stable, large organization with a department and resources dedicated to providing professional webinar services which should provide continuity for the CSMFO webinar program well into the future. This includes providing CSMFO with a designated project manager that will work directly with the CDC to ensure consistent management and execution of our program.

GFOA Proposal:

Based on the above factors, the CDC provided GFOA with the listing of key responsibilities as outlined by Don for providing webinar services and requested that they provide a proposal for these services. GFOA prepared a Proposal for Administration for CSMFO Webinar Program dated July 10, 2019 (Attachment 1). Key elements to their proposal is as follows:

- CSMFO and CDC will retain editorial content and control over topics, presentations, speakers, etc. GFOA will support the CDC to identify topics (when necessary), secure presenters, set dates, times and agendas;
- GFOA will provide the staff resources and technology in order to plan and prepare for webinar delivery; produce and moderate the webinar; and complete post webinar production and follow up as outlined in their proposal;
- With GFOA having their own webinar series, in the event that topics overlap and GFOA believes that a combined webinar would be beneficial to GFOA's members, with approval from CSMFO, GFOA may offer the webinar to GFOA members. In this circumstance, the webinar will remain free to CSMFO members and a mutually agreeable credit against the charge for the webinar will be negotiated between CSMFO and GFOA to recognize the dual nature of the session;
- For any webinar developed for CSMFO, GFOA reserves the right to offer a similar webinar to GFOA members after the CSMFO webinar. In this event, no materials from the CSMFO webinar will be utilized without the consent of the CSMFO webinar presenters that prepared the materials; and

- GFOA understands that CSMFO has a relationship to share training with Oregon, Alaska, and Washington. If CSMFO is interested in expanding this to other states, any decision on expansion would be a joint decision by GFOA and CSMFO.

GFOA Pricing and Proposed Terms:

GFOA understands that CSMFO requires development and administration of the webinar program and that all webinars are not the same and will not take the same level of effort to execute.

The proposed pricing identifies two different levels of webinar and sets pricing based on the expected effort required to administer each.

Type	Description	Estimated Hours	Cost per Webinar*
Pre-Developed Webinar (6-8 per year)	<ul style="list-style-type: none"> • GFOA will administer webinar where CSMFO has identified topics and description and presentation materials have been previously developed for a different event. 	10	\$2,500
New Webinar (2-4 per year)	<ul style="list-style-type: none"> • GFOA will work with presenters to identify an agenda, develop materials, and deliver training. 	20	\$5,000
<i>* Note: GFOA's rate for this project is \$250/hour. Pricing for each webinar is based on a fixed fee calculated using an estimate of hours. Pricing includes cost for WebEx.</i>			

Based on the above pricing, the CDC estimates a total annual cost for the webinar program to be a maximum of \$40,000. With this being the first year of services, GFOA requests the right to discuss with CSMFO adjusting pricing should the estimated hours not be in line with actual time involved for these services.

GFOA and CSMFO recommend a three year contract beginning January 1, 2020 with an option to extend two additional years. Proposed pricing is as follows (includes assumption contract will be extended):

Year	Maximum Contract	Price Increases
January 1, 2020	\$40,000	-
January 1, 2021	\$40,000	-
January 1, 2022	\$42,000	5%
January 1, 2023	\$42,000	-
January 1, 2024	\$44,100	5%

Contract language would include a termination clause that would require GFOA to provide 6 months' notice for termination of contract.

Recommendation:

It is recommended that the CSMFO Board of Directors:

1. Award a contract to the Government Finance Officers Association for Administration of the CSMFO Webinar Program;
2. Direct the Administration Committee to work with the CDC Chair to develop a contract for this work using the scope and fee outlined in this report and the attached proposal;
3. Direct the CDC to present the draft contract to the appropriate GFOA representatives for feedback and then request any required changes be made by the Administration Committee; and
4. Direct the Career Development Committee to provide quarterly progress updates to the Board on the transition of services, webinar participation statistics and feedback received on quality of webinar program administered through GFOA.

Attachment:

GFOA Proposal – Administration for CSMFO Webinar Program



Government Finance Officers Association

Research and Consulting Center

Prepared for:



**California Society of Municipal
Finance Officers (CSMFO)**

Administration for CSMFO Webinar Program

Note: *This proposal and description of GFOA methodologies is for the entity listed above.*

July 10, 2019



Government Finance Officers Association

203 North LaSalle Street, Suite 2700

Chicago, IL 60601-1210

312.977.9700 fax: 312.977.4806

July 10, 2019

Laura Nomura
Chair, Career Development Committee
CSMFO

Dear Laura,

The Government Finance Officers Association (GFOA) is pleased to present this proposal to the California Society of Municipal Finance Officers (CSMFO) for administration of CSMFO's webinar program.

We look forward to the opportunity to partner with CSMFO on this initiative and feel there are many benefits for both GFOA and CSMFO to join and collaborate on this. I look forward to future discussion and feedback on this proposal.

Sincerely,

Michael J. Mucha
Director, Research and Consulting Center
Government Finance Officers Association

Phone: 312-977-9700

Fax: 312-977-4806

Email: mmucha@gfoa.org

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About GFOA

The Government Finance Officers Association (GFOA) is the premier association for public sector finance professionals in the United States and Canada. Founded in 1906, GFOA currently has over 20,000 members that look to GFOA as the gold standard for identifying, developing, and communicating leading practices in government management. As a non-profit organization, GFOA's mission is to promote excellence in state and local government financial management. GFOA accomplishes this mission by identifying and developing policies and practices and promoting them through education, training, consulting and leadership.

GFOA's Research and Consulting Center (RCC) is nationally recognized for its comprehensive analytical and advisory services, as well as for research on issues specific to state and local governments' financial, human resource, procurement, payroll and operational management. Since beginning operations in 1977, the RCC has assisted hundreds of cities, counties, public utilities, and other forms of government to create best practice solutions to meet their unique challenges. In addition, RCC staff plans, coordinates, and provides training to GFOA members as part of our national training, webinar, conference, and pre-conference programs.

Background Information

GFOA understands that CSMFO has a well-established and highly regarded webinar training program that is relied on by finance officers across California (and other states) for ongoing professional development.

GFOA also understands that CSMFO's current provider, Don Maruska & Company, Inc., has decided to conclude service to CSMFO effective December 31, 2019, and this presents an opportunity for another provider to continue CSMFO's program.

Each year, the webinar program includes 8-10 sessions. Sessions are 90 minutes in length and provided free for CSMFO members. Additional background information and program requirements have been included in the scope of work listed below.

Scope of Work

GFOA has reviewed the scope of work provided by CSMFO and the requirements to administer the webinar program. Below are those requirements with additional GFOA comments related to proposed services.

1. Identify Topics, Secure Presenters, Set Dates, Times and Agendas

- a. Work with Career Development Committee (CDC) and CSMFO leaders to identify desired webinar topics.

GFOA will take direction from the CDC and CSMFO leaders to identify topics. Once topics are identified, GFOA will provide input and





- recommend speakers based on GFOA's connections within California and throughout the United States, as needed.*
- b. Capture essence of topic and translate into specific webinar questions and post-webinar discussion questions.
GFOA will serve as moderator for webinar sessions and will assume all responsibilities related to moderating the webinar. CSMFO will provide a "California voice" as a color commentator for the session.
 - c. Review CSMFO, League, and other schedules to identify desirable dates and times and avoid conflicts.
GFOA proposes to identify all webinar dates as far in advance as possible, but we realize that a full list of webinars may not be available until after the CSMFO conference or until speaker availability is known.
 - d. Attract and secure presenters (including any color commentators, as needed) with information about the opportunity and its requirements.
CSMFO will identify presenters and GFOA will invite and work with any presenters.
 - e. Finalize Agenda and program description.

2. Plan and Prepare for Webinar Delivery

- a. Provide detailed preparation emails to presenters with guidelines for successful webinar presentations and use of webcams (optional), schedule for practice webinar and advance delivery of draft PowerPoint presentations, and due dates for 2-3 paragraph biographies, jpeg headshots, and CSMFO-required releases.
- b. Use GoToWebinar (GTW) or equivalent tools to set up registrations for the webinars and to gain registration links needed to announce the webinars.
GFOA uses WebEx to administer webinars and would propose using WebEx on CSMFO webinars. GFOA is proposing a dedicated webinar link for CSMFO webinars.
- c. Create webinar sessions on Granicus to post Agendas that then appear at the "Agendas & Archives" tab of www.csmfo.org/training/webinars.
GFOA assumes that CSMFO will provide GFOA access to Granicus and ability to complete task.
- d. Submit announcements for webinars to CSMFO members email list and send notice to CSMFO staff to post on the CSMFO calendars.
If GFOA does not have access to the email list, GFOA will rely on CSMFO staff to provide required announcements.
- e. Conduct practice webinar with presenters to train them on the unique requirements for successful webinars (different from the standup conference style presentations that they know); acquaint them with the GTW tools for presenters; practice segments of the webinar; discuss desired modifications to the presentations to enhance learning value; request relevant illustrations, sample policies, resources, and punchlists to include in the Agenda packet; invite input on polling questions; and confirm details for preparation and submission of final presentations and date for delivery.



GFOA will conduct one practice session for each webinar.

- f. Follow up with presenters as needed to ensure timely submission of final presentations.
- g. Receive and review final presentations to ensure functionality for webinars.
- h. Prepare polling questions (6 per webinar) and insert these questions and
- i. CSMFO slides with title, introductory material, and closing slides in the final PPT.

GFOA assumes that CSMFO will provide any required CSMFO material (template, logo, etc.) to include in the slides.

- j. Load polling questions into the GTW polling tool.
- k. Update post-webinar surveys on GTW as needed for the topic and CSMFO's current feedback interests.
- l. Integrate final PPT with the agenda and convert to PDF and post in Agenda on Granicus one day in advance of the webinar.
- m. Add final Agenda packet to "Handouts" on GTW.
- n. Update GTW email reminders to note availability of Agenda packet.
- o. Send final Agenda PDT to presenters with reminder for check in 30 minutes before the start of the webinar.
- p. Respond to questions about the webinar from CSMFO members and registrants.

3. Produce and Moderate Webinar

- a. Welcome presenters logging in 30 minutes before the start time to address any technical issues, engage with GTW audio controls, fire up webcams (if utilized for the webinar), and do sound checks.
- b. Start broadcast informally in "Sharing" mode; check for any problems in advancing the slides; remind attendees about how to access the Agenda packet with presentation materials; and use of Question function to submit questions and comments.

GFOA will provide instructions on tools available within WebEx. Some features may not be 100% consistent between GTW and WebEx.

- c. Check audience view and monitor Dashboard.
- d. Begin GTW recording.
- e. Begin formal webinar session with motivation about the importance of the topic, introduction to presenters and what they will cover, etc.
- f. Shift presentation controls and webcams (if used) among the presenters as appropriate.
- g. Introduce polling questions and display results.
- h. Monitor questions from audience and raise them at appropriate times in the webinar.
- i. Address technical issues that may arise from presenters or audience members.
- j. Conclude the webinar with quick summary points from the presenters and concluding notes from moderator (including request to complete post-webinar survey and announcement of upcoming webinars).



4. Complete Post Webinar Production and Follow Up

- a. Convert GTW recording file into a Granicus-compatible mp4 file.
- b. Prepare and upload GTW recording onto Granicus system for archiving.
- c. Download final Registration, Attendee, and Survey Reports for the webinar from GTW.
- d. Prepare summary sheet of Polling Results.
- e. Create combined PDF with Agenda packet and Polling results and post with recording on Granicus system to complete archive.
- f. Finalize text of follow up emails to include link to the archived recording and Agenda packet for distribution through GTW to attendees and absentees.
- g. Review Attendee Report and forward to CSMFO staff with instructions on details for CPE description and CPE certificates and data to determine eligibility.

GFOA assumes that CSMFO will administer CPE for these sessions. GFOA will complete tasks listed above, but CSMFO will be responsible for CPE for the session.

- h. Review Survey Report and summarize statistics on rating and compile suggestions for future webinar topics and requests to enhance the CSMFO Coaching Program.
- i. Respond to post-webinar questions from CSMFO members and registrants about the webinar.
- j. Prepare thank you email to presenters and CSMFO leaders with key statistics and information from the webinar.

Relationship to GFOA Webinar Program

GFOA administers its own webinar program and expects to utilize this expertise and experience to enhance the CSMFO program. For topics requested by CSMFO where GFOA has provided similar webinars, GFOA may suggest speakers, agendas, and descriptions from the GFOA webinar to the CDC for consideration. In the event that topics overlap and GFOA believes that a combined GFOA and CSMFO webinar would be beneficial to GFOA's members, with approval from CSMFO, GFOA may offer the webinar to GFOA members. In this circumstance, the webinar will remain free to CSMFO members and a mutually agreeable credit against the charge for the webinar will be negotiated between CSMFO and GFOA to recognize the dual nature of the session.

For any webinar developed for CSMFO, GFOA reserves the right to offer a similar webinar to GFOA members after the CSMFO webinar. In this event, no materials from the CSMFO webinar will be utilized without the consent of the CSMFO webinar presenters that prepared the materials.



GFOA understands that CSMFO has a relationship to share training with Oregon, Alaska, and Washington. If CSMFO is interested in expanding this to other states, any decision on expansion will be a joint decision between GFOA and CSMFO.



Pricing

GFOA understands that CSMFO requires development and administration program and that all webinars are not the same and will not take the same level of effort to complete.

The proposed pricing identifies two different “levels” of webinar and sets pricing based on the expected effort required to administer each.

Type	Description	Estimated Hours	Cost*
Pre-Developed Webinar (6-8 per year)	<ul style="list-style-type: none">GFOA will administer webinar where CSMFO has identified topics and description and presentation materials have been previously developed for a different event.	10	\$2,500
New Webinar (2-4 per year)	<ul style="list-style-type: none">GFOA will work with presenters to identify an agenda, develop materials, and deliver training.	20	\$5,000

** Note: GFOA’s rate for this project is \$250/hour. Pricing for each webinar is based on a fixed fee calculated using an estimate of hours. Pricing includes cost for WebEx.*