



**Tuesday, October 6, 2020
10:15 a.m. – 2:00 p.m.
Board of Directors Teleconference Meeting**

Call-in: 16699006833
Meeting ID: 918 503 431
Join Zoom Meeting <https://zoom.us/j/918503431>

1. Introduction
 - a. Welcome/Roll Call
 - b. Additions to Agenda
2. Consent Items 10:20 p.m.
 - a. Approval of Minutes from September 17, 2020
 - b. Executive Committee Meeting Agenda
3. Discussion/Action Items 10:25 p.m.
 - a. 2021 Conference Budget (Marcus Pimentel)
 - b. 2021 Operating Budget (Marcus Pimentel)
 - c. Steps Challenge Report (Steve Heide)
 - d. October Virtual Member Engagement (Melissa Manchester)
 - e. Basecamp Proposal (Melissa Manchester)
4. Committee Reports 12:00 p.m.
 - a. Administration (Scott Catlett)
 - b. Career Development (Laura Nomura)
 - c. Communications (Karla Romero)
 - d. Membership (Jennifer Wakeman)
 - e. Professional Standards (Jason Al-Imam)
 - f. Program (Margaret Moggia)
 - g. Recognition (Yolanda Rodriguez)
 - h. Student Engagement (Craig Boyer)
 - i. Technology (Matt Pressey)
 - j. Management Contract Ad Hoc Report (Margaret Moggia)
 - k. CalPERS Ad Hoc (Richard Lee)

5. Chapter Roundtable 1:00 p.m.
6. Director Roundtable 1:15 p.m.
8. Officer Reports 1:30 p.m.
 - a. President (Steve Heide)
 - b. Past President (Margaret Moggia)
 - c. President-Elect (Marcus Pimentel)
10. Other Discussion Items
11. Future Topics
12. Upcoming Meeting:
Board Planning Session, October 4-6
13. Adjournment 2:00 p.m.



**Thursday, September 17, 2020
2:00 p.m. – 4:00 p.m.
Board of Directors Meeting**

Steve Heide
Marcus Pimentel
Margaret Moggia
Stephen Parker
Richard Lee
Ernie Reyna
Will Fuentes
Carrie Guarino
Grace Castaneda
Karla Romero
June Overholt
Scott Catlett
Craig Boyer
Jennifer Wakeman
Jason Al-Imam

Matt Pressey
John Adams
David Cain
Laura Nomura
Claudia Martinez
Amber Johnson
Michael Manno
Kyle Johnson
Mary Bradley
Tina Rivera
Mia Corral
Harriet Commons
Catherine Smith
Melissa Manchester

Introduction

The California Society of Municipal Finance Officers (CSMFO) Board of Directors via teleconference on Thursday, September 17, 2020. President Steve Heide convened the meeting and confirmed a quorum was in attendance at 2:07 p.m. There were no additions to the agenda.

Consent Calendar

The Board addressed the consent calendar, which included the minutes from the August meeting, the August 2020 financial reports, and the Executive Committee meeting agenda. Director Stephen Parker moved to approve the consent calendar; Director Richard Lee seconded. The motion passed unanimously.

Steps Challenge Update

President Heide shared with the Board that the steps challenge had 100 people signed up, with over 9 million aggregate steps through the first half of September. The average daily number of steps was 7600. Sponsor Mia Corral shared that she and Chandler Asset Management were always happy for any opportunity to partner with CSMFO.

2021 Draft Budget

Executive Director Melissa Manchester shared the 2021 draft budget with the Board, noting the large estimated negative net income, should the association not make any substantive changes for the following year.

Nominating Committee

President Heide reported that in addition to the current Executive Committee he had appointed past presidents John Adams, Joan Michaels Aguilar, Mary Bradly and Jesse Takahashi to the Nominating Committee. The committee has until November 3 to submit a slate of candidates.

Management Ad Hoc Report

Past President Margaret Moggia shared the management ad hoc committee's report with the Board, noting the recommendation to extend all current contracts through the end of April 2022 and to conduct an RFP for management services for due diligence purposes in 2021. Past President Moggia moved to direct the ad hoc group to create the RFP by January 2021, and to direct the Administration Committee to develop contract extensions with all current providers through April 30, 2022. Director Grace Castaneda seconded and the motion passed unanimously.

Closed Session Updates

President Heide shared with the group that the Board had met in closed session to discuss reducing the size of the 2021 Annual Conference contracts and the CalPERS ad hoc group report. The direction for the CalPERS issue was for CSMFO to collaborate with other agencies, and for the ad hoc group to take the lead during the ALM process and make a recommendation regarding appointing a representative to be a liaison with CalPERS. CSMFO will continue to educate members on this issue.

Committee Reports

Administration

Chair Scott Catlett reported that the committee is reviewing the records retention policy and will be researching ways to address merchant fees.

Career Development

Chair Laura Nomura shared that there were 10 webinars so far for the year, plus the committee had supported two others. A few more were planned for the end of the year, including a GASB update in November. The virtual core courses were going well, with large attendance numbers.

Communications

Chair Karla Romero shared that the CSMFO News had published 11 articles in August and have 16 lined up for September.

Membership

Chair Jennifer Wakeman shared that the committee would be working on identifying participants for the focus group, on additional virtual engagement activities and on rolling out the cohort concept in conjunction with the 2021 Annual Conference. The committee is also looking into developing an Early Career membership classification.

Professional Standards

Chair Jason Al-Imam reported the committee published a highlight on the new GASB exposure draft, and is working with staff to create a webpage for a repository of all the highlights.

Program

Chair Moggia shared that the committee is meeting weekly, narrowing down to the 100 submissions to the 48 concurrent sessions.

Recognition

Senior Advisor Craig Boyer shared that the committee has received 33 budget award submissions to date, with the deadline in another three weeks.

Student Engagement

Chair Boyer shared that the committee had participated in a virtual “Meet the Firms” event at University of California, Laverne, where they gave a brief presentation about CSMFO, public finance, and student memberships. They have another scheduled with CalPoly Pomona. The student listserv is up and running, and a subcommittee will be generating content to keep the students engaged.

Technology

Chair Matt Pressey shared with the Board that the Knowledge Base survey results were in, with 75% of respondents indicating it was an improvement over the previous system. The committee will work on getting members comfortable with logging in and using the search and resource functions.

Chapter Roundtable

Karla Romero shared that the Coachella Valley chapter would be having Michael Coleman at their next meeting, and a panel on remote work environments in October.

President-Elect Pimentel shared that Monterey Bay chapter chair Cheryl Fyfe had retired, so the chapter was in need of a new chair.

President Heide shared that Michael Coleman has presented at the Inland Empire’s meeting held earlier that day.

Director Reports

Past President Moggia requested the directors encourage more socializing during the chapter meetings for which they liaise.

Officer Reports

President Heide shared that the Executive Committee had attended a GFOA meeting of all the different state representatives, where they discussed sharing resources and collaborations.

Past President Moggia shared that she'd reached out to the more recent past presidents to see if they were willing to engage from a PPAC perspective, and received a lot of positive responses.

President-Elect Pimentel shared that the Host Committee continued to work on multiple versions of the 2021 conference, including a virtual event that would take place over three half-days during the conference week. He reminded everyone that the planning session would be a virtual experience this year, and shared that he would be chairing the Nominating Committee.

Director Lee suggested the financial reports could be revised to include easier-to-read cost accounting. The Administration Committee will review and provide a recommendation to the Board.

The next meeting will be held via teleconference on Tuesday, October 6.

Meeting adjourned at 4:10 p.m.

Respectfully submitted,

Melissa Manchester

Summary of Action Items

The Board of Directors made the following actions:

- Approved the minutes from the August meetings
- Approved the August 2020 financial reports
- Approved extending the existing management contracts to April 30, 2022
- Approved development of a management RFP due January 2021



**Thursday, July 23, 2020
1:00 p.m. – 2:00 p.m.
Board of Directors Meeting**

Steve Heide
Marcus Pimentel
Will Fuentes
Richard Lee

Grace Castaneda
Carrie Guarino
Melissa Manchester

The California Society of Municipal Finance Officers (CSMFO) Board of Directors met in closed session via teleconference on Thursday, September 17, 2020. President Steve Heide convened the meeting and confirmed a quorum was in attendance at 1:02 p.m.

President-Elect Marcus Pimentel provided an update to the Board regarding the 2021 Annual Conference. No action was taken.

Director Rich Lee shared an update on the CalPERS Ad Hoc group. No action was taken but the direction was for CSMFO to collaborate with other agencies, and for the ad hoc group to take the lead during the ALM process and make a recommendation regarding appointing a representative to be a liaison with CalPERS. CSMFO will continue to educate members on this issue.

The meeting adjourned at 2:03 p.m.

Respectfully submitted,

Melissa Manchester



CSMFO Executive Committee
Agenda
September 30, 2020

- Strategic Planning Session Review
- Steps Challenge Party

October Board Agenda Items

- 2021 Draft Budget
- 2021 Conference Budget
- Steps Challenge Report (verbal)
- October Virtual Challenge (verbal)
- Basecamp



CSMFO BOARD REPORT

DATE: October 6, 2020

FROM: Marcus Pimentel, 2021 President Elect
Joan Michaels Aguilar, Host Committee & Lead Finance Sub-Committee

SUBJECT: 2021 Annual Conference Budget and Rates

Recommendation:

1. CSMFO Board of Directors to review and discuss the \$50 new membership drive component for the 2021 Annual Conference and accompanying rate.
2. CSMFO Board of Directors to review and authorize the Proposed 2021 Annual Conference Budget and to make changes as needed.

Pending outcome and discussion of these items – if approved, one motion could be made for approval.

Background:

Each year, the President-Elect brings a conference budget to the CSMFO Board for consideration and approval. The Host Committee has had a different challenge this year with the potential to move in a virtual direction due to the continued impacts of COVID-19. As part of the process, in July, President-Elect Marcus Pimentel appointed a series of sub-committees to work toward developing aspects associated with the 2021 conference – Framework, Finance and Virtual.

Based on a member survey, the Framework sub-committee, led by Jennifer Wakeman and her team, outlined the conference with no pre-conference on Tuesday and essentially half-day sessions on Tuesday through Thursday. There would be a combination of keynote, general and concurrent sessions, as well as opportunities for vendor interaction, such as a virtual exhibit hall.

As the Board might expect, certain budget categories would be eliminated with no food and beverage, Thursday night event, or even reduced with speaker travel costs gone, and fees reduced in a virtual environment. On the unknown side, where would CSMFO be in terms of attendance and support from our sponsors and at what level. Some survey respondents were passionate about attending a virtual experience while others noted “hard stop”. The virtual sub-

committee has been evaluating the options for a platform with four demonstrations held and follow-up actions taking place related to this particular expense.

Discussion:

There will be a couple of considerations for Board action as part of this agenda item. One involves the budget, which will be discussed in greater detail by revenues & expense.

The other action relates to a potential membership drive with the development of the non-member rate in both the municipal and commercial categories.

It should be noted that there still remains discussion towards a recommendation as to whether or not to create a lower conference rate option for those who don't register to attend but still want access recorded contact after the conference. Accordingly, this report does not include a specific recommendation as to monetizing sessions for non-attendees.

The proposed conference budget is summarized as follows:

Revenues	\$332,250
Expenses	<u>333,906</u>

Projected Gain (Loss) (\$1,656)

Revenues

A draft budget has been developed that looks very different from past year's with the elimination of early bird registration (no hotel deadlines) and proposing a simpler two-tier rate structure, with the second rate a proposed \$50 add-on that includes one-year of membership. The conference rate would come with access to sessions after the conference that would be available to attendees after the conference.

- Member rate – municipal or commercial \$200
- Non-member rate – municipal or commercial \$250

By comparison, current training offerings by CSMFO, such as the budget core course (2 sessions with 7 CPE) and Intermediate Accounting (3 sessions with 8 CPE), are both priced at \$150. Other courses offered by CalCPA had member rates at \$299 – 345 for 7-9 CPE's, and a non-member rate of \$399 – 455.

The new proposed \$250 non-member rate would be an incentive for a new member to join by including one-year of CSMFO membership for only \$50 rather than the usual \$110 rate. And it will help increase new possible renewals for the future. This rate would require board approval to move forward.

Exhibitor revenue has been included based on data provided from the Host Committee's Commercial sub-committee. Based on a commercial member survey, there will be commercial member sponsorship support, albeit at a lower dollar value than previous years. Included in the proposed budget are three sponsorship categories: Premier with booths and other incentives;

Deluxe with booth; and Supporting Sponsors with no booths. Each level would have a certain number of attendees and benefits. Following are the rates for each category with their comparable rate from the prior Anaheim conference.

- \$7,500 for *Premier* for 2021; \$14,400 rate with five commercial sponsors in 2020
- \$4,000 for *Deluxe* for 2021; differing tiers had rates at \$8,400 and \$4,800 in 2020
- \$1,500 for *Supporting Sponsor*

2021 Conference Attendance

With the unknowns from the COVID-19 pandemic, the declining fiscal status of government agencies, and uncertainty about the type of conference format, it is nearly impossible to credibly project a reasonable attendance. This analysis began with reviewing past in-person conferences in Northern California and excluded the record attendance for last year's Anaheim conference. This was also informed by the positive reaction from other conferences in their attendance amounts. These projections were reviewed at the September Host Committee meeting and it was determined that the original amounts may have been too conservative and were accordingly increased by 125 participants to a total of 1,080 attendees if a virtual format were used.

Expenses

For a virtual conference alternative, costs under Meetings and Training is lower than prior years with no travel or hotel costs and anticipated lower speaker fees. A major virtual conference cost is the \$145,000 allocated for the conference software platform. While this is likely to be on the high side, as this aspect has yet to be determined, the amount remains in budgeted at this level. This cost may be a combination of vendors or enhanced contract with in-house design staff to assist with this year's process if needed. Some of the other conference expenses are standard with marketing, contract services and gifts for attendees.

Some areas to highlight:

- General Session – Additional Production – an amount has been added to augment the virtual platform amount of \$7,500
- Speaker/Board/Committee Mementos – as noted on this item for the Host Committee, it has been tradition to have a gift for speaker. In spirit of giving back started by President Steve Heide, this line item may include an option for a speaker to get either an electronic gift certificate (CSMFO has done Starbucks in past) or donate to one of a couple of charities, perhaps with fires in state or hunger due to COVID-19.
- Contingency - \$15,000 – this is an unusual year and felt the need to have a buffer for surprises.

The work to prepare this budget would not have been possible without a great deal of input from the Finance sub-committee comprised of Margaret O'Brien, Jesse Takahashi, Terry Shea, and Janet Salvetti and Teri Antiecvich. The input of the Commercial sub-committee led by Wing-See Fox also led to the development of the rates and numbers for conference attendance.

Category			Rate	Number	Total
8100 · Government Registrations					
		Complimentary registrations		30	
	8106	Govt Non-Memb-Full Regular	\$ 250	50	\$ 12,500
	8115	Govt Memb - Full Regular	\$ 200	725	\$ 145,000
Total 8100 · Government Registrations				805	\$ 157,500
8200 · Commercial Registrations					
		Exhibitor - complimentary		240	\$ -
	8225	Conf-Com-Exhibitor-Addn Full			
	8231	Comm Non-Memb-Full Regular	\$ 250	15	\$ 3,750
	8236	Comm Memb-Full Regular	\$ 200	20	\$ 4,000
Total 8200 · Commercial Registrations				275	\$ 7,750
				1080	
8700 · Exhibitors Fees					
	NEW	Premier	\$ 7,500	5	\$ 37,500
	NEW	Deluxe	\$ 4,000	23	\$ 92,000
Total 8700 · Exhibitors Fees					\$ 129,500
8800 · Sponsorships					
	8830	Supporting Sponsor	\$ 1,500	25	\$ 37,500
Total 8800 · Sponsorships					\$ 37,500
Total 8000 · Conference Revenue					\$ 332,250
9000 · Conference Expenses					
9400 · Meetings and Training					
	9410	Speakers-Honorarium			\$ 36,000
	9440	Meetings and Training - Other			
Total 9400 · Meetings and Training					\$ 36,000
9450 · Comps					
	9450	Comps - Other			
	9465	Board Scholarships			
Total 9450 · Comps					\$ -
9475 · Meetings					
	NEW	Virtual Platform			\$ 145,000
	9478	General Session - Addl' product			\$ 7,500
	9481	Reg/Attendance Tracking			\$ 1,520
Total 9475 · Meetings					\$ 154,020
9500 · Exhibits					
	9545	Exhibit hall game			
	9550	Sponsor Branded Items			\$ 15,000
	9599	Exhibits-Other			
Total 9500 · Exhibits					\$ 15,000
9600 · Entertainment/Gifts					
	9610	Conference Gifts/Attendees			\$ 7,500
	9620	Speaker/Board/Committee Memento			\$ 5,000
Total 9600 · Entertainment/Gifts					\$ 12,500

9800 · Administration - Conference					
	9805	Conference Marketing			\$ 12,500
	9810	Conference Contract Services			\$ 69,700
	9815	Printing/Copy/Conference Media			\$ 750
	9840	Postage & Shipping			\$ 7,500
	9880	Bank Merchant Fees			\$ 9,536
	9890	Conference Committee Expenses			\$ 1,400
Total 9800 · Administration - Conference					\$ 101,386
	NEW	Contingency			\$ 15,000
Total 9000 · Conference Expenses					\$ 333,906
Projected Income / (Loss)					\$ (1,656)

Board Meeting October 6, 2020

To: CSMFO BOARD

Date: September 29, 2020

FROM: Marcus Pimentel, President Elect

SUBJECT: Receive feedback on 2021 preliminary proposed budget for December adoption

RECOMMENDATION

That the Board provides guidance on the 2021 CSMFO preliminary budget proposal to return to the Board in December for adoption.

Major Highlights:

- 2021 Budget 17% operating loss <\$123,396>
- Expect virtual formats into summer of 2021
- Conference not expected to require a 2021 operating subsidy

BACKGROUND

Each year the Board reviews and provides feedback to the proposed Budget for the coming year. This year, with the complexity of this pandemic and the impact on all CSMFO operations, we started planning the impacts to the budget in May 2020, provided the Board a preview of the budget on September 17, 2020, are bringing it back for discussion on October 6, 2020, and plan to present for adoption on December 3, 2020.

DISCUSSION

Next year's 2021 Budget is built with a baseline expectation of COVID-19 continuing to impact CSMFO's operations and, like many of our agency budgets, is dependent on many assumptions in an unprecedented environment. Following are some of the major assumptions:

- Virtual formats largely expected to continue into the summer of 2021 with in-person Strategic Planning and the Weekend Training returning in the fall of 2021.
- Assumes the 2021 conference will not require an operational subsidy although the budget contains a small \$1,656 deficit.
- Assumes that a one-time allowance of \$100,000 may be required for on-site liabilities for our San Jose Conference site. This is based on an 80% credibility factor that the existing 2021 onsite liabilities will be reduced for an on-site event or eliminated by health order.

- That the 2020 CSMFO President would be provided the opportunity to join in travel to sister associations with the 2021 CSMFO President (assumes these would be all in-person events); essentially rolling over planned budget from 2020 into 2021.
- Membership enrollment will decrease by 20% but rates would remain unchanged.
- That \$38,200 of prior year budgeted expenses would carry over this year and be spent from ending Fund Balance. This is for development of the budget course; purchase of Introduction course curriculum; and the remaining balance on Bill Statler's contract regarding a certification program.

Public Health impacts will require budget revisions in 2021. Because of the uncertainty around these assumptions, the CSMFO Executive Director and President will add an additional layer of budget review with quarterly budget updates with possible budget adjustments.

Fiscal sustainability. Part of this year's strategic planning session will include a breakout on how CSMFO might make changes to improve our forecasted long-term operating results. While we have added annually to our Fund Balance an average of \$27,105, we are trending negative as we lost <\$99,661> and <\$1,002> in 2019 and 2018 respectively.

For illustrative purposes ONLY, and not for any formal recommendation, are some scenarios of what it would take to achieve just over a 10% net reduction in CSMFO's annual operating expenses (projected currently at \$705,340 for 2021). These amounts are mathematical models only and do not incorporate other factors like impact on decisions if we raise certain rates.

Hypothetical example A	Amount	Hypothetical example B	Amount	Hypothetical example C	Amount
Eliminate GFOA reception	\$30.0k	Convert Strategic Planning to Virtual	\$35.0k	Raise membership fee by 10%	\$18.7
Increase Advertising rates by 10%	\$13.6k	Eliminate GFOA reception	\$30.0k	Increase paid training rates by 20%	\$26.6
Increase conference rates by 15%	\$20.1k	Reduce 1 in-person Board meeting	\$10.0k	Increase conference registration by 20%	\$26.8
Reduce 1 in-person Board meeting	\$10.0k				
~10% (\$70.5k) target	\$73.7k		\$75.0k		\$72.1k

I want to thank the Host Committee's Budget Subcommittee and Career Development Committee for their efforts to project their respective 2021 budget requests to timely fold into this current version of our 2021 CSMFO preliminary budget proposal.



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Dedicated to Excellence in Municipal Financial Management

<u>Operating Revenues</u>	<u>2021 Budget</u>	<u>2020 Budget</u>	<u>2019 Actual</u>	<u>2018 Actual</u>	<u>2017 Actual</u>	<u>2016 Actual</u>
Membership dues	187,088.00	233,876.00	251,900.00	247,725.00	231,720.00	221,035.00
Interest income	5,000.00	20,000.00	15,000.00	26,040.73	7,549.17	4,120.98
Advertising income	136,400.00	135,600.00	144,000.00	138,742.50	159,065.37	145,244.50
Miscellaneous	-	-	-	-	-	51.00
Budget/CAFR fees	15,300.00	15,000.00	19,850.00	16,700.00	18,600.00	17,150.00
Subtotal Operating Revenues	343,788.00	404,476.00	430,750.00	429,208.23	416,934.54	387,601.48
<u>Program and Other Revenues</u>						
Chapter Income	100,000.00	100,000.00	100,000.00	112,433.00	106,685.90	95,847.00
Contributions and Donations	-	-	-	-	1,905.49	3,883.32
Webinar	5,156.00	-	-	4,600.00	3,750.00	3,425.00
Weekend Training (formally "Training")	21,000.00	-	20,200.00	18,725.00	20,160.00	24,782.00
Introduction To Government	22,000.00	11,475.00	13,125.00	14,100.00	11,550.00	16,725.00
Intermediate Government	35,000.00	-	39,900.00	20,250.00	44,550.00	50,100.00
Revenue Fundamentals I	7,500.00	5,100.00	6,000.00	6,150.00	5,600.00	9,750.00
Revenue Fundamentals II	7,500.00	-	6,000.00	-	-	-
Supervisory Skills	5,000.00	-	10,000.00	5,400.00	10,200.00	-
Leadership Skills	5,000.00	-	10,000.00	-	-	-
Budget 1-2	15,000.00					
Budget 3-4	7,500.00					
CMTA/CSMFO Joint Education	7,500.00	-	3,000.00	1,725.00	2,400.00	4,575.00
Presentation Skills/Fiscal Policy	-	-	3,900.00	3,300.00	2,100.00	10,650.00
Subtotal Program and Other Revenues	238,156.00	116,575.00	212,125.00	186,683.00	208,901.39	219,737.32
Total Revenue from Operations	581,944.00	521,051.00	642,875.00	615,891.23	625,835.93	607,338.80
<u>Operating Expenses</u>						
President's expense	12,000.00	5,000.00	10,400.00	3,659.90	3,748.88	4,113.87 ⁶
Board of Directors	10,100.00	5,100.00	7,100.00	4,369.93	3,691.92	2,174.45



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Committee/Chapter support	20,000.00	20,000.00	56,000.00	10,000.34	2,661.40	-
Board planning session (Retreat)	45,500.00	45,500.00	45,500.00	41,325.42	26,205.05	29,693.99
Management & Professional Services	244,040.00	261,800.00	259,791.00	270,817.84	256,121.36	235,123.37
Office supplies/Storage	1,250.00	1,500.00	1,150.00	1,144.89	1,040.38	716.88
Merchant fees	30,000.00	30,000.00	35,000.00	20,395.63	14,642.25	15,238.14
Awards	5,000.00	5,000.00	5,000.00	4,572.49	4,936.40	5,793.15
Printing	15,000.00	14,000.00	10,000.00	12,209.57	10,468.91	13,230.97
Marketing/Membership	10,000.00	10,000.00	6,650.00	5,233.24	8,395.17	-
Magazine/News	20,000.00	20,000.00	15,000.00	15,790.27	14,438.03	22,885.02
Postage	3,000.00	3,000.00	4,000.00	1,689.59	3,590.31	2,133.40
Telephone/Bridge calls	1,600.00	1,600.00	2,100.00	1,578.24	3,983.68	5,276.29
Web and technology expenses	35,000.00	25,000.00	25,000.00	13,050.30	14,521.83	18,117.80
Travel	5,000.00	-	5,000.00	3,434.20	24.00	-
Audit	9,000.00	9,000.00	9,000.00	9,000.00	8,910.00	9,400.00
Insurance	5,000.00	5,000.00	2,000.00	1,219.00	1,710.00	2,240.00
Taxes	30,000.00	40,000.00	30,000.00	36,064.13	32,703.00	21,156.38
Miscellaneous	-	-	-	-	-	(500.00)
GFOA Reception	20,000.00	-	25,000.00	20,389.53	15,438.65	5,452.59
Donations/Other	-	-	-	-	-	-
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Subtotal Operating Expenses	521,490.00	501,500.00	553,691.00	475,944.51	427,231.22	392,246.30
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<u>Program Expenses</u>						
Chapter Expenses	100,000.00	100,000.00	100,000.00	122,627.40	108,733.56	85,237.81
Weekend Training (formally "Training")	25,000.00	-	25,000.00	20,612.44	15,564.21	25,281.37
Introduction to Government	11,000.00	4,102.27	14,875.00	12,640.73	13,819.05	13,388.02
Intermediate Government	18,000.00	149.67	33,970.00	22,069.64	38,396.48	41,606.37
Webinar Expenses	-	-	-	-	-	100.00
Revenue Fundamentals I	4,750.00	-	6,000.00	819.00	1,265.35	3,521.02
Revenue Fundamentals II	5,000.00	-	6,000.00	-	-	-
Supervisory Skills	6,300.00	-	12,350.00	11,066.10	11,662.86	-
Leadership Skills	6,300.00	-	12,350.00	-	-	-
Budget 1-2	5,000.00					
Budget 3-4	2,500.00					
Presentation Skills/Fiscal Policy	-	-	4,630.00	6,521.81	4,878.79	15,150.67
CMTA Collaboration	-	-	1,900.00	882.62	2,805.30	1,300.34
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Subtotal Program Expenses	183,850.00	104,251.94	217,075.00	197,239.74	197,125.60	185,585.60
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Total Expenses from Operations	705,340.00	605,751.94	770,766.00	673,184.25	624,356.82	577,831.90



CALIFORNIA SOCIETY of MUNICIPAL

Total Operating Rev over Exp	(123,396.00)	(84,700.94)	(127,891.00)	(57,293.02)	1,479.11	29,506.90
One-Time Expenses/Prior Year	(38,200.00)	(25,000.00)	(25,000.00)	(6,220.22)	(7,731.38)	(6,600.00)

Annual Conference

Conference revenues	332,250.00	1,382,608.27	1,020,104.00	911,040.36	828,100.49	865,034.74
Conference expenses	333,906.00	1,303,321.33	1,045,247.00	848,529.45	729,720.59	855,252.10
Subtotal Conference Rev over Exp	(1,656.00)	79,286.94	(25,143.00)	62,510.91	98,379.90	9,782.64
Total Revenue over Expenses	(163,252.00)	(30,414.00)	(178,034.00)	(1,002.33)	92,127.63	32,689.54



CSMFO BOARD REPORT

DATE: October 6, 2020

FROM: Melissa Manchester, Executive Director

SUBJECT: Basecamp Proposal

Recommendation:

1. Approve signing CSMFO up for Basecamp for one year, annually \$1009.80. Will be built into the annual operating budget if the leadership likes the system and approves going forward.

Background:

During the course of preparing for the Strategic Planning Session, I had discussions with several different individuals about how helpful it would be to have a single repository for CSMFO committee activity. Most committee chairs keep their own files, and are required to keep track of and transfer them during a leadership change, not to mention are responsible for ensuring all committee members see the same documents. Those individuals expressed the need for a software system that would house these working documents in an easy-to-use format, as well as help keep track of committee members and track projects/assignments.

Staff discussed this concern and is recommending CSMFO sign up for a trial year of Basecamp. We have utilized this software before and found it extremely user friendly, intuitive and easy to administer.

There was discussion regarding potentially utilizing the Knowledge Base for this purpose, but staff feels the capabilities for Basecamp in this regard exceed that of the KB. Basecamp also provides additional features such as chatting within certain projects and to-do lists. These additional features will bolster communications within committees in addition to providing accessible document storage. If we are requiring the leadership to utilize new software, said new software has to be intuitive and easy to use. Basecamp checks those boxes, for a very small monetary investment.



COMMUNICATIONS COMMITTEE AGENDA MINUTES

Date: Thursday, September 24, 2020
Time: 1:30 p.m.

In attendance:

Chair – Karla Romero
Vice Chairs – James Russell-Field
Senior Advisor/Editor - David Cain, Wing-See Fox
Board Liaison/Editor - Marcus Pimentel
Committee Members –Maria Blanco
SMA Staff: David Garrison

I. Check in – roundtable hellos and updates.

II. Review of Published and Upcoming Articles

- a) Published articles for September – Great turn out with a total of 15 articles. Member Spotlights are a BIG hit.
- b) Articles in the que for October, November – reviewed upcoming article commitments.

III. Updates on Commitments to Write Articles

- a) Roundtable Discussion

IV. Discussion of Future Publication Topics (New topics and authors)

- a) Pumpkin carving contest and Halloween costume sharing
 - i) Will send out announcements in early October for Pumpkin Carving and in late October for the Halloween Costume Contest.
- b) Past CSMFO Presidents are willing to help still, how can we leverage their knowledge?
 - i) David Cain to contact active retirees for interviews and an article.

V. Additional Topics from Committee Members

a) LinkedIn CSMFO platform consideration and review of current active CSMFO social media platforms (David Garrison)

i) Committee supported the use of LinkedIn. Committee will provide a staff report to the CSMFO Board for consideration.

VI. Adjournment – Meeting adjourned at 2:34pm, Next Meeting is scheduled for – Thursday, 10/15/2020 at 1:30pm