



Thursday, February 11, 2021
2:00 p.m. – 4:00 p.m.
Board of Directors Teleconference Meeting

Call-in: 16699006833
Meeting ID: 899 0473 0371
Passcode: 485021
Join Zoom Meeting

<https://www.google.com/url?q=https://us02web.zoom.us/j/89904730371?pwd%3DM3VYUzhnMWdscWQyY2krc0RPRGZRZz09&sa=D&source=calendar&ust=1612889735398000&usg=AOvVaw2DI4IBjZp5Mn71HgDljGa9>

1. Introduction
 - a. Welcome/Roll Call
 - b. Our Mission: CSMFO serves all government finance professionals through innovation, collaboration, continuing education and professional development.
 - c. Our Quiz: What year did CSMFO have the first and (so far) only all-woman executive committee?
 - d. Additions to Agenda
2. Consent Items 2:10 p.m.
 - a. Approval of Minutes from January 14, 2021
 - b. Approval of Financial Reports from January 2021
 - c. Executive Committee Meeting Agenda
3. Discussion/Action Items 2:15 p.m.
 - a. SMA on the Move (Catherine Smith)
 - b. Probolsky Focus Group Report (Jennifer Wakeman/Adam Probolsky)
 - c. Request for Staff Compensation for Virtual Conference (Marcus Pimentel)
 - d. 2021 Virtual Conference Update (Marcus Pimentel)
4. Committee Reports 2:45 p.m.
 - a. Administration (Alberto Preciado)
 - b. Career Development (Laura Nomura)
 - c. Communications (James Russell-Field)
 - d. Membership (Jennifer Wakeman)

- e. Professional Standards (Jason Al-Imam)
 - f. Program (Karan Reid)
 - g. Recognition (Michael Manno)
 - h. Student Engagement (Amber Johnson)
 - i. Technology (Gloriann Sasser)
 - j. Management Contract Ad Hoc Report (Margaret Moggia)
 - k. CalPERS Ad Hoc (Richard Lee/Debby Cherney)
5. League Policy Committee Meeting Updates 3:15 p.m.
- a. Community Service (Brad Farmer)
 - b. Environmental Quality (Arwen Wacht)
 - c. Governance, Transparency & Labor (Joe Lillio)
 - d. Housing, Community & Economic Development (Will Fuentes)
 - e. Public Safety (Ernie Reyna)
 - f. Revenue & Taxation (Bob Biery)
 - g. Transportation, Communications & Public Works (Scott Dowell)
6. Chapter Roundtable 3:30 p.m.
7. Director Roundtable 3:40 p.m.
8. Officer Reports 3:45 p.m.
- a. President (Marcus Pimentel)
 - b. Past President (Steve Heide)
 - c. President-Elect (Scott Catlett)
10. Other Discussion Items
11. Future Topics
12. Upcoming Meeting:
March 25, 2021
13. Adjournment 4:00 p.m.



**Thursday, January 14, 2021
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
Scott Catlett
Craig Boyer
Jennifer Wakeman
Jason Al-Imam
Debbie Rosales
Joan Michaels Aguilar
June Overholt
Karan Reid

Kofi Antobam
Vanessa Portillo
John Adams
David Cain
Laura Nomura
Karla Romero
Alberto Preciado
Michelle Bannigan
Yolanda Rodriguez
Michael Manno
Kyle Johnson
Monica Lo
Amber Johnson
Harriet Commons
Catherine Smith
Melissa Manchester

Introduction

The California Society of Municipal Finance Officers (CSMFO) Board of Directors met via teleconference on Thursday, January 14, 2021. President Steve Heide convened the meeting and confirmed a quorum was in attendance at 2:08 p.m. There were no additions to the agenda.

Consent Calendar

The Board addressed the consent calendar, which included the minutes from the December meeting, the financial reports from November and December 2020, membership counts for 2020, a Student Engagement Committee handbook update, and the Executive Committee meeting agenda. Past President Margaret Moggia moved to approve the consent calendar; Director Ernie Reyna seconded. The motion passed unanimously.

David Cain Contract Amendment

Career Development Committee Chair Laura Nomura presented to the Board a request to amend the current contract with David Cain to allow for his virtual facilitation of additional core courses. Past President Moggia moved to approved the amendment as presented, and Director Richard Lee seconded. The motion passed unanimously.

Records Retention Policy Revisions

Administration Committee Chair Scott Catlett requested of the Board an amendment to the previously approved records retention policy, simplifying it, allowing committees to determine what documents they need and for how long they should be kept, and not requiring the deletion of documents. Director Lee moved to approve this revision. Director Stephen Parker seconded and the motion passed unanimously.

2021 Virtual Membership Engagement Plan

Executive Director Melissa Manchester shared with the Board the plan to continue virtual membership engagement activities through the end of 2021, which included going dark every other month and doing a steps challenge every fourth month, starting with January. March will be similar to the Thankfulness challenge of November 2020.

2021 Committee Appointments

President-Elect Marcus Pimentel shared with the Board the newly appointed committee officers for 2021, and thanked the outgoing volunteers for their exceptional dedication and service.

2021 Strategic Plan

President-Elect Pimentel reviewed with the Board the final strategic plan, which now included target dates. Past President Margaret Moggia moved to approved the plan as presented, and Director Will Fuentes seconded. The motion passed unanimously.

2021 Virtual Conference Update

President-Elect Pimentel shared with the Board that the virtual conference was coming together nicely, with 48 sessions, two keynotes, one general session presentation, and two evening social activities. Exhibitor/sponsor revenue has exceeded budget.

Committee Reports

Administration

Chair Catlett reported that the committee completed the contracts for other state organizations to access our webinars, as well as the contract addendum to extend SMA's contract through the end of April 2022.

Career Development

Chair Nomura shared that the final webinar for the year was held on December 15, and the committee is gearing up for 2021.

Communications

Chair Karla Romero shared that the committee is working on articles to push out during the virtual conference, as well as articles about the conference itself.

Membership

Chair Jennifer Wakeman shared that the committee received the focus group report from Probolsky, and will share that with the Board at the February meeting. They are also working on finalizing the cohort implementation plan and the membership session at the conference.

Professional Standards

Chair Jason Al-Imam shared that the committee did a highlight on financing tools for districts and the new OMB compliance addendum.

Program

Chair Margaret Moggia shared that the committee has finalized the sessions and speakers, and letters had been distributed to the speakers. Dress rehearsals on the new platform would be held for each of the 48 sessions.

Recognition

Chair Yolanda Rodriguez shared that there were 107 budget award applications, two innovative program award submissions and 1 CAFR.

Student Engagement

Chair Craig Boyer shared that the committee had created a subcommittee to development content for the student member listserv, to encourage engagement.

Technology

Chair Matt Pressey shared with the Board that the committee had held their last meeting with him as chair, and had reviewed and provided comment on their strategic planning items.

Management Ad Hoc

Chair Margaret Moggia reported that the Request for Proposals is nearly completed. They will be setting up a call for just the Board, without staff, to discuss.

CalPERS Ad Hoc

Richard Lee shared that he and Debby Cherney would be attending a stakeholder from on January 20, where the third session would be regarding asset and liability management.

Chapter Roundtable

Alberto Preciado shared that the Sacramento Valley Chapter would be hosting a meeting on March 10 with HdL speaking on real estate trends. Michelle Bannigan indicated Orange County would be meeting on January 27. June Overholt shared that Kyle Johnson would be moving to the Chair position for San Gabriel Valley. Debbie Rosales informed the Board that Veronica Bustillos would be taking over for her in the Inland Empire, and she would be moving to Channel Counties. The Inland Empire would be meeting in January on credit card fraud, and Channel Counties in March on capital assets. Kofi Antobam indicated that the Coachella Valley

Chapter would be meeting quarterly in 2021 rather than bimonthly, with their first meeting planned for March. Director Lee shared that the Peninsula meeting had held a meeting with HdL and NBS presenting, with roughly 66 participants.

Director Roundtable

Director Reyna shared that he would be attending the League's Public Safety Committee meeting as CSMFO's new representative, and Director Parker shared that he had enjoyed being able to virtually attend chapter meetings from across the state. Director Lee shared what an honor it had been to be on the Board of Directors.

Officer Reports

President Heide shared with the Board a recap of the year that was 2020, acknowledging how well the leadership was able to come together and rise to the challenge. He thanked everyone for their service.

Past President Moggia shared that the chapters, in 2020, had met twice in person and 36 times virtually, with over 1300 collective attendees. She shared her appreciation for getting to serve two terms as the Immediate Past President, and reminded President Heide that the conference site selection for 2024 would be under his purview come February.

President-Elect Pimentel shared his appreciation for both President Heide and Past President Moggia, as well all the leadership during his term as President-Elect. He was especially grateful for his Host Committee, which had an unprecedented year contingency planning for both a virtual and an in-person event. He expressed his excitement for the upcoming event and the year to come.

The next meeting will be held via teleconference on Thursday, February 11, 2021.

Meeting adjourned at 4:01 p.m.

Respectfully submitted,

Melissa Manchester

Summary of Action Items

The Board of Directors made the following actions:

- Approved the minutes from the December meeting
- Approved the November and December 2020 financial reports
- Approved the Student Engagement Committee handbook revision
- Approved the David Cain contract amendment
- Approved the Records Retention Policy revision
- Approved the 2021 Strategic Plan

California Society of Municipal Finance Officers
Statement of Net Assets
As of January 31, 2021

	<u>Jan 31, 21</u>	<u>Jan 31, 20</u>	<u>\$ Change</u>	<u>% Change</u>
ASSETS				
Current Assets				
Checking/Savings				
1006 · Bank of America Checking (new)	240,411.87	0.00	240,411.87	100.0%
1005 · Bank of America				
1050 · Chapter Fund Balances				
1050.10 · Central Coast	1,277.78	1,277.78	0.00	0.0%
1050.13 · Central Los Angeles	525.74	550.74	-25.00	-4.54%
1050.06 · Central Valley	367.51	367.51	0.00	0.0%
1050.11 · Channel Counties	1,581.64	1,611.64	-30.00	-1.86%
1050.05 · East Bay (SF)	3,522.19	3,042.19	480.00	15.78%
1050.17 · Inland Empire	40.00	909.38	-869.38	-95.6%
1050.08 · Monterey Bay	2,953.99	3,048.99	-95.00	-3.12%
1050.16 · Orange County	4,652.24	9,827.73	-5,175.49	-52.66%
1050.07 · Peninsula	693.74	4,700.26	-4,006.52	-85.24%
1050.04 · Sacramento Valley	3,010.67	3,010.67	0.00	0.0%
1050.19 · San Diego County	1,400.07	1,862.32	-462.25	-24.82%
1050.12 · San Gabriel Valley	370.00	0.00	370.00	100.0%
1050.14 · South Bay (LA)	2,364.54	2,124.54	240.00	11.3%
Total 1050 · Chapter Fund Balances	<u>22,760.11</u>	<u>32,333.75</u>	<u>-9,573.64</u>	<u>-29.61%</u>
1005 · Bank of America - Other	165,107.45	1,075,191.74	-910,084.29	-84.64%
Total 1005 · Bank of America	<u>187,867.56</u>	<u>1,107,525.49</u>	<u>-919,657.93</u>	<u>-83.04%</u>
1040 · Investments LAIF	566,496.48	658,495.20	-91,998.72	-13.97%
Total Checking/Savings	<u>994,775.91</u>	<u>1,766,020.69</u>	<u>-771,244.78</u>	<u>-43.67%</u>
Accounts Receivable				
1100 · Accounts receivable	8,844.50	10.00	8,834.50	88,345.0%
Total Accounts Receivable	<u>8,844.50</u>	<u>10.00</u>	<u>8,834.50</u>	<u>88,345.0%</u>
Other Current Assets				
1080 · Undeposited Funds	110.00	0.00	110.00	100.0%
1120 · Accounts Receivable- YM	17,165.00	54,650.00	-37,485.00	-68.59%
1250 · Prepaid Expense - General				
1252 · Prepaid Admin/DataBase Fees	36,514.94	66,530.06	-30,015.12	-45.12%
1250 · Prepaid Expense - General - Other	6,000.00	0.00	6,000.00	100.0%
Total 1250 · Prepaid Expense - General	<u>42,514.94</u>	<u>66,530.06</u>	<u>-24,015.12</u>	<u>-36.1%</u>
1260 · Prepaid Expense Conference				
1262 · Facilities Deposits	77,544.00	67,772.00	9,772.00	14.42%
1260 · Prepaid Expense Conference - Other	18,874.29	701.24	18,173.05	2,591.56%
Total 1260 · Prepaid Expense Conference	<u>96,418.29</u>	<u>68,473.24</u>	<u>27,945.05</u>	<u>40.81%</u>
Total Other Current Assets	<u>156,208.23</u>	<u>189,653.30</u>	<u>-33,445.07</u>	<u>-17.64%</u>
Total Current Assets	<u>1,159,828.64</u>	<u>1,955,683.99</u>	<u>-795,855.35</u>	<u>-40.69%</u>
Other Assets				
1500 · CSMFO/SMA Database AR	60,699.81	57,468.81	3,231.00	5.62%
Total Other Assets	<u>60,699.81</u>	<u>57,468.81</u>	<u>3,231.00</u>	<u>5.62%</u>
TOTAL ASSETS	<u><u>1,220,528.45</u></u>	<u><u>2,013,152.80</u></u>	<u><u>-792,624.35</u></u>	<u><u>-39.37%</u></u>

California Society of Municipal Finance Officers
Statement of Net Assets
As of January 31, 2021

	<u>Jan 31, 21</u>	<u>Jan 31, 20</u>	<u>\$ Change</u>	<u>% Change</u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts payable	0.00	42,822.70	-42,822.70	-100.0%
Total Accounts Payable	0.00	42,822.70	-42,822.70	-100.0%
Other Current Liabilities				
2003 · A/P Other- SMA Conference	45,184.90	45,184.81	0.09	0.0%
Total Other Current Liabilities	45,184.90	45,184.81	0.09	0.0%
Total Current Liabilities	45,184.90	88,007.51	-42,822.61	-48.66%
Total Liabilities	45,184.90	88,007.51	-42,822.61	-48.66%
Equity				
3102 · Conference reserve	424,264.00	424,264.00	0.00	0.0%
3101 · Operating reserve	170,380.00	170,380.00	0.00	0.0%
3020 · Retained earnings	278,345.97	182,315.92	96,030.05	52.67%
3100 · Net Assets-Chapters	22,760.11	25,354.53	-2,594.42	-10.23%
Net Income	279,593.47	1,122,830.84	-843,237.37	-75.1%
Total Equity	1,175,343.55	1,925,145.29	-749,801.74	-38.95%
TOTAL LIABILITIES & EQUITY	<u>1,220,528.45</u>	<u>2,013,152.80</u>	<u>-792,624.35</u>	<u>-39.37%</u>

**California Society of Municipal Finance Officers
Summary of Financial Income and Expense
January 2021**

	<u>Total Chapters</u>	<u>Conference</u>	<u>Education</u>	<u>Unclassified</u>	<u>TOTAL</u>
Ordinary Income/Expense					
Income					
4000 · OPERATING REVENUES					
4100 · Membership Dues	0.00	0.00	0.00	125,750.00	125,750.00
4200 · Interest Income	0.00	0.00	0.00	1,163.50	1,163.50
4302 · Magazine Advertising	0.00	0.00	0.00	3,337.50	3,337.50
4303 · Job Board Post - Member	0.00	0.00	0.00	17,575.00	17,575.00
4490 · Budget/CAFR Fees	0.00	0.00	0.00	150.00	150.00
Total 4000 · OPERATING REVENUES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>147,976.00</u>	<u>147,976.00</u>
Total Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>147,976.00</u>	<u>147,976.00</u>
Gross Profit	0.00	0.00	0.00	147,976.00	147,976.00
Expense					
6100 · OPERATING EXPENSES					
6140 · Management Services	0.00	0.00	0.00	19,751.89	19,751.89
6155 · Merchant Fees/Bank Chgs.	0.00	0.00	0.00	5,972.32	5,972.32
6160 · Awards	0.00	0.00	0.00	354.75	354.75
6165 · Printing	0.00	0.00	0.00	6,899.00	6,899.00
6190 · Web and Technology	0.00	0.00	0.00	16,357.65	16,357.65
6230 · Insurance	0.00	0.00	0.00	2,092.00	2,092.00
Total 6100 · OPERATING EXPENSES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>51,427.61</u>	<u>51,427.61</u>
6900 · OTHER EXPENSES					
6970 · One-Time Budgeted Expenses	0.00	0.00	0.00	840.00	840.00
Total 6900 · OTHER EXPENSES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>840.00</u>	<u>840.00</u>
Total Expense	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>52,267.61</u>	<u>52,267.61</u>
Net Ordinary Income	0.00	0.00	0.00	95,708.39	95,708.39
Other Income/Expense					
Other Income					
4501 · Chapter Income	40.00	0.00	0.00	0.00	40.00
4500 · PROGRAM REVENUES					
8000 · Conference Revenue	0.00	341,620.00	0.00	0.00	341,620.00
4503 · Contributions and Donations	0.00	1,000.00	0.00	0.00	1,000.00
4504 · Education income	0.00	0.00	12,748.00	0.00	12,748.00
Total 4500 · PROGRAM REVENUES	<u>0.00</u>	<u>342,620.00</u>	<u>12,748.00</u>	<u>0.00</u>	<u>355,368.00</u>
Total Other Income	40.00	342,620.00	12,748.00	0.00	355,408.00
Other Expense					
6400 · PROGRAM EXPENSES					
9000 · Conference Expenses	0.00	171,522.92	0.00	0.00	171,522.92
Total 6400 · PROGRAM EXPENSES	<u>0.00</u>	<u>171,522.92</u>	<u>0.00</u>	<u>0.00</u>	<u>171,522.92</u>
Total Other Expense	0.00	171,522.92	0.00	0.00	171,522.92
Net Other Income	40.00	171,097.08	12,748.00	0.00	183,885.08
Net Income	<u>40.00</u>	<u>171,097.08</u>	<u>12,748.00</u>	<u>95,708.39</u>	<u>279,593.47</u>

**California Society of Municipal Finance Officers
Profit & Loss Budget Performance
January 2021**

	<u>Jan 21</u>	<u>YTD</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
Ordinary Income/Expense						
Income						
4000 · OPERATING REVENUES						
Total 4100 · Membership Dues	125,750.00	125,750.00	150,000.00	-24,250.00	83.83%	187,088.00
4200 · Interest Income	1,163.50	1,163.50	1,120.00	43.50	103.88%	13,440.00
4302 · Magazine Advertising	3,337.50	3,337.50	20,960.00	-17,622.50	15.92%	134,400.00
4303 · Job Board Post - Member	17,575.00	17,575.00				
4490 · Budget/CAFR Fees	150.00	150.00	0.00	150.00	100.0%	15,000.00
Total 4000 · OPERATING REVENUES	<u>147,976.00</u>	<u>147,976.00</u>	<u>172,080.00</u>	<u>-24,104.00</u>	<u>85.99%</u>	<u>349,928.00</u>
Total Income	<u>147,976.00</u>	<u>147,976.00</u>	<u>172,080.00</u>	<u>-24,104.00</u>	<u>85.99%</u>	<u>349,928.00</u>
Gross Profit	<u>147,976.00</u>	<u>147,976.00</u>	<u>172,080.00</u>	<u>-24,104.00</u>	<u>85.99%</u>	<u>349,928.00</u>
Expense						
6100 · OPERATING EXPENSES						
6105 · Marketing/Membership	0.00	0.00	10,000.00	-10,000.00	0.0%	10,000.00
6110 · President's Expense	0.00	0.00	12,000.00	-12,000.00	0.0%	12,000.00
6115 · Board of Directors						
6116 · Board Meeting Expenses	0.00	0.00	5,100.00	-5,100.00	0.0%	5,100.00
Total 6115 · Board of Directors	<u>0.00</u>	<u>0.00</u>	<u>5,100.00</u>	<u>-5,100.00</u>	<u>0.0%</u>	<u>5,100.00</u>
6120 · Committee/Chapter Support	0.00	0.00	20,000.00	-20,000.00	0.0%	20,000.00
6125 · Board Planning Session-Retreat	0.00	0.00	0.00	0.00	0.0%	6,000.00
6140 · Management Services						
6143 · Management Services	13,751.89	13,751.89				
6146 · Consultants	6,000.00	6,000.00				
6140 · Management Services - Other	0.00	0.00	20,336.00	-20,336.00	0.0%	244,040.00
Total 6140 · Management Services	<u>19,751.89</u>	<u>19,751.89</u>	<u>20,336.00</u>	<u>-584.11</u>	<u>97.13%</u>	<u>244,040.00</u>
6150 · Office Supplies	0.00	0.00	104.50	-104.50	0.0%	1,250.00
6155 · Merchant Fees/Bank Chgs.	5,972.32	5,972.32	2,500.00	3,472.32	238.89%	30,000.00
6160 · Awards	354.75	354.75	5,000.00	-4,645.25	7.1%	5,000.00
6165 · Printing						
6167 · Directory	6,899.00	6,899.00				
6165 · Printing - Other	0.00	0.00	1,420.00	-1,420.00	0.0%	17,000.00
Total 6165 · Printing	<u>6,899.00</u>	<u>6,899.00</u>	<u>1,420.00</u>	<u>5,479.00</u>	<u>485.85%</u>	<u>17,000.00</u>
6170 · Magazine	0.00	0.00	20,000.00	-20,000.00	0.0%	20,000.00
6175 · Postage	0.00	0.00	167.00	-167.00	0.0%	2,000.00
6185 · Telephone/Bridge Calls	0.00	0.00	133.33	-133.33	0.0%	1,600.00
6190 · Web and Technology						
6192 · Web site	2,500.00	2,500.00				
6195 · Web Site Hosting Fee	750.00	750.00				
6190 · Web and Technology - Other	13,107.65	13,107.65	2,916.67	10,190.98	449.41%	35,000.00
Total 6190 · Web and Technology	<u>16,357.65</u>	<u>16,357.65</u>	<u>2,916.67</u>	<u>13,440.98</u>	<u>560.83%</u>	<u>35,000.00</u>
6220 · Audit & Tax Filing	0.00	0.00	0.00	0.00	0.0%	9,500.00
6230 · Insurance	2,092.00	2,092.00	5,000.00	-2,908.00	41.84%	5,000.00
6240 · Taxes	0.00	0.00	0.00	0.00	0.0%	30,000.00
Total 6100 · OPERATING EXPENSES	<u>51,427.61</u>	<u>51,427.61</u>	<u>104,677.50</u>	<u>-53,249.89</u>	<u>49.13%</u>	<u>453,490.00</u>
6900 · OTHER EXPENSES						

**California Society of Municipal Finance Officers
Profit & Loss Budget Performance
January 2021**

	<u>Jan 21</u>	<u>YTD</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
6970 · One-Time Budgeted Expenses	840.00	840.00	30,000.00	-29,160.00	2.8%	30,000.00
Total 6900 · OTHER EXPENSES	840.00	840.00	30,000.00	-29,160.00	2.8%	30,000.00
Total Expense	52,267.61	52,267.61	134,677.50	-82,409.89	38.81%	483,490.00
Net Ordinary Income	95,708.39	95,708.39	37,402.50	58,305.89	255.89%	-133,562.00
Other Income/Expense						
Other Income						
4501 · Chapter Income						
4501.17 · Inland Empire	40.00	40.00				
4501 · Chapter Income - Other	0.00	0.00	8,333.30	-8,333.30	0.0%	100,000.00
Total 4501 · Chapter Income	40.00	40.00	8,333.30	-8,293.30	0.48%	100,000.00
4500 · PROGRAM REVENUES						
8000 · Conference Revenue						
8100 · Government Registrations						
8106 · Govt Non-Memb-Full Regular	24,450.00	24,450.00	12,500.00	11,950.00	195.6%	12,500.00
8110 · Govt Memb - Full Conf-Early	600.00	600.00				
8115 · Conf-Gov-Full-Norm-Mem	104,850.00	104,850.00	145,000.00	-40,150.00	72.31%	145,000.00
Total 8100 · Government Registrations	129,900.00	129,900.00	157,500.00	-27,600.00	82.48%	157,500.00
8200 · Commercial Registrations						
8225 · Conf-Com-Exhibitor-Addn Full	2,800.00	2,800.00				
8231 · Comm Non-Memb-Full-Reg	6,500.00	6,500.00	3,750.00	2,750.00	173.33%	3,750.00
8235 · Comm Memb-Full-Early	0.00	0.00				
8236 · Comm Memb-Full-Regular	4,550.00	4,550.00	4,000.00	550.00	113.75%	4,000.00
8245 · Comm Memb-Daily-Early	0.00	0.00				
Total 8200 · Commercial Registrations	13,850.00	13,850.00	7,750.00	6,100.00	178.71%	7,750.00
8300 · Pre-Conference Registrations						
8371 · PreConference-Session A	8,320.00	8,320.00				
8373 · PreConference-Session B	4,550.00	4,550.00				
Total 8300 · Pre-Conference Registrations	12,870.00	12,870.00				
8500 · Extra Meals						
8565 · Hosted Evening Event	0.00	0.00				
Total 8500 · Extra Meals	0.00	0.00				
8700 · Exhibitors Fees						
8707 · Deluxe Exhibitor	92,000.00	92,000.00				
8704 · Premier Exhibitor	60,000.00	60,000.00				
8700 · Exhibitors Fees - Other	0.00	0.00	129,500.00	-129,500.00	0.0%	129,500.00
Total 8700 · Exhibitors Fees	152,000.00	152,000.00	129,500.00	22,500.00	117.38%	129,500.00
8800 · Sponsorships						
8830 · Non-Exhibitor Sponsor 8830	33,000.00	33,000.00				
8800 · Sponsorships - Other	0.00	0.00	37,500.00	-37,500.00	0.0%	37,500.00
Total 8800 · Sponsorships	33,000.00	33,000.00	37,500.00	-4,500.00	88.0%	37,500.00
Total 8000 · Conference Revenue	341,620.00	341,620.00	332,250.00	9,370.00	102.82%	332,250.00
4503 · Contributions and Donations	1,000.00	1,000.00				
4504 · Education income						
4591 · California Local Budgeting	0.00	0.00	22,500.00	-22,500.00	0.0%	22,500.00
4505 · Webinar	2,623.00	2,623.00	5,156.00	-2,533.00	50.87%	5,156.00

**California Society of Municipal Finance Officers
Profit & Loss Budget Performance
January 2021**

	<u>Jan 21</u>	<u>YTD</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
4520 · Weekend Training	0.00	0.00	21,000.00	-21,000.00	0.0%	21,000.00
4540 · Fundamentals of Rates, Fees	2,400.00	2,400.00				
4570 · Intro to Government	7,725.00	7,725.00	22,000.00	-14,275.00	35.11%	22,000.00
4590 · Intermediate Government Acct	0.00	0.00	35,000.00	-35,000.00	0.0%	35,000.00
4594 · CMTA/CSMFO Course	0.00	0.00	7,500.00	-7,500.00	0.0%	7,500.00
4595 · Revenue Fundamentals	0.00	0.00	7,500.00	-7,500.00	0.0%	7,500.00
4596 · Revenue Fundamentals II	0.00	0.00	7,500.00	-7,500.00	0.0%	7,500.00
4597 · Developing Supervisory Skills	0.00	0.00	5,000.00	-5,000.00	0.0%	5,000.00
4598 · Leadership Skills	0.00	0.00	5,000.00	-5,000.00	0.0%	5,000.00
Total 4504 · Education income	12,748.00	12,748.00	138,156.00	-125,408.00	9.23%	138,156.00
Total 4500 · PROGRAM REVENUES	355,368.00	355,368.00	470,406.00	-115,038.00	75.55%	470,406.00
Total Other Income	355,408.00	355,408.00	478,739.30	-123,331.30	74.24%	570,406.00
Other Expense						
6401 · Chapter Expenses	0.00	0.00	100,000.00	-100,000.00	0.0%	100,000.00
6400 · PROGRAM EXPENSES						
9000 · Conference Expenses						
9300 · Hosted Event						
9310 · Event Entertainment	15,450.00	15,450.00				
Total 9300 · Hosted Event	15,450.00	15,450.00				
9400 · Meetings and Training						
9410 · Speakers-Honorarium	13,000.00	13,000.00	36,000.00	-23,000.00	36.11%	36,000.00
Total 9400 · Meetings and Training	13,000.00	13,000.00	36,000.00	-23,000.00	36.11%	36,000.00
9475 · Meetings						
9477 · Virtual Platform	60,126.50	60,126.50	145,000.00	-84,873.50	41.47%	145,000.00
9478 · General Session - Addl' product	0.00	0.00	7,500.00	-7,500.00	0.0%	7,500.00
9481 · Reg/Attendance Tracking	0.00	0.00	1,520.00	-1,520.00	0.0%	1,520.00
9485 · Convention/Hotel Other Costs	4,560.00	4,560.00				
9475 · Meetings - Other	0.00	0.00	0.00	0.00	0.0%	0.00
Total 9475 · Meetings	64,686.50	64,686.50	154,020.00	-89,333.50	42.0%	154,020.00
9500 · Exhibits						
9545 · Exhibit hall game	0.00	0.00	15,000.00	-15,000.00	0.0%	15,000.00
Total 9500 · Exhibits	0.00	0.00	15,000.00	-15,000.00	0.0%	15,000.00
9600 · Entertainment/Gifts						
9610 · Conference Gifts/Attendees	0.00	0.00	7,500.00	-7,500.00	0.0%	7,500.00
9620 · Speaker/Board/Committee Mement	0.00	0.00	5,000.00	-5,000.00	0.0%	5,000.00
Total 9600 · Entertainment/Gifts	0.00	0.00	12,500.00	-12,500.00	0.0%	12,500.00
9800 · Administration - Conference						
9805 · Conference Marketing	0.00	0.00	12,500.00	-12,500.00	0.0%	12,500.00
9810 · Conference Contract Services	51,292.52	51,292.52	69,700.00	-18,407.48	73.59%	69,700.00
9815 · Printing/Copy/Conference Media	0.00	0.00	750.00	-750.00	0.0%	750.00
9840 · Postage & Shipping	0.00	0.00	7,500.00	-7,500.00	0.0%	7,500.00
9880 · Bank Merchant Fees	0.00	0.00	9,536.00	-9,536.00	0.0%	9,536.00
9890 · Conference Committee Expenses	1,393.90	1,393.90	1,400.00	-6.10	99.56%	1,400.00
9800 · Administration - Conference - Other	700.00	700.00				
Total 9800 · Administration - Conference	53,386.42	53,386.42	101,386.00	-47,999.58	52.66%	101,386.00

**California Society of Municipal Finance Officers
Profit & Loss Budget Performance
January 2021**

	<u>Jan 21</u>	<u>YTD</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>	<u>Annual Budget</u>
9900 · Contingency for Attrition	0.00	0.00	15,000.00	-15,000.00	0.0%	15,000.00
9000 · Conference Expenses - Other	25,000.00	25,000.00				
Total 9000 · Conference Expenses	171,522.92	171,522.92	333,906.00	-162,383.08	51.37%	333,906.00
6404 · Education Expenses						
6491 · CA Local Budgeting Expense	0.00	0.00	7,500.00	-7,500.00	0.0%	7,500.00
6420 · Weekend Training	0.00	0.00	0.00	0.00	0.0%	25,000.00
6430 · Intro to Government	0.00	0.00	11,000.00	-11,000.00	0.0%	11,000.00
6480 · Intermediate Governmental Acct.	0.00	0.00	18,000.00	-18,000.00	0.0%	18,000.00
6595 · Revenue Fundamental Expense	0.00	0.00	4,750.00	-4,750.00	0.0%	4,750.00
6596 · Revenue Fundamental Expense II	0.00	0.00	5,000.00	-5,000.00	0.0%	5,000.00
6597 · Developing Supervisory Skills	0.00	0.00	6,300.00	-6,300.00	0.0%	6,300.00
6598 · Leadership Skills	0.00	0.00	6,300.00	-6,300.00	0.0%	6,300.00
Total 6404 · Education Expenses	0.00	0.00	58,850.00	-58,850.00	0.0%	83,850.00
Total 6400 · PROGRAM EXPENSES	171,522.92	171,522.92	392,756.00	-221,233.08	43.67%	417,756.00
Total Other Expense	171,522.92	171,522.92	492,756.00	-321,233.08	34.81%	517,756.00
Net Other Income	183,885.08	183,885.08	-14,016.70	197,901.78	-1,311.9%	52,650.00
Net Income	<u>279,593.47</u>	<u>279,593.47</u>	<u>23,385.80</u>	<u>256,207.67</u>	<u>1,195.57%</u>	<u>-80,912.00</u>

California Society of Municipal Finance Officers
Statement of Financial Income and Expense
January 2021

	<u>Jan 21</u>	<u>Jan 20</u>	<u>\$ Change</u>
Ordinary Income/Expense			
Income			
4000 · OPERATING REVENUES			
4100 · Membership Dues			
4110 · Dues - Municipal	102,780.00	113,825.00	-11,045.00
4120 · Dues - Other Gov	1,450.00	2,655.00	-1,205.00
4130 · Dues - Commercial	20,900.00	25,080.00	-4,180.00
4140 · Dues - Retired	620.00	620.00	0.00
4150 · Dues - Education	0.00	0.00	0.00
Total 4100 · Membership Dues	<u>125,750.00</u>	<u>142,180.00</u>	<u>-16,430.00</u>
4200 · Interest Income	1,163.50	269.51	893.99
4302 · Magazine Advertising	3,337.50	1,000.00	2,337.50
4303 · Job Board Post - Member	17,575.00	14,050.00	3,525.00
4490 · Budget/CAFR Fees	150.00	150.00	0.00
Total 4000 · OPERATING REVENUES	<u>147,976.00</u>	<u>157,649.51</u>	<u>-9,673.51</u>
Total Income	<u>147,976.00</u>	<u>157,649.51</u>	<u>-9,673.51</u>
Gross Profit	147,976.00	157,649.51	-9,673.51
Expense			
6100 · OPERATING EXPENSES			
6105 · Marketing/Membership	0.00	5,138.33	-5,138.33
6110 · President's Expense			
6112 · Presidents CSMFO-Dinner	0.00	22.95	-22.95
Total 6110 · President's Expense	<u>0.00</u>	<u>22.95</u>	<u>-22.95</u>
6120 · Committee/Chapter Support			
6121 · Committee Support	0.00	533.59	-533.59
6122 · Chapter Support	0.00	6,979.22	-6,979.22
Total 6120 · Committee/Chapter Support	<u>0.00</u>	<u>7,512.81</u>	<u>-7,512.81</u>
6125 · Board Planning Session-Retreat	0.00	6,000.00	-6,000.00
6140 · Management Services			
6143 · Management Services	13,751.89	13,751.88	0.01
6146 · Consultants	6,000.00	0.00	6,000.00
Total 6140 · Management Services	<u>19,751.89</u>	<u>13,751.88</u>	<u>6,000.01</u>
6155 · Merchant Fees/Bank Chgs.	5,972.32	4,679.50	1,292.82
6160 · Awards	354.75	162.32	192.43
6165 · Printing			
6167 · Directory	6,899.00	9,934.26	-3,035.26
Total 6165 · Printing	<u>6,899.00</u>	<u>9,934.26</u>	<u>-3,035.26</u>
6190 · Web and Technology			
6192 · Web site	2,500.00	2,500.00	0.00
6195 · Web Site Hosting Fee	750.00	750.00	0.00
6190 · Web and Technology - Other	13,107.65	12,000.00	1,107.65
Total 6190 · Web and Technology	<u>16,357.65</u>	<u>15,250.00</u>	<u>1,107.65</u>
6200 · Travel/Staff Expenses	0.00	1,023.56	-1,023.56
6230 · Insurance	2,092.00	550.00	1,542.00
6255 · GFOA Reception	0.00	6,500.00	-6,500.00
Total 6100 · OPERATING EXPENSES	<u>51,427.61</u>	<u>70,525.61</u>	<u>-19,098.00</u>
6900 · OTHER EXPENSES			
6970 · One-Time Budgeted Expenses	840.00	0.00	840.00
Total 6900 · OTHER EXPENSES	<u>840.00</u>	<u>0.00</u>	<u>840.00</u>
9950 · Prior Period Adjustment	0.00	-122.55	122.55
Total Expense	<u>52,267.61</u>	<u>70,403.06</u>	<u>-18,135.45</u>

California Society of Municipal Finance Officers
Statement of Financial Income and Expense
January 2021

	<u>Jan 21</u>	<u>Jan 20</u>	<u>\$ Change</u>
Net Ordinary Income	95,708.39	87,246.45	8,461.94
Other Income/Expense			
Other Income			
4501 · Chapter Income			
4501.01 · Northwest Counties	0.00	1,998.57	-1,998.57
4501.02 · Northeast Counties	0.00	467.10	-467.10
4501.03 · North Coast	0.00	664.35	-664.35
4501.05 · East Bay (SF)	0.00	0.00	0.00
4501.06 · Central Valley	0.00	0.00	0.00
4501.07 · Peninsula	0.00	0.00	0.00
4501.08 · Monterey Bay	0.00	0.00	0.00
4501.09 · South San Joaquin	0.00	336.55	-336.55
4501.11 · Channel Counties	0.00	0.00	0.00
4501.12 · San Gabriel Valley	0.00	1,252.49	-1,252.49
4501.13 · Central Los Angeles	0.00	0.00	0.00
4501.14 · South Bay (LA)	0.00	0.00	0.00
4501.15 · Desert Mountain	0.00	275.00	-275.00
4501.16 · Orange County	0.00	200.00	-200.00
4501.17 · Inland Empire	40.00	120.00	-80.00
4501.18 · Coachella Valley	0.00	2,435.16	-2,435.16
Total 4501 · Chapter Income	40.00	7,749.22	-7,709.22
4500 · PROGRAM REVENUES			
8000 · Conference Revenue			
8100 · Government Registrations			
8105 · Govt Non-Memb Full Early	0.00	33,935.00	-33,935.00
8106 · Govt Non-Memb-Full Regular	24,450.00	23,865.00	585.00
8108 · Govt Non-Memb Daily Early	0.00	3,780.00	-3,780.00
8109 · Govt Non-Memb-Daily-Regular	0.00	6,555.00	-6,555.00
8110 · Govt Memb - Full Conf-Early	600.00	381,500.00	-380,900.00
8115 · Conf-Gov-Full-Norm-Mem	104,850.00	61,790.00	43,060.00
8120 · Govt Memb Daily-Early	0.00	8,970.00	-8,970.00
8125 · Govt Memb-Daily Regular	0.00	3,465.00	-3,465.00
8150 · Govt Non-Memb Full Onsite	0.00	2,295.00	-2,295.00
8155 · Govt Memb-Full Regular	0.00	5,445.00	-5,445.00
Total 8100 · Government Registrations	129,900.00	531,600.00	-401,700.00
8200 · Commercial Registrations			
8225 · Conf-Com-Exhibitor-Addn Full	2,800.00	72,800.00	-70,000.00
8227 · Conf-Com-Exhibitor Daily	0.00	9,660.00	-9,660.00
8230 · Comm Non-Memb-Full-Early	0.00	13,090.00	-13,090.00
8231 · Comm Non-Memb-Full-Reg	6,500.00	19,670.00	-13,170.00
8235 · Comm Memb-Full-Early	0.00	13,070.00	-13,070.00
8236 · Comm Memb-Full-Regular	4,550.00	12,410.00	-7,860.00
8245 · Comm Memb-Daily-Early	0.00	930.00	-930.00
8250 · Comm-Memb Daily-Regular	0.00	1,840.00	-1,840.00
8260 · Comm Non-Memb Daily Early	0.00	4,100.00	-4,100.00
8265 · Comm Non-Memb Daily Regular	0.00	9,470.00	-9,470.00
Total 8200 · Commercial Registrations	13,850.00	157,040.00	-143,190.00
8300 · Pre-Conference Registrations			
8376 · PreConference-Session D	0.00	4,575.00	-4,575.00
8371 · PreConference-Session A	8,320.00	8,100.00	220.00
8373 · PreConference-Session B	4,550.00	7,650.00	-3,100.00

California Society of Municipal Finance Officers
Statement of Financial Income and Expense
January 2021

	<u>Jan 21</u>	<u>Jan 20</u>	<u>\$ Change</u>
8375 · PreConference-Session C	0.00	4,350.00	-4,350.00
Total 8300 · Pre-Conference Registrations	12,870.00	24,675.00	-11,805.00
8500 · Extra Meals			
8565 · Hosted Evening Event	0.00	22,125.00	-22,125.00
Total 8500 · Extra Meals	0.00	22,125.00	-22,125.00
8600 · Event Registrations			
8610 · Golf	0.00	29,850.00	-29,850.00
8630 · Tennis	0.00	1,960.00	-1,960.00
Total 8600 · Event Registrations	0.00	31,810.00	-31,810.00
8700 · Exhibitors Fees			
8707 · Deluxe Exhibitor	92,000.00	0.00	92,000.00
8704 · Premier Exhibitor	60,000.00	0.00	60,000.00
8702 · Featured Exhibitor/Sponsor	0.00	30,000.00	-30,000.00
8703 · Sapphire Exhibitor	0.00	126,000.00	-126,000.00
8715 · Gold Package	0.00	283,200.00	-283,200.00
8725 · Silver Package	0.00	28,800.00	-28,800.00
8735 · Diamond Package	0.00	72,000.00	-72,000.00
Total 8700 · Exhibitors Fees	152,000.00	540,000.00	-388,000.00
8800 · Sponsorships			
8830 · Non-Exhibitor Sponsor 8830	33,000.00	36,000.00	-3,000.00
8872 · Additional Sponsorship Monies	0.00	6,500.00	-6,500.00
Total 8800 · Sponsorships	33,000.00	42,500.00	-9,500.00
8900 · Conference Miscellaneous			
8910 · Cancellation Fees	0.00	750.00	-750.00
Total 8900 · Conference Miscellaneous	0.00	750.00	-750.00
Total 8000 · Conference Revenue	341,620.00	1,350,500.00	-1,008,880.00
4503 · Contributions and Donations	1,000.00	0.00	1,000.00
4504 · Education income			
4505 · Webinar	2,623.00	0.00	2,623.00
4540 · Fundamentals of Rates, Fees	2,400.00	300.00	2,100.00
4570 · Intro to Government	7,725.00	8,250.00	-525.00
4590 · Intermediate Government Acct	0.00	6,000.00	-6,000.00
4595 · Revenue Fundamentals	0.00	150.00	-150.00
4597 · Developing Supervisory Skills	0.00	0.00	0.00
Total 4504 · Education income	12,748.00	14,700.00	-1,952.00
Total 4500 · PROGRAM REVENUES	355,368.00	1,365,200.00	-1,009,832.00
Total Other Income	355,408.00	1,372,949.22	-1,017,541.22
Other Expense			
6401 · Chapter Expenses			
6401.79 · Current Year Chapter Expenses			
6401.17 · Inland Empire	0.00	500.00	-500.00
Total 6401.79 · Current Year Chapter Expenses	0.00	500.00	-500.00
Total 6401 · Chapter Expenses	0.00	500.00	-500.00
6400 · PROGRAM EXPENSES			
9000 · Conference Expenses			
9200 · President's Dinners			
9220 · Entertain-Transport-Decor-Favor	0.00	578.50	-578.50
9250 · Pres Dinner-Out of State Guest	0.00	1,200.00	-1,200.00
Total 9200 · President's Dinners	0.00	1,778.50	-1,778.50
9300 · Hosted Event			
9310 · Event Entertainment	15,450.00	0.00	15,450.00

California Society of Municipal Finance Officers
Statement of Financial Income and Expense
January 2021

	<u>Jan 21</u>	<u>Jan 20</u>	<u>\$ Change</u>
Total 9300 · Hosted Event	15,450.00	0.00	15,450.00
9400 · Meetings and Training			
9410 · Speakers-Honorarium	13,000.00	71,500.00	-58,500.00
9430 · Speaker-Expenses-Transportation	0.00	71.86	-71.86
Total 9400 · Meetings and Training	<u>13,000.00</u>	<u>71,571.86</u>	<u>-58,571.86</u>
9450 · Comps			
9465 · Board Scholarships	0.00	1,850.00	-1,850.00
Total 9450 · Comps	<u>0.00</u>	<u>1,850.00</u>	<u>-1,850.00</u>
9475 · Meetings			
9476 · Audio Visual and Lighting	0.00	78,914.13	-78,914.13
9477 · Virtual Platform	60,126.50	0.00	60,126.50
9478 · General Session - Addl' product	0.00	1,620.68	-1,620.68
9481 · Reg/Attendance Tracking	0.00	17,137.16	-17,137.16
9485 · Convention/Hotel Other Costs	4,560.00	0.00	4,560.00
Total 9475 · Meetings	<u>64,686.50</u>	<u>97,671.97</u>	<u>-32,985.47</u>
9500 · Exhibits			
9550 · Sponsor Branded Items	0.00	1,988.91	-1,988.91
9599 · Exhibits-Other	0.00	5,062.96	-5,062.96
Total 9500 · Exhibits	<u>0.00</u>	<u>7,051.87</u>	<u>-7,051.87</u>
9600 · Entertainment/Gifts			
9610 · Conference Gifts/Attendees	0.00	45,961.10	-45,961.10
9620 · Speaker/Board/Committee Memento	0.00	2,920.00	-2,920.00
9630 · Gift Baskets (VIPs)	0.00	1,107.00	-1,107.00
Total 9600 · Entertainment/Gifts	<u>0.00</u>	<u>49,988.10</u>	<u>-49,988.10</u>
9700 · Other Activities			
9732 · Golf Tournament Expenses	0.00	24,908.70	-24,908.70
9750 · Other Event Expenses	0.00	3,250.00	-3,250.00
Total 9700 · Other Activities	<u>0.00</u>	<u>28,158.70</u>	<u>-28,158.70</u>
9800 · Administration - Conference			
9805 · Conference Marketing	0.00	4,851.02	-4,851.02
9810 · Conference Contract Services	51,292.52	49,292.52	2,000.00
9815 · Printing/Copy/Conference Media	0.00	2,307.22	-2,307.22
9875 · Signage	0.00	3,967.45	-3,967.45
9890 · Conference Committee Expenses	1,393.90	8,414.83	-7,020.93
9895 · Staff Exp Inc. Lodging & Travel	0.00	3,450.79	-3,450.79
9800 · Administration - Conference - Other	700.00	0.00	700.00
Total 9800 · Administration - Conference	<u>53,386.42</u>	<u>72,283.83</u>	<u>-18,897.41</u>
9000 · Conference Expenses - Other	25,000.00	6,510.00	18,490.00
Total 9000 · Conference Expenses	<u>171,522.92</u>	<u>336,864.83</u>	<u>-165,341.91</u>
6404 · Education Expenses			
6594 · CMTA/CSMFO Course Exp	0.00	0.00	0.00
Total 6404 · Education Expenses	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total 6400 · PROGRAM EXPENSES	<u>171,522.92</u>	<u>336,864.83</u>	<u>-165,341.91</u>
Total Other Expense	<u>171,522.92</u>	<u>337,364.83</u>	<u>-165,841.91</u>
Net Other Income	<u>183,885.08</u>	<u>1,035,584.39</u>	<u>-851,699.31</u>
Net Income	<u><u>279,593.47</u></u>	<u><u>1,122,830.84</u></u>	<u><u>-843,237.37</u></u>

California Society of Municipal Finance Officers
Chapter Income and Expense
January 2021

	<u>Inland Empire (Chapters)</u>	<u>Total Chapters</u>	<u>TOTAL</u>
Other Income/Expense			
Other Income			
4501 · Chapter Income	<u>40.00</u>	<u>40.00</u>	<u>40.00</u>
Total Other Income	<u>40.00</u>	<u>40.00</u>	<u>40.00</u>
Net Other Income	<u>40.00</u>	<u>40.00</u>	<u>40.00</u>
Net Income	<u><u>40.00</u></u>	<u><u>40.00</u></u>	<u><u>40.00</u></u>

California Society of Municipal Finance Officers

Check Detail

January 2021

Type	Num	Date	Name	Account	Paid Amount
Check	EFT	01/04/2021	Merchant Service	1006 · Bank of America Checking (new)	
				6155 · Merchant Fees/Bank Chgs.	<u>(3,767.16)</u>
TOTAL					(3,767.16)
Check	EFT	01/15/2021	Account Analysis Fee	1005 · Bank of America	
				6155 · Merchant Fees/Bank Chgs.	<u>(78.22)</u>
TOTAL					(78.22)
Check	EFT	01/20/2021	Affinipay	1006 · Bank of America Checking (new)	
				6155 · Merchant Fees/Bank Chgs.	<u>(2.00)</u>
TOTAL					(2.00)
Bill Pmt -Check 7001		01/12/2021	Burke, Williams & Sorenson,	1006 · Bank of America Checking (new)	
Bill	263299	12/31/2020		6250 · Miscellaneous	<u>(525.75)</u>
TOTAL					(525.75)
Bill Pmt -Check 7002		01/12/2021	Convention Connection	1006 · Bank of America Checking (new)	
Bill	Rabia Siddique	12/22/2020		9410 · Speakers-Honorarium	<u>(9,000.00)</u>
TOTAL					(9,000.00)
Bill Pmt -Check 7003		01/12/2021	Magician Nash Fung, Inc.	1006 · Bank of America Checking (new)	
Bill	955	01/08/2021		9310 · Event Entertainment	<u>(1,000.00)</u>
TOTAL					(1,000.00)
Bill Pmt -Check 7004		01/12/2021	Matchup, LLC DBA MoveSpri	1006 · Bank of America Checking (new)	
Bill	3349	12/22/2020		6105 · Marketing/Membership	<u>(2,976.00)</u>
TOTAL					(2,976.00)
Bill Pmt -Check 7005		01/12/2021	Smith Moore and Associates	1006 · Bank of America Checking (new)	
Bill	20205555	12/22/2020		6260 · Donations	(25.00)
				6260 · Donations	(100.00)
				6260 · Donations	(25.00)
				6260 · Donations	(25.00)
				6111 · Presidents CSMFO- Gifts	(72.99)
				6105 · Marketing/Membership	(400.00)
				6105 · Marketing/Membership	(150.00)
Bill	20210009	01/01/2021		6143 · Management Services	(11,805.92)
				2003 · A/P Other- SMA Conference	(3,526.44)
				6195 · Web Site Hosting Fee	(643.88)

California Society of Municipal Finance Officers

Check Detail

January 2021

Type	Num	Date	Name	Account	Paid Amount
				1500 · CSMFO/SMA Database AR	(231.15)
				9800 · Administration - Conference	<u>(600.94)</u>
TOTAL					(17,606.32)
Bill Pmt -Check 7006					
		01/12/2021	The Hartford	1006 · Bank of America Checking (new)	
Bill	12818331	01/07/2021		6230 · Insurance	<u>(580.00)</u>
TOTAL					(580.00)
Bill Pmt -Check 7007					
		01/12/2021	Oxford Media Works	1006 · Bank of America Checking (new)	
Bill	263	01/01/2021		6192 · Web site	<u>(2,500.00)</u>
TOTAL					(2,500.00)
Bill Pmt -Check 7009					
		01/26/2021	Appcellence LLC	1006 · Bank of America Checking (new)	
Bill	0570	01/19/2021		6970 · One-Time Budgeted Expenses	<u>(840.00)</u>
TOTAL					(840.00)
Bill Pmt -Check 7010					
		01/26/2021	FitCity Adventures, LLC	1006 · Bank of America Checking (new)	
Bill	180	01/22/2021		9310 · Event Entertainment	<u>(6,000.00)</u>
TOTAL					(6,000.00)
Bill Pmt -Check 7011					
		01/26/2021	Piece by Piece	1006 · Bank of America Checking (new)	
Bill	20200227id	12/31/2020		6160 · Awards	(492.76)
Bill	202010115I	01/17/2021		6160 · Awards	(177.36)
Bill	202010115Ia	01/17/2021		6160 · Awards	<u>(177.39)</u>
TOTAL					(847.51)
Bill Pmt -Check 7012					
		01/26/2021	Rich Lee [v]	1006 · Bank of America Checking (new)	
Bill		01/22/2021		6190 · Web and Technology	<u>(108.65)</u>
TOTAL					(108.65)
Bill Pmt -Check 7013					
		01/26/2021	Tori Hannah [v]	1006 · Bank of America Checking (new)	
Bill		12/31/2020		6401.08 · Monterey Bay	<u>(200.00)</u>
TOTAL					(200.00)
Bill Pmt -Check 7014					
		01/26/2021	Town and Country Hotel	1006 · Bank of America Checking (new)	
Bill	#CSMFO2022-C	01/17/2021		1262 · Facilities Deposits	<u>(10,000.00)</u>
TOTAL					(10,000.00)
Bill Pmt -Check 7015					
		01/26/2021	West End Entertainment Grc	1006 · Bank of America Checking (new)	

California Society of Municipal Finance Officers

Check Detail

January 2021

Type	Num	Date	Name	Account	Paid Amount
Bill	1010, 1010-2	01/20/2021		9310 · Event Entertainment	(925.00)
				9310 · Event Entertainment	<u>(925.00)</u>
TOTAL					(1,850.00)
Bill Pmt -Check 7016		01/26/2021	Probolsky Research	1006 · Bank of America Checking (new)	
Bill	08-3427	01/19/2021		6146 · Consultants	<u>(6,000.00)</u>
TOTAL					(6,000.00)
Bill Pmt -Check 7017		01/26/2021	Magician Nash Fung, Inc.	1006 · Bank of America Checking (new)	
Bill	955-b	01/26/2021		9310 · Event Entertainment	<u>(1,000.00)</u>
TOTAL					(1,000.00)
Bill Pmt -Check 7018		01/26/2021	The Game Agency, LLC	1006 · Bank of America Checking (new)	
Bill	8617	01/17/2021		9310 · Event Entertainment	(2,100.00)
				9310 · Event Entertainment	<u>(3,500.00)</u>
TOTAL					(5,600.00)



CSMFO Executive Committee
Agenda
February 3, 2021

- Chapter Meetings
- 2021 Membership Renewal Cut-off
- SMA Move
- Request for Staff Compensation for Virtual Conference
- CSMFO Representative to CDIAC
- Conference Update

February Board Agenda Items

- Focus Group Report (Probolsky in attendance)
- SMA on the Move
- Request for Staff Compensation for Virtual Conference

SMA IS ON **THE MOVE!**



As we already see the end of January 2021 rapidly approaching, Smith Moore & Associates (SMA) wanted to provide our clients with some firm updates. SMA staff have been amazing with the pivot to working remotely once the Governor issued his Shelter-in-Place order in March 2020. We continue to adjust to the new realities we face during the pandemic and try to anticipate what challenges our association clients will be facing post-pandemic. With the vaccine rollout slowly underway, we recognize that some of the impact of COVID-19 will be more permanent and “business as usual” may look very different for SMA and our clients. Each one of us, at SMA, has discovered how to do our job remotely and serve the clients in a virtual world. Our client teams Zoom frequently to ensure each association is not only surviving but thriving during the pandemic. There have been many challenges, in particular with conferences and in-person trainings, but together SMA and volunteer leaders have made it all work on behalf of the members we serve. We wanted to share with our clients some of the efforts undertaken on their behalf at SMA as well as some exciting changes moving forward.

Smith Moore & Associates
www.smithmooreassoc.com
808 R Street, Suite 209 Sacramento, CA 95811

TECHNOLOGY

SMA managed to move staff members into remote work within days of the order as their health and safety was key. We've purchased more office equipment and established new procedures and overall, the results have been better than imagined. Fortuitously, we had just implemented an updated telephone system merely days before the shutdown. Our new ESI telephone system uses the internet for service and allows calls to be forwarded to cell phones and computers. Our staff can handle all calls remotely with the same response time and high level of customer service. We are also undertaking a pilot project for a new customer support software named Enchant. Enchant provides a customer-centric platform that allows client teams to consolidate, coordinate, and respond to inquiries. There is a feedback function that we can use to evaluate our customer service. The pilot program is going great and our goal is to use the platform for all clients that would benefit from the technology. SMA's Drive Team (IT) continues to evaluate, test and select association management technology that will support member services and increase efficiencies.

CONFERENCES AND CLIENT SERVICES

SMA's skilled team of meeting professionals transitioned over 15 in-person events to virtual in 2020. Staff evaluated dozens of virtual platforms to recommend to our clients. Staff member Carmen Berry successfully completed the coursework for the Virtual Event & Meeting Management Certificate. Sarah Erck, CMP and Elizabeth Cardwell, CMP both are now certified Pandemic Compliance Advisors. The entire team of meeting services has gone above and beyond for each client event with many generating significant revenues for the association.

We have successfully negotiated our clients out of cancellation penalties at a number of properties when it was impossible to hold the event. As it appears 2021 will not welcome back in-person events, SMA continues to fine-tune our firm's best practices for virtual events and share experiences among one another. The collective knowledge of all of Account Executives, Coordinators and Assistants is astonishing. SMA's Launch Department (communications) works non-stop to support these events which we find is actually more demanding than in-person. Who knew?

SMA's Accounting Department successfully completed a number of virtual audits and kept all of our clients financial activities running smoothly.

THE OFFICE

Although there has always been a small group in the office since mid-March to process mails and checks, answer phones and receive packages, the SMA staff has been primarily working remotely. As our country adjusted to working during a pandemic, it became apparent to us that the place we call an office may be forever changed. Even when the country is reopened, it is likely attitudes toward offices will continue to evolve. With our lease on 700 R Street ending March 1, 2021, we took the opportunity to reimagine our headquarters and work life moving forward. SMA has a very close work family so we knew we wanted to have a workplace to host team meetings, collaborate and engage with one another albeit in a more limited fashion for now. Knowing that for the near future it is unlikely that all 22 SMA staff could safely come back into the office, we have signed a new lease for a smaller office just a block away from our current location. Our staff will move to a hybrid model having teams in the office (with all necessary safety protocols) on a rotating basis to allow us to reconnect, strategize on our client needs and just have conversations.

The new office will be located at 808 R Street, Suite 209. We are investing a great deal of time setting up the new office to reflect what we see as the new work world – at least for now –especially when it comes to social distancing, technology and video-conferencing. As with any SMA move, we will handle all of the necessary back-end changes for each client and if any expense is incurred, it will be taken care of by SMA. Our goal is to make the move seamless for our clients and their members. We will be directly sharing the new address with all our client memberships. Telephone numbers will not be changed. Rest assured that when we can host small in-person client meetings, we have a conference room!

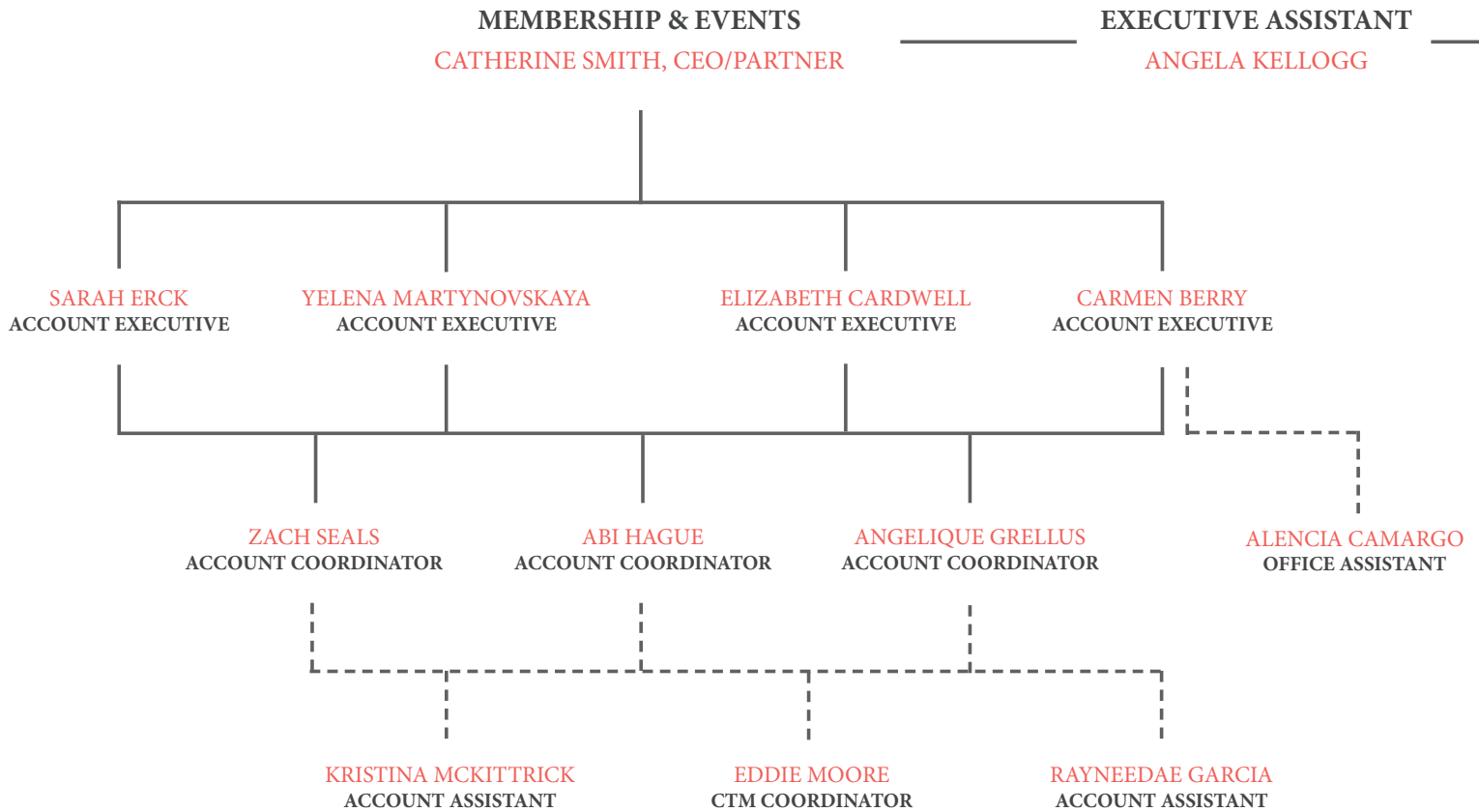
THANK YOU!

If you have any questions or concerns, please do not hesitate to reach out to either of us. We are happy to forward this update to your full Board or other leadership if that is helpful. Just let us know!

Thank you for your continued partnership. Stay safe and healthy. We will make it through this together!

Catherine & Justin
Catherine, Justin and the SMA team!

ORGANIZATION CHART



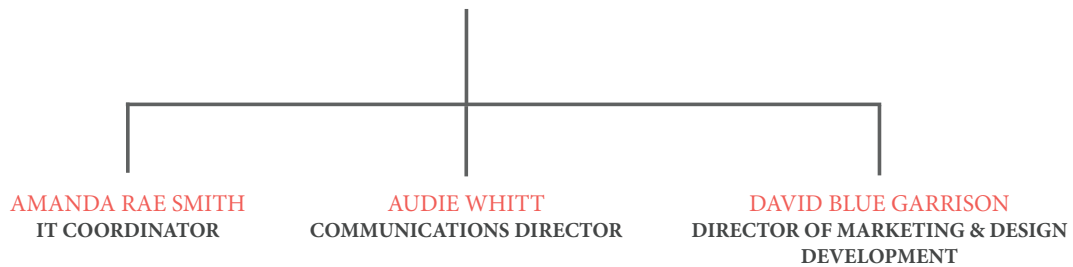
Founded in 2006, SMA’s philosophy is to provide clients with unmatched services and expertise in administration, governance, accounting, meeting planning, strategic planning and communication services, going above and beyond client expectations by:

- Tailoring services to the specific needs of our association clients;
- Ensuring our clients’ leadership can focus on the vision of the association while remaining confident that the day-to-day operations are running smoothly;
- Striving to realize growth potential for each client; and
- Working closely with clients’ volunteer leaders to assess the needs of their membership.

ORGANIZATION CHART

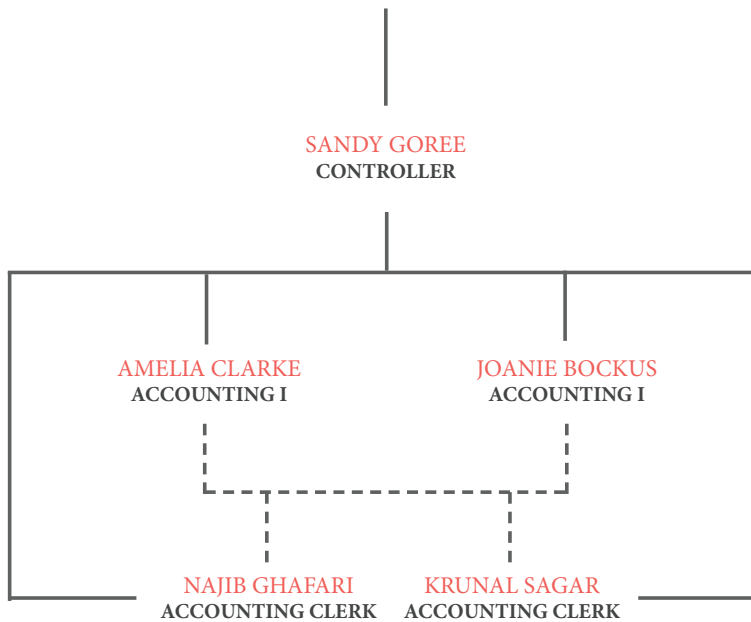
IT & COMMUNICATIONS TEAM

JUSTIN LEWIS, PARTNER



FINANCE TEAM

CATHERINE SMITH, CEO/PARTNER





CSMFO Focus Group - Report on Results -

December 2020



Market and Opinion Research

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Qualitative Report

Introduction & Methodology

Probolsky Research conducted a focus group among CSMFO members. The group was moderated by Adam Probolsky and ascertained member opinions of the resources offered by CSMFO and the organization as a whole.

Online Focus Group: CSMFO Members

Date: Thursday, December 17, 2020

There was a total of 6 participants:

Participant	Gender	Title	Geography
Nancy	Female	Accounting Manager	Parks and Rec. Dist.
Noah	Male	Finance Manager	City
Rosa	Female	Accounting Manager	City
David	Male	Audit Manager	Parks Dist.
Darrylenn	Female	Assistant Finance Director	Flood Control Dist.
Wes	Male	Finance Manager	Water Dist.
Delia	Female	Finance Manager	Water Dist.
Ray	Male	Finance Manager	Solid Waste Auth.

Link to focus group video:

<https://probolskyresearch.box.com/s/x897f0egitp0xezf2n779knxw9uy2yy5>

This report highlights key commentary from our focus group discussion, with our goal of delivering actionable information. You will also likely find reviewing the transcript to be helpful in developing a rich, unique understanding of the vernacular and tone of participants.

It is important to note that while the results of the focus group are not statistically significant, they do help us uncover common language, themes, and messages to test further.

We have provided the discussion guide and transcripts for the focus group session as an appendix.

The discussion took place online via the Zoom video conferencing platform and participants all engaged in a robust conversation.



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Emerging Themes and Recommendations

In general, all of the participants in the focus group were familiar with CSMFO and everyone said they have a positive opinion of CSMFO and they are generally happy with the organization as a whole.. Several participants mentioned that they have been members for quite time – upwards of 10, 15 years in some cases.

For many, renewing their membership is something that they do automatically without much second thought. Regardless of how active they are as a member of CSMFO, nearly everyone agreed that renewing their membership is a given.

“I’ve never considered not renewing. I just automatically renew. I enjoy having access to the quarterly chapter meetings...[and] being able to attend the conference at least once every couple of years and just having access to some of the training tools.” – Ray

Several participants expressed that it’s not always convenient for them to make time for a CSMFO event. Scheduling conflicts are an issue for many, and a few participants suggested they would be more inclined to attend an event if it was more accessible to them.

With this in mind, practically everyone agreed that they prefer in-person meetings over virtual meetings. This is not to say that virtual meetings are not appreciated, but many do miss the experience of physically attending an event.

Cost may also be a factor as to why members choose not to attend an event. One participant mentioned that it’s something of a hassle to sign up for events, and that they tend to be more selective in choosing which events to attend.

Most participants do feel as though they can relate to other members of CSMFO, but not everyone does. One participant mentioned that his line of work is not directly related to the topics typically discussed at CSMFO events, which makes it difficult for him to relate.

Almost everyone agreed that the trainings offered by CSMFO are a valuable resource, and a few participants even mentioned that they would appreciate longer, more in-depth trainings. Several participants said that they enjoy receiving emails from CSMFO, and while there was mention of Knowledge Base, one participant mentioned that it wasn’t always convenient for him to use.

All in all, everyone in the focus group shared a generally positive opinion of CSMFO, regardless of how active they are with their membership. It’s worth noting that several participants expressed that they would like to see a greater focus on training. One participant suggested that lower-level staff could greatly benefit from some of the courses typically offered to upper-level management.

Similarly, another participant mentioned that there is a greater need for technical knowledge rather than networking opportunities:

“...we have to have more in-depth technical knowledge besides the networking thing. There are so many calculations, so many changes that are coming that we need to keep ourselves and our teams [informed] to know how to push out those changes. So we need more technical training.”
– Rosa



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Summary of the Results

Quotations from focus group participants appear below as indented text. Three periods within quotations signify omitted text, words irrelevant to the message, but under no circumstances are words omitted in a manner that might change the participant’s meaning. In a few instances, words within a quotation appear in brackets. These words are added for clarity and to facilitate interpretation of the participant’s meaning.

Initial Questions

1) What do you know about CSMFO? How long have you been a member?

Most of the participants had a pretty good understanding of CSMFO, and everyone had positive things to say.

- “...[CSMFO] provides pertinent information to California government finance officers in order to help us assist in making financial decisions. And if you go to the conference, you also get a lot of CalPERS information because that’s a big ask in our state.” – Ray
- “...I’ve been a member since about 2003, so about 17 years. CSMFO has been great. I’ve gone to, I think, a conference every single year...Mainly what I used it for was the coaching program. The coaching program is amazing at CSMFO.” – Wes
- “Well, it’s a trade group, basically, that assists its members to achieve their objectives with regard to performing their duties.” – David
- “So, I’ve been a member for about 12 years now...a little less than 10 of those years actually on the other side, so as an auditor. So in that capacity, it was great for networking...it’s great to go and say, ‘Okay, here’s how we do it. How do you guys do it?’ and get that networking relationship. And now in my current role, what I really appreciate is all the trainings and, like everyone said, the conferences are really well done.” – Noah
- “I have been a member since 2014, coming in with around 20 years [of] experience from the private sector, so everybody can imagine the cultural shock...CSMFO was a wonderful addition to my life because sharing all those ideas, sharing your concerns, realizing that you are not alone, [and that] everybody’s dealing with the same kinds of difficulties and there is a solution...So thank you so much for this platform.” – Rosa
- “I’m fairly new; I’ve only been a member for about a year. I did attend the annual conference last year and it was a good experience. The staff was very welcoming and I had a chance to interact with other people in the same line of work. I also attended a Retirement Benefits Training in the local Sacramento chapter, so that was helpful as well.” – Nancy

2) Why is renewing your membership important to you? What do you feel are the primary benefits that you’ve received from your CSMFO membership?



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For nearly everyone, renewing their CSMFO membership is practically a given; it's considered something of a necessity.

- “I’ve never considered not renewing. I just automatically renew. I enjoy having access to the quarterly chapter meetings...[and] being able to attend the conference at least once every couple of years and just having access to some of the training tools.” – Ray
- “I love the conference, and I use it for my CPE every year. It’s great for networking and definitely the conference for me. But...like he said, I wouldn’t consider not renewing.” – Wes
- “It’s like the internet bill...would you renew it? Absolutely. We need this connection.” – Rosa
- “...it’s still being able to reach out to my peers and to be able to connect and to discuss and be updated on local or state requirements, resolutions, and everything of that sort...it’s a great resource for everything that you’re dealing with in your industry.” – Delia

Participation

3) What are the biggest challenges for you in participating in CSMFO events? (e.g., timing, cost, location, and topic)

The biggest obstacle members face in participating in CSMFO events is time. For others, the cost associated with the event may also be a limiting factor.

- “Usually, it’s time...It’s one of those things. It’s like, ‘I’d love to participate more, get more information, learn more things’ but we also get really busy sometimes...so, time is the major consideration for me.” – Noah
- “Conflict with my assigned duties. Frequently, we have board meetings or finance committee meetings...during the hours that the chapter meets. So, I personally could not attend.” – David
- “To be honest...I get so many emails every day that sometimes it’s just like they’re advertisements. And I don’t really go onto the CSMFO website to see what resources are available...There’s not really anything that CSMFO could do to improve it, it’s just a matter of not having time to go through them all.” – Wes
- “...for me to get the executive assistant to sign me and my team up for an event, it’s such a headache. If I put [down] my own credit card it’s the same headache for reimbursement.” – Rosa

4) Based on your current role in your agency, do you feel the information and training offered by CSMFO is relevant? Do you feel there are other CSMFO members to whom you can relate?

Several participants expressed that they do feel as though they can relate to other members of CSMFO, but not everyone felt the same way.

- David, Rosa, Delia, and Nancy all agreed that they feel they can relate to other members; Ray hesitated



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- “Well, I mean, we’re a joint power agency and we run landfills. So, I tend to go to chapter meetings and there’s city managers and county people that have no real concept of what I do. And a lot of the things that matter to them don’t really apply to me...I enjoy talking to them and I enjoy getting some of their ideas on things, but unfortunately, their experience and expertise doesn’t really match what I do.” – Ray

5) What could CSMFO do differently that would make you more likely to engage with your chapter or the organization in general?

Although most participants do have a positive opinion of CSMFO, longer training sessions and more time slots might encourage more members to engage.

- “...personally, I would prefer longer training, if you will, two hours, three hours, about a particular topic, rather than just one hour that scratches the surface.” – David
- “If it was on a different day I would go just for the network and I’d be able to talk to people, but because the subject matter isn’t specific to me, I just tend not to go just because I have other conflicts.” – Ray
- “I think one thing that CSMFO could do is to change the specific timing of every program...I would add a variety of times or staggered timing for meetings or presentations.” – David

Let’s review a few resources available from CSMFO:

Member digest- daily email

Knowledge base- repository of conversations that can be accessed online through your account

Listserve- where you post questions and responses

6) Have you used any of these CSMFO resources? What did you like about the experience? What resources do you wish CSMFO offered that are not being provided now?

A few participants mentioned that they enjoy reading the emails they get from CSMFO. However, not everyone is familiar with all of the resources that are being offered.

- “To be honest, I haven’t really used any of them...Regarding the trainings, I know other agencies...offer like a recording of the training so you can go back to it in case you’re not able to totally focus on the training as it was happening...I don’t know if that’s a service or a feature that you guys have now.” – Nancy
- “I get the digest. I’ll be honest, I hardly ever look at it. The knowledge base is obviously new. I use it, though, for very specific questions, like [if] something comes up in a conversation or a meeting...the knowledge base is great when I have something specific, but then I have to hope it’s there.” – Noah



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- “Member digest...is the one that I use. And I read the emails that they send. It’s usually afterhours and things like that. So it’s not an immediate thing that I read but occasionally, I have received things that were very, very informative and helpful, so I appreciate that.” – David
- “...I do miss the emails. I got kind of used to them over the years and actually had all the emails going to a CSMFO email folder. So anytime I had a topic that I wanted to look for, I’d actually just search that email folder. When people gave something that was very useful, I’d save all the responses.” – Wes

7) Think about a normal, post-pandemic world. Would you prefer virtual meetings over in-person meetings?

Everyone from the group expressed that they prefer in-person meetings over virtual meetings. Some participants did mention that they would like a combination of both.

- “I would prefer in-person, actually, just because you can focus more if you just have that time in a class as opposed to trying to work and listen to a training at the same time. But I wouldn’t mind a combination as well, just because sometimes you just don’t have the time to travel and do everything.” – Nancy
- “Yeah, I’d prefer in-person as well. I think that everything’s better in-person. Anyway, it’s a different experience. The virtual is more for if you need that extra CPE; you’re not going to pay attention to it as much. So I think in-person’s better with CSMFO.” – Wes
- “I prefer all in-person meetings...Sometimes when you’re on WebEx meetings or Zoom meetings, it’s easy to see an email pop up and want to check it and get to that...I feel more engaged with in-person meetings or trainings or things like that.” – Darrylenn

8) Are you aware that CSMFO offers 90-minute webinars on a specific topic every month? Have you participated? Why or why not?

Several participants admitted to not knowing about the 90-minute webinars offered by CSMFO. For some, the cost may be an obstacle.

- “Again, to be honest, I just kind of haven’t seen them. So I don’t know if the topics are being emailed out, maybe I’m filtering it to an email folder with the knowledge base emails that I’m getting. I didn’t even know there was one.” – Wes
- “For us, we have very strict internal controls; we need approval for everything. So for me to go through that headache to pay for a webinar is just not worth it. So, I’m just waiting for the ones that are offered for free.” – Rosa
- “I mean, CSMFO does offer the free learning opportunities that I tend to sign up for. The paid ones, it just depends if I feel they apply or not. Some of the information is available through GFOA as well. So I tend to pick and choose when they apply more to me if I have to pay.” – Ray



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Final Thoughts

9) If you could communicate one message to CSMFO leadership, what would it be? What additional thoughts and questions do you have about your membership with CSMFO?

A greater emphasis on technical training is a must for some. Another participant mentioned lower-level staff could benefit greatly from some of the same resources that are typically used by upper-level management.

- “...GFOA has that Intensive Accounting Academy that they do annually...We kind of reserve that now for upper level staff because of the costs and travel and things like that, but really those courses would be great for some of our new, lower level staff who haven’t had a lot of governmental accounting experience.” – Darrylenn
- “...we have to have more in-depth technical knowledge besides the networking thing. There are so many calculations, so many changes that are coming that we need to keep ourselves and our teams [informed] to know how to push out those changes. So we need more technical training.” – Rosa
- “I will reiterate the technical training. I tend to go to GFOA for some of the more accounting specific training, but it’d be nice to have a little more information on the accounting changes as they’re coming.” – Ray



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Appendix A: Discussion Guide

Thank you for taking the time to join us to discuss your opinions on the California Society of Municipal Finance Officers (CSMFO). Our goal is to have an open discussion.

You were invited to participate because you all are members of CSMFO.

This discussion is being conducted for research purposes only. No one will follow up or try to sell you any kind of product or service.

Discussion Group Ground Rules

There is **no such thing as a right or wrong answer**, just differing points of view.

Tell us what you honestly think, and **feel free to share whatever is on your mind**.

We're just as **interested in negative comments as positive comments**.

If you **disagree with someone, let us all know**.

If you **agree, try to add more than just, "I agree," by sharing your own perspective**.

Initial Questions

1) What do you know about CSMFO? How long have you been a member?

2) Why is renewing your membership important to you? What do you feel are the primary benefits that you've received from your CSMFO membership?

Participation

3) What are the biggest challenges for you in participating in CSMFO events? (e.g., timing, cost, location, and topic)

4) Based on your current role in your agency, do you feel the information and training offered by CSMFO is relevant? Do you feel there are other CSMFO members to whom you can relate?

5) What could CSMFO do differently that would make you more likely to engage with your chapter or the organization in general?



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Let's review a few resources available from CSMFO:

Member digest- daily email

Knowledge base- repository of conversations that can be accessed online through your account

Listserve- where you post questions and responses

6) Have you used any of these CSMFO resources? What did you like about the experience? What resources do you wish CSMFO offered that are not being provided now?

7) Think about a normal, post-pandemic world. Would you prefer virtual meetings over in-person meetings?

8) Are you aware that CSMFO offers 90-minute webinars on a specific topic every month? Have you participated? Why or why not?

Final Thoughts

9) If you could communicate one message to CSMFO leadership, what would it be? What additional thoughts and questions do you have about your membership with CSMFO?



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Appendix B: Transcript

Adam: Thank you for taking the time to join us, our discussion, we want your opinions. We're talking about California Society of Municipal Finance Officers. And our goal is to have an open discussion. You are invited to participate because you're a member of CSMFO which is the sum total of your qualifications, today. The discussion is being executive research purposes only. No one's going to follow up with you about what you said or about anything quite frankly, from us. No one's selling anything, of course. But we are recording because I can't take notes that quick. So everybody can acknowledge and say you're okay with us being recorded that appreciate that.

Wes: Yes.

Adam: All right.

Noah: Yes.

Adam: All right. Great.

Noah: It's Noah.

Adam: All right, great. So definitely no such thing as a wrong answer. I'm going to let Roza in. And Roza is okay, let's see. All right, Roza, thank you for joining us. Adam Probolsky here. I am going to make you first name only. And was just saying that you're invited because you're a CSMFO member, and we're looking for an open discussion. Thanks, Ray, for bringing your camera up. Anybody else can bring their camera up, that would be great. So no wrong answer. Feel free to share whatever's on your mind. Just as interested in negative comments as positive ones. If you disagree, it'd be great if you can kind of say why you disagree. That will be, I think, really helpful for us. And kind of give some more depth in your response. So first off, lets kind of go around the horseshoe, first say your name the way you like it to be said, just in case we don't all get that and then in six seconds or less something about yourself. So I'll start. I'm Adam and I have a fake plant behind me here. David, you?

David: [inaudible 00:02:00] I'm in East Parks District, I'm Audit Manager for the entity.

Adam: Okay, Wes?

Wes: Wes Owen from Dallas Hills Water District. And I've got a poster of the trail markers behind the reminds me of hiking the Grand Canyon.



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Adam: Yeah, very nice. Ray.

Ray: Ray Hendricks from Salinas Valley Solid Waste Authority. And I have a fake background because I am not currently sitting in front of a beach unfortunately.

Adam: Very nice. Oh, we all have been there. Noah.

Noah: Noah Daniels, the Finance Manager for the City of Rancho Cucamonga. And I've been clearing up my to-do list before the holiday break.

Adam: Very nice. And thank you, by the way, for approving my cheques. Roza.

Rosa: Hey, everybody. I'm Roza Jakabffy. I'm an Accounting Manager of the City of Beverly Hills. And I apologize that my camera, for some reason, is not working is the first time today for the second meeting that I'm realizing. I don't know. It says on my side it's working but definitely I cannot see my image. And thank you so much for the invitation. Hopefully we can make some positive contributions today.

Adam: Thank you. Is it Delia?

Delia: Delia, yes.

Adam: Okay.

Delia: Delia Lugo Finance Manager, Yorba Linda Water District, and thank you for inviting me to participate in this forum.

Adam: Great and Nancy.

Nancy: Hi, this Nancy, Can you all hear me?

Adam: Yes.

Wes: Yes.

Nancy: Hi. So I am the accounting manager for a South Gate Recreation and Park District. I'm fairly new to the government world. I've been here for a couple of years so far and looking forward to our discussion today.

Adam: Wonderful. Everyone, I really appreciate you being with us. I'll do my best to get you out right on time by 11 o'clock. So first, in kind of a minute or so, tell me what you know about CSMFO your big picture? What you what your impression is what you know about... Ray, why don't you start?



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Ray: Well, it's the California Chapter, the Municipal Finance Officers' Association. It provides pertinent information to California government finance officers in order to help us assist in making financial decisions. And if you go to the conference, you also get a lot of CalPERS information because that's a big ask in our state.

Adam: Okay, and how long have you been a member?

Ray: I don't remember if I was a member before I was a Finance Manager, but I've been a Finance Manager for five years and I'm pretty certain I've been a member longer than that. How long I don't recall off the top of my head probably close to 10 years if [inaudible 00:04:55] we get my previous position. My boss paid the invoice before that so I don't remember.

Adam: Okay, Wes, what do you know about CSMFO? And how long have you been a member?

Wes: So I've been a member since about 2003. So about 17 years. CSMFO has been great. I've gone to, I think, a conference every single year. And the things I like about it, that I use it for actually there used to be like the member emails where we had the group where we'd send out any questions we had, and the responsiveness was just amazing. Now we've got it online. And I'm actually sort of learning how to use that now. I thought it just disappeared from the emails and I was like, "Where did it go?" And now as the bullpen or whatever, but you can sign up for the notifications and those are great too. It's working well.

Mainly what I used it for were the coaching program. The coaching program is amazing at CSMFO. At the conferences, they had a lot of seminars as far as mock interviews, preparing for the next job, how to be a finance manager because I transition from senior accountant to accounting supervisor to finance manager and I use mostly the system for getting my current position and just the coaching program there. It was amazing. It's great.

Adam: Okay, David, what do you know about CSMFO? And how long have you been a member?

David: Well, it's a trade group, basically, that assists its members to achieve their objectives with regard to performing their duties. I have been a member since 2001, I believe.

Adam: Okay. Noah, how long have you been a member? And what do you know about the organization?

Noah: So I've been a member for about 12 years now, about 10... No, little less than 10 of those years as actually on the other side, so as an auditor. So in that capacity was great for networking. I was one of those people at those booths, "Come talk to me, come talk



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to me." But that was fantastic because just the wide breadth of different experiences, learning different things. It's great to go and say, "Okay, here's how we do it. How do you guys do it?" And get that networking relationship. And now in my current role, what I really appreciate is all the trainings and like everyone said, the conferences are really well done. I'm looking forward to seeing how this year goes with the virtual conference.

Adam: Okay. Roza, how long have you been a member? And what do you know about CSMFO?

Rosa: I have been a member since 2014. Coming with around 20 years experience from private sector, so everybody can imagine the cultural shock to basic... It's a positive one, to encounter that it's not like the private sector where everybody is working on their silos and nobody is sharing any ideas because it's a very, very tough competition. And knowledge is power. So if you have knowledge, you keep it for yourself and you try to get a better and higher position for another sector. So I worked on two continents, three countries before I got to government and the CSMFO was a wonderful addition to my life because sharing all those ideas, sharing your concerns, realizing that you are not alone, everybody's dealing with the same kinds of difficulties and there is solution. And if somebody is finding the solution, it's willing to offer a helping hand and basically capitalize on already built up knowledge by other entities. So thank you so much for this platform.

Adam: Okay. Delia, how long have you been a member? And what do you know about CSMFO?

Delia: I've been a member since about 2010. Like what everybody said, it's all those value pool information. I utilize it as a platform. I'm on my way out. I'm using as a succession planning for the staff as I'm bringing them up through the ranks and the resources, the tools and the networking base and the webinars and the conferences. I send my staff to that to, one, get to know their peers in the industry, not just here in Orange County that they're out, develop a network base and get them to develop their communication skills and all that like we already said. So it's a great organization. It's statewide and you can bounce ideas using the resources here through the email, and it's great.

Adam: Great. And Nancy, how long have you been a member and what do you know about the CSMFO?

Nancy: I'm fairly new. I've only been a member for about a year. I did attend the annual conference last year and it was a good experience. The staff was very welcoming and had a chance to interact with other people in the same line of work. I also attended retirement Benefits training in the local Sacramento chapter. So that was helpful as well. And still looking forward to learn a whole lot more. Prior to being in government, I was with several non-profits, and prior to that I was working for a manufacturing type of



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business. So it's transitioning to government is actually not too bad. A lot of the principles are the same. But like Roza said, it's just a matter of getting the professional training and keeping abreast of the latest like gap change or not gap... but Gatsby changes and stuff like that, so.

Adam: Okay. So when you think about renewing or you get that invoice or somebody else does, and you make that decision to renew your membership, what's the one thing that's most important to you that says, "Yes, of course, I'm going to renew." What's the one thing that says you're going to renew? Ray, what's the one thing?

Ray: I've never considered not renewing?

Adam: Okay.

Ray: I just automatically renew. I enjoy having access to the quarterly chapter meetings. And definitely, while I can't attend every year, being able to attend the conference at least once every couple of years and just having access to some of the training tools.

Adam: Okay. Wes, what's the one thing that makes you definitely renew no matter what?

Wes: The conference.

Adam: Okay.

Wes: I love the conference. And I use it for my CPE every year. It's great for networking and definitely the conference for me. But again, like he said, I wouldn't consider not renewing but definitely conference.

Adam: All right, David, what's the one thing that makes you for sure renew?

Wes: I want to get CPE. So that's my [crosstalk 00:12:16] first and primary reason. The other one is, if I have a question or something, I have really plenty of people who are willing to share their ideas and experience with me, so.

Adam: Great. Noah, what's the one thing that makes you renew?

Noah: Is ditto an answer? It seems like an automatic each year. I renew and then, of course, I need CPE for my accreditation. So it seems like an automatic for me.

Adam: Okay, Roza, what's the one thing that makes you renew?

Rosa: To be honest, I'm thinking of that bill like a utility bill. It's something that keeps you connected to the well and this is the connection to the well of information. And on the



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other side, you have real actual professionals that you know they are faces, if you cannot even compare it with the GFOA type of membership because they are so far away from California and all the things that are going on here. And it's like a live connection. It's like the internet bill or... Would you renew it? Absolutely. We need this connection.

Adam: Delia, what's the one thing that makes you renew for sure?

Delia: One thing, it's still being able to reach out to my peers and to be able to connect and to discuss and be updated on local, our state requirements, resolutions and everything of the sort. So, it's all the education and everything of the sort. And like I say it's a great resource for everything that you're dealing with in your industry.

Adam: Nancy, what's the one thing that makes you renew for sure?

Nancy: It's definitely the educational opportunity and the networking. And so long as it's in the budget, it's almost an automatic thing.

Adam: Okay. All right. So, Roza said something she said, "It's like a utility bill." I think, part of that is, to me, that's like it's where you got to pay it. And the other part, I think, she said, it's kind of like a connection to the public finance world. Raise your hand if you think it that resonates with you the idea of it's like a utility bill. Any... [crosstalk 00:14:35] Delia or Nancy are you-

Nancy: Yeah, I'm raising my hand.

Rosa: [crosstalk 00:14:39] It's a mandatory paying portion. It's more like it's the internet that brings you the information that type of-

Adam: Okay, yeah. All right. So, what are the biggest challenges for you in participating in CSMFO events? Is it time, cost, location, topic? What's the biggest reasons why you're not signing up for more events? Let's start with you, Noah.

Noah: Usually, it's time. I mean, I think you're going to hear that a lot from other people too. It's one of those things, it's like, "I'd love to participate more, get more information, learn more things but we also get really busy sometimes." I speak for me personally, like this year has actually been kind of good in the standpoint of there's been more virtual trainings, sometimes just the the problem of, "Oh, I have that hour slot available, but I got to drive to Riverside, which is 30-40 minutes that turns into a two hour trip. I can't be gone that long." But with the virtuals, "Oh, I have that hour. I can set that time and be on my computer to watch that virtual training." So time is the major consideration for me.



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Adam: Okay. David, what's the biggest challenge to participating in events and programs from CSMFO?

David: Conflict with my assigned duties. Frequently, we have board meetings or finance committee meetings and so on, during the hours that the chapter meets. So I personally could not attend. And the other thing is sometimes the subjects that are covering is not really directly related to field that I'm in so I would skip those.

Adam: Okay.

David: The option of having both live and internet based meetings because that would really create some better opportunity, if you will.

Adam: Okay, Wes, what's the biggest challenge to participating in events?

Wes: Yeah, agree with Noah on that. It's mostly time. To be honest, also there's like looking through emails. I get so many emails every day that sometimes it's just like they're advertisements. And I don't really go on CSMFO website to see what resources are available. So I'm not that familiar with getting through what other options we have. And a lot of times when I get the email, I kind of just mark them as read and move on to my next email. So it and that has to do with time too, though, because I'm filtering how many emails I can read a day, so.

Adam: Yeah, is there something that you think can be done to break through that noise, to make sure you do see all the CSMFO opportunities? Is there a different way of communicating that, do you think?

Wes: No, not really, because I know that if I needed something or was interested in looking for something, I would either go back and filter by the sender and then see what you have available. I've done that before and then been like, "Ah, I missed that, too bad." There's not really anything that CSMFO could do to improve it, it's just a matter of not having time to go through them all.

Adam: Alright, Roza, what's your biggest challenge in participating more events and programs.

Rosa: [inaudible 00:18:00] The first one was covered by Noah and everybody before me, it's exactly the same on our side, and the second one is the payments. So we are still trying to limit the P-Card. So only those people who really need to purchase should have P-Cards, obviously, since I'm not purchasing other than maybe a CSMFO conference or other type of conference for CPE, I do not have a P-Card. So for me to kind of get the executive assistant to sign me up and my team for an event. It's such a headache, if I put my own credit card is the same headache for reimbursement. So I don't know if it's possible, because we are not a profit oriented the venue here to a little bit raise the



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membership for everybody, even if the extra payment won't benefit you directly this year.

But all together almost like an insurance group pool, the cost is going to make so much easier because I'm planning up for all the third party vendor private industry or private CPA firms who are offering their services to push their products because it's for free. It's an advertising for them. We are advertising knowledge here. So I can see that helping us and in regards to the time. Maybe if all the training, it's put ahead at least two three months, and we can just sign up and put on our calendars before our calendar is full. That would also increase the venue and absolutely virtual trainings. You just can't drive in Southern California to any locations.

Adam: So raise your hand and Delia and Nancy just chime in, is anyone else have a challenge with the bureaucracy of paying for programs and that being a challenge for you?

Delia: No.

Adam: Nancy, you're challenged with that.

Nancy: No, it's been okay so far.

Adam: Okay. All right. Okay, Nancy, what's your biggest challenge in attending and participating in events?

Nancy: For me, it would definitely be the relevance of the topics. For instance, if they offer like CalPERS training, that's not relevant to us because we don't offer CalPERS. Or they may have a workshop on setting utility rates, that doesn't apply to us. So I guess it would be nice to have trainings that are specific for special districts, even specific to parks and recreation. So that will be the most relevant for me to attend.

Adam: Okay. And, Ray, what's your biggest challenge with attending events?

Ray: Well, ditto to everyone but it's usually time or timing. A lot of times stuff falls on board meeting days or committee days or around my budget cycles and makes it difficult to attend things. There's a lot more webinars available lately, but honestly, I tend to end up working in the background while I'm listening to those webinars. So I definitely look forward to start attending stuff in person again, where I can actually focus and pay a little bit of attention.

Adam: Right. Okay. And Delia, what's your biggest challenge in attending events?



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Delia: Just like everybody else, is time. And everything going on and my district here has had a lot of activity lately in the past year. So it's just time and coordinating with... We're very small staffed here in accounting. So it's just a matter of just coordinating and time.

Adam: Okay. All right. So I heard from a couple people, relevance. David said it. Raise your hand or chime in if you feel like there's a need for more your kind of agency or your kind of role content that isn't being provided right now. Okay, so Roza says yes. David, kind of validating what you said is that still something in mind?

David: I think technology would be probably a thing that everybody could use, obviously. And the other issue that I have made the trainings by GFOA... [inaudible 00:22:45] By CSMFO is that the frequently they are really short, they do not get too much in depth as to the subject matter. So personally, I would prefer longer training, if you will, two hours, three hours about a particular topic, rather than just one hour that scratches the surface because to me very likely you have some kind of interest and basic knowledge before you sign up for a training. And you would expect a little bit more than what you know or what you have been exposed to already, to proceed. I now understand that the CSMFO and even GFOA would want to have a variety of teams and it would be short and so on and so forth. But if you want to apply the knowledge, you really need to have longer training on any topic that is basically offered.

Adam: I saw Roza give a thumbs up on that, who else feels like there's a need for more in-depth content rather than just kind of one hour so? Anybody else feel like the need for that? Okay, Ray says yes. Okay. What can CSMFO differently that would make you more likely to engage with your chapter or the organization in general. Is there some different way they should talk to you, different way they should present information, something you're seeing in some other organization that you're a member of that you think is innovative that that should be adopted by CSMFO?

David: I think one thing that CSMFO could do is to change the specific timing of every program. As I understand, most of the programs are offered within particular time of the day, say 10 o'clock Pacific time and so on. So that would really cause a hindrance and some kind of a conflict for work. If the programs are offered, say at 10AM in one one month and then for 4PM in the next month and so on and so forth. That might make it more feasible for different staff to attend or different members to attend, if you will. Because usually on Wednesday of every month, we have a finance committee meeting and it happens that it also the date and time of the chapter meeting. So that automatically exclude some of us from attending. So I would add variety of times or a staggered timing for meetings or presentations.

Adam: Who else thinks that there should be some staggering or changing of times throughout the year? Anybody else?



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Ray: [crosstalk 00:25:37] I actually think so as well.

Delia: [crosstalk 00:25:43] So does Delia.

Adam: Okay.

Ray: I have come across the same thing where our chapter meetings are like the same day, every three months and I tend to fall on my board meeting days. So being a special district I've been there focusing on stuff that relates to cities I tend to just not go even though... If it was on a different day I would go just for the network and I'd be able to talk to people but because the subject matter isn't specific to me, I just tend not to go just because I have other complex.

Adam: Okay. In general, let me know if you feel like you have other members of CSMFO that you can relate to, that you see as your peers. Ray you said there're other people you can talk to, generally, raise your hand or chime in if you feel like you've got peers there that you can relate to. So David's is yes. Noah, Wes. Ray, do you feel like you've got peers, people you can relate to?

David: Yes.

Ray: Yeah, for the most part.

Adam: Okay, Roza, Delia, Nancy?

Delia: Yes. Mm-hmm (affirmative).

Nancy: Yes.

Adam: Okay. Ray, you kind of hesitated a little bit. What made you hesitate a little bit?

Ray: Well, I mean, we're a joint power agency and we run landfills. So I tend to go to chapter meetings and there's city managers and county people that have no real concept of what I do. And a lot of the things that mattered to them don't really apply to me, because we're enterprise fund. So when I sit through a chapter meeting and they're spending two hours talking about the new road tax, the new gasoline tax, that's great for my peers, that's great for finance managers in my member agencies but as far as my job, it doesn't really apply to me.

So it's difficult. I enjoy talking to them and I enjoy getting some of their ideas on things. But unfortunately, their experience and their expertise doesn't really match what I do. I don't know that there's a fix for that because there's only, I don't know, four or five... That I know, there's only two or three garbage agencies near me so there aren't too



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many people that are dealing with the same exact issues I am and even those agencies have different constituencies. So it's still a different type of issues that they're dealing with.

Adam: I think we call it solid waste now, don't we?

Ray: It is solid waste. It's garbage.

Adam: Very good. All right. So let's take a quick look at the resources available at CSMFO some of them include member digest, which is a daily email. Knowledge base is a repository of conversations that can be accessed online through your account and listserve, where you post questions and responses I think that's, like you said, kind of more of an online environment now rather than the regular email. So member digest, knowledge based, listserve, tell me which ones of these you've used and what you necessarily like or don't like about the experience? Real quick, let's go through it. Nancy, what resources of these have you used and what's great, what's not so great?

Nancy: To be honest, I haven't really used any of them. But I do have a suggestion on your previous topic. Regarding the trainings, I know other agencies they're offering like after you gone through the training, they do offer like a recording of the training so you can go back to it in case you're not able to totally focus on the training as it was happening, you can go back and view the recording. So I don't know if that's a service or a feature that you guys have now. So that would be very helpful.

Adam: Okay.

Ray: I think, Nancy, CSMFO does do that. They'll send you a link like a week after the recording usually.

Nancy: Okay, so would that be part of the knowledge base or?

Adam: Well, I will find out and we'll let you know, Nancy.

Nancy: Okay.

Adam: We will be hanging on that. Okay. Delia, what resources do you use and what might be missing? What do you love about it?

Delia: You know what, my general managers looking at my window.

Adam: Okay.

Delia: Can you please go to another person? I got to meet myself.



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Adam: Of course, 100%. Noah, what are those resources do you use? And what do you love? What you wish was there that isn't?

Noah: I get the digest. I'll be honest, I hardly ever look at it. The knowledge base is obviously new. I use it though, for very specific questions like something comes up in a conversation or a meeting, I'll refer back to that to see if anyone else has posted about it. For me personally, I truly miss the email bounce backs because sometimes something will come across and you're just like, "That is a good topic. And I never thought about that." So like, the knowledge base is great when I have something specific but then I have to hope it's there. The bounce was something where it's like, if I see it, it might spark a thought or it might spark something to look into. So I really miss that.

The knowledge base, for me personally, it's hard to search for it too. So sometimes, I have to get really creative on like, "Okay, what might be a way someone else called the same thing?" And I'll have to do like three or four different searches to see if I can find anything. And then sometimes you think you find it. And it's just because someone used the word in there. And it has nothing to do with what you're looking for. Like I remember over the summer, I was looking for some successor agency stuff. And there's a bunch of successor agency stuff, but it wasn't any of the stuff I was looking for.

Adam: Right.

Noah: And at the end of the day, it's like, "Oh, maybe I didn't find it or maybe it's there and it's just buried deep somewhere." So I truly miss the bounces.

Adam: Okay, David, what resources do you use? And what do you love? What's missing?

David: Member digest basically, is the one that I use. And I read the emails that they send, it's usually after hours and things like that. So it's not an immediate thing that I read but occasionally, I have really received things that were very, very informative and helpful. So I appreciate that.

Adam: Okay, Wes, what do you use? And what's great, What's missing?

Wes: So yeah, I use the knowledge base, listserv. Again, I guess I'll echo what Noah said, I do miss the emails I got kind of used to them over the years and actually had all the emails going to a CSMFO email folder. So anytime I had a topic that I want to look for, I'd actually just search that email folder. When people gave something that was very useful, I'd save all the responses. So like, we had investment advisor RFP that people had given several examples of, so I'm able to take one of those just from my searches. I think, that's pretty much all I use. The one thing I didn't mention is that the training videos, I like to search through like the archive of those, it's a little difficult to search



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though, sometimes I find that they're really old archives and not recent archives that go there. I don't know how often that's updated. But the ones I found had been older than I've gone through so maybe you could improve just keeping that up to date or maybe it's just my searching in capabilities, I guess.

Adam: Okay, Roza, what are those resources do you use? What do you love? What do you think is missing?

Rosa: I'm starting my day reading the daily digest, all the emails, all the questions, all the answers, saving the attachment and forwarding those topics to other team members, to the assistant director of finance, bringing to her attention, "Look, other agencies are dealing with the same questions." What are the tax implications of all these peers business loans or business support that help other cities I've been in hotels to court because they are not paying their TOT tax. And also I can see struggling agencies where they post questions about how to deal with couple of ERP system issues and I try to answer them, not publicly, but I just have their email address and I provide help. So I think it's a great resource to have help coming from the community and absolutely the RFPs are a treasure to have all those documentation shared.

Adam: Okay, Nancy, what resources do you use and what do you love? What's missing?

Nancy: Yeah, I was getting those emails before but I guess it must have been terminated, the correspondence between people within your chapter. But yeah, besides that, the emails are helpful, the training, being able to know what trainings are out there. And the member digest is helpful as well. I don't go there as much, but at least it's something to use as a reference if I need to, so.

Adam: Okay. Ray, what resources do you use? And what do you love? What's missing?

Ray: I read through the digest that comes in the email. Never really been a fan of the knowledge forums for really anything. I tend to find them difficult to search through. I did like the email, the listserve, even though I never really asked a question. It came up often enough where someone asked a question that is like, "Oh, I want to know what the answer that." So what most of my response will be like, "Well, when you compile it, can you send me a list of what you got, so that I can keep that for my reference."

While I didn't read all of them, I did scan through them just to kind of look through pertinent and the same thing, I had those going to a separate folder so I could just scan through them once a week and kind of see if something interesting popped up. That seemed to be more timely because usually when other people come across that problem, being California specific, if came across that same problem either just had it or I kind of fumbled through it and, "Oh, well, maybe there's a better way." Or it came up soon after someone else asked the question.



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Adam: Okay. Ray earlier, when we were talking about the relevancy and connecting with the members and maybe a lack of content that was relevant to you. Is there another organization that you're a member of that might give you-

Ray: I'm a member of a few organizations, I actually... I am in CSMFO. I'm actually also in the National GFOA. And I've tried to go to the national conference every year, although canceled last year may not be able to go again this year. And then, I'm also a member of the Solid Waste Association just to get solid waste specific. But unfortunately, none of it really combines the finance aspect of some of that but try to get bits and pieces from different areas to kind of get my knowledge. I'm actually also a member of the California Municipal Treasurer's Association, just to get different information from different areas.

Adam: Anybody else? Another organization that kind of might be somewhat similar to CSMFO that gives you something that you don't get from CSMFO? Go ahead, David.

David: Yeah, [inaudible 00:38:15] GFOA and [inaudible 00:38:23] IA, for Internal auditors.

Adam: Okay. All right. Anybody else, anything you're a member of that gives you something that CSMFO doesn't?

Nancy: I'm a GFOA member as well. And also CSDA, California Special Districts Association.

Adam: Right. Anybody else?

Noah: Yeah, I'm a member of GFOA. I can't really think of much they give. I think their trainings are more higher level because, obviously, they're appealing to a national audience. But some of their technical trainings, I say that but same time, I think they've been kind of hit and miss over the last few months too but they provide some more technical accounting trainings that have been helpful.

Adam: Okay.

Ray: That's actually why I use GFOA is for the technical accounting. They tend to do a better job of focusing at the new accounting requirements that are coming now. Some of it is higher level but they do get in-depth where CSMFO is to focus more on California issues which, like I said earlier, I'm not a city so some of those don't don't really apply to me.

Adam: Okay.

Nancy: Hi. Yeah, I do agree. I attended a couple of GFOA trainings they are very in-depth and definitely very accounting focused and very helpful.



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Adam: Okay. I'm going to bring somebody new in here. We'll see who it is. Just for the last few minutes here. See about connecting audio. Okay, is it Darrylenn or? What's your first name?

Darrylenn: Yes, it's Darrylenn. And I'm so sorry, I'm late.

Adam: No problem. We'll just have you jump right in, we'll have you give feedback on the first question, isn't going to be easy. So, thinking about getting back to normal post pandemic, whenever that is, would you prefer virtual meetings over in-person meetings or would you prefer a mix? Or do you definitely want to only go back to in person? Lets start with you, Nancy, what's your preference on meetings?

Nancy: I would prefer in person actually, just because you can focus more if you just have that time in a class as opposed to trying to work and listen to a training at the same time. But I wouldn't mind a combination as well, just because sometimes you just don't have the time to travel and do everything. So yeah, maybe a combination.

Adam: Okay. Ray, how about you? What's your preference? In-person? Virtual?

Ray: I'm going to say up mix is good. But I'm definitely looking forward to attending in-person readings. I mentioned earlier that I tend to get busy and start working in the background when the video conferences. So some of the higher level stuff where you can just kind of listen while still doing other stuff is good in webinars but when you need to focus a little better, I have to be in-person because I easily distracted with other work, unfortunately. So those webinars don't typically work for me very well.

Adam: Wes, how about you in-person or virtual?

Wes: Yeah, I'd prefer the in person as well. I think that everything's better in person, anyway, it's a different experience. The virtual is more for if you need that extra CPE, you're not going to pay attention to it as much. So I think a person's better with CSMFO.

Adam: All right. David, how about you? In person or virtual?

David: I would like to have opportunity both to attend in-person and also use virtual.

Adam: Okay. Noah?

Noah: It's combination of both. With the nuance that the conference I would do in person. I did the GFOA Virtual Conference this year. And that's not the environment you're looking for that type of training. Again, I go to those conferences more for networking and not the actual training discussion but the outside networking discussions. But the one hour, one and a half hours, those are fine with me, virtually.



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Adam: Good. Roza?

Rosa: It should be a mix. And I was thinking that everybody should have a chance to attend in-person training opportunity and networking opportunity. And maybe those would be recorded to also be made available for those who couldn't leave the office to hit the road and attend the training or they were in the meeting and they had to leave for a couple of reason and they wouldn't miss anything. And then also just thinking that the CSMFO conferences are a concentrated venue for a lot of knowledge exchange and networking and training. And we already are away from the office. Absolutely. I'm for making those training opportunities not just to scratch the surface. And the just quickly, I would mention, it's so important for us that there is a new mandate to implement a new Gatsby. It's so nice to see that there is an agency who successfully already made some head-ways and the partnership with the third party vendor was offering a solution because a lot of changes that we are facing cannot be done in-house only with Excel and our knowledge.

And it's not just about Gatsby, it's more like the payment online platforms or so many other things that I would like to have that in that ready solution is doable example. So we can go back to our agencies and let them know that if you do whatever other agencies did, we can also make advances and we can also share our own couple of stories that we were successful. Like, I already have almost half of the cover for fiscal 21 because I automated everything. So I mean, obviously the numbers are changing but it's automated and the footnotes are update. There are so many improvements that I would like our agencies to share and I know vendors need to compete. It's not like to preferentially present one vendor on another. But that partnership between this is a mandate, this is an improvement, here is a successful story. This is the solution that we used to help us.

Adam: Okay. Darrylenn, which do you prefer, in-person or virtual meetings?

Darrylenn: I prefer all in person meetings. I have to completely agree with Ray. Sometimes when you're on WebEx meetings or Zoom meetings, it's easy to see an email pop up and want to check it and get to that and then lose focus on trying to give your undivided attention during the meetings or trainings or what have you. And also kind of like me today, where I got caught up because I'm in the office. And though I have meetings scheduled because they're at my computer, I get employees who come in and ask me questions. And that's kind of why I was late, I was helping an employee and then all of a sudden that the meeting skipped my mind. And I find that that happens even with others that I'm having a meeting within Office, they'll get distracted by someone who just stopped by to ask a quick question that turned into a long question.

And then you're left sitting on the Zoom with no one in attendance. And I think when you are in-person, you have to you plan to leave the office. And so it makes it a little bit



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easier. And I'm better hands-on learning, being there seeing things versus just looking at a face and a PowerPoint, it can kind of get a little boring and you lose focus versus being in person, seeing interaction, seeing the crowd interaction to what the speaker has to say. I feel more engaged with in-person meetings or trainings or things like that.

Adam: Great. Nancy, how about you? Virtual or in person when the pandemic is over?

Nancy: I already had a chance to answer I think I said a combination.

Adam: All right. I think we got it ready then. That's great. Kind of interesting to me, I always learned something here, right? Maybe we all just have too much fatigue of this. But nobody's into virtual, so fascinating. Okay, real quick though, I think Noah kind of mentioned it, the one and a half hour monthly topic specific webinars. Tell me, have you participated real quick? And then if you haven't, why not? David, have you participated?

David: Yeah, I have participated in the past.

Adam: Okay. Anybody who hasn't participated in the hour and a half monthly topic specific webinars? Wes, why haven't you participated?

Wes: Again to be honest, I just kind of haven't seen them. So I don't know if the topics are being emailed out, maybe I'm filtering it to an email folder with the knowledge base emails that I'm getting. I didn't even know there was one.

Adam: Okay. Anybody else? Nancy, Roza, Darrylenn have you participated? And if you haven't, why not?

Nancy: I don't think I have participated. I, just like Wes, I'm not aware of it.

Adam: Okay.

Darrylenn: [inaudible 00:48:37] Same thing I haven't participated and I wasn't aware that there were or would be meeting.

Adam: Okay. Roza?

Rosa: For us, we have very strict internal controls, we need approval for everything. So for me to go through that headache to pay for a webinar is just not worth it. So I'm just waiting for the ones that are offered for free.

Adam: Okay. Earlier Roza brought up a topic and I checked to see if there's challenges of getting things paid for but just in a different way of looking at it. Would anybody else like the idea of just paying a bigger amount for your annual subscription or your annual



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membership and not having to deal with individual paying for individual programs?
Anybody like that idea?

Ray: Depends on how much more we're talking about. I mean, if it's a small amount, it probably not that big of a deal.

Adam: Okay.

Ray: I mean, CSMFO does offer the free learning opportunities that I tend to sign up for. The paid ones, it just depends if I feel they apply or not. Some of the information is available through GFOA as well. So I tend to pick and choose when they apply more to me if I have to pay.

Adam: Okay. Yeah.

David: I believe if it's a fixed fee and everything would be available to everyone. It might be some kind of a hindrance for the entities to sign up more of their staff. If the CSMFO increases the fee and offers the further things free or without adequate requirement for additional payment and so on and so forth. It might be convenient for the existing members but if you want to have multiple people from your office and it's really something that is useful, it might be a hindrance for participation of the lower level of staff, if you will. So I really think it would be fair to retain the fee as it is low and let people choose what they want and pay for it.

Adam: Okay.

Rosa: [inaudible 00:50:38] For the in-person training, because obviously we need to have a crowd control aspect of it that you need to know how many are planning to attend, it's more for the recorded webinars and other type of thing like the Gatsby, GFOA, the Gatsby update they made it virtual and 10 times more professionals are attending gate and it's more about getting the knowledge out.

Adam: Okay, so is there anything that's missing from CSMFO that you wish was there? A new resource or another program or, just in general, is there something you wish you'd want to communicate to CSMFO leadership that... Any kind of a message. So is there some change in program or resource that you wish was there or any message that you want to convey to leadership?

Darrylenn: I have one. I know GFOA offers this but for us here in California and with budget constraints, it's kind of hard to travel for some of the... For example, GFOA has that Intensive Accounting Academy that they do annually and is usually hosted in Chicago. We kind of reserve that now for upper levels staff because of the costs and the travel and things like that. But really those courses would be great for some of our new lower



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level staff who haven't had a lot of governmental accounting experience and I know CSMFO does the beginner intermediate advanced but most often I see intermediate advanced is always offered, beginner not so much. But it would be nice too if CSMFO had a similar type of academy where you kind of get all three in just one good session. And it could kind of be the assistant training those new employees especially those who may be first entering to their supervisory level training because there's a lot of Kaffir basics that are in those and so I think implementing something similar to that for CSMFO would be nice and it would definitely benefit our agency.

Adam: Okay, anybody else something that you wish CSMFO was doing or some message you want to send to leadership?

Rosa: I can just echo whatever Darrylenn has said that... Now it came to my mind that absolutely we were looking forward to all of those GFOA trainings in Newport Beach January because it's after the Kaffir season and we dedicated those three days because usually be couple two trainings like 16 hours each. And exactly as everybody here expressed their opinion, we have to have more in-depth technical knowledge beside the networking thing. There's so many calculations, so many changes that are coming that we need to keep ourself and our team to know how to push out those changes. So we need more technical training.

Adam: Okay. David, Wes, Ray, Noah anything that not happening to... Yeah.

Ray: I will reiterate the technical training, I tend to go to GFOA for some of the more accounting specific training but it'd be nice to have a little more information on the accounting changes as they're coming. And how to be still specific to California and how we operate on this side.

Adam: Okay. All right. Aiming to get out of here at 11. Anything final? What didn't we get to what should we have talked about? What we leave on the table guys and gals? Okay-

Ray: I don't know how to answer that because I honestly did... They asked me to do this a month and a half ago. I can't remember what it was about when they asked me again last week, so

Adam: Well, you know what. Quite frankly, that's the way I like focus groups anyway. No pre-judging just top of mind what visceral reactions. That's great.

Ray: And just-

Adam: I really... Yeah.



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Ray: I was just going to say I just I appreciate the opportunity to provide feedback and thank you for hosting this. I enjoyed the last hour.

Adam: Thank you guys very much. I really, really appreciate it and-

Nancy: Thank you, Adam.

Adam: See you in some event soon, I'm sure.

Noah: Thanks Adam.

Wes: Thanks Adam.

Adam: Thanks everyone.



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Board Meeting February 11, 2021

To: CSMFO BOARD
Date: February 4, 2021
FROM: Marcus Pimentel, President Elect
SUBJECT: SMA Contract Change Order- 2021 Conference Professional Support

RECOMMENDATION

That the Board amends the contract with SMA for a one-time \$13,000 pass-through payment and directs that SMA increases compensation to the 2021 Conference Professional consultants for services and impacts beyond the scope of their current agreements in the amounts of \$10,000 for M&AMS and \$3,000 for Harriet Commons.

Fiscal Impact(s)

- Cash flow: One-time increase in the Conference estimated actuals of \$13,000
- Budget: Likely no net budget impact to CSMFO or the 2021 Conference Budget as the increased cost should be offset by a combination of conference cost savings and/or increased revenue

Background

CSMFO, through SMA subcontracts, receives conference planning services to deliver the conference experience our members have come to expect. M&AMS has provided conference planning services since 2002 and Harriet Commons has provided targeted services for the last three conferences.

While the COVID-19 pandemic had many impacts on our conference planning that have since been overcome, there remains two outstanding and unaddressed impacts. One is a substantial increase in the amount of work supporting speakers/presenters' transition to an all-virtual format. And the second is a loss of unrealized hotel commissions M&AMS relies on to keep CSMFO costs low.

On January 26, 2021, the CSMFO Executive Committee received the attached Memorandum from CSMFO Executive Director Melissa Manchester and SMA President Catherine Smith. This memo further describes these impacts leading to their recommendation that CSMFO considers directing SMA to provide modest, one-time contract increases not to exceed \$13,000 in total to our two conference subcontractors. Please review this attached memo for additional details.

On February 3, 2021, the CSMFO Executive Committee reviewed this proposal. Following considerable discussion and questions, the Executive Committee unanimously supported the recommendation to direct SMA to increase these contracts to the highest recommended levels. Because conference revenues are trending better than budgeted and costs remain lower than budgeted, there should be no anticipated net budgetary impact on the conference or CSMFO.

MEMORANDUM

TO: CSMFO Executive Committee
FROM: Melissa Manchester and Catherine Smith
RE: Work on Virtual Conference
DATE: January 26, 2021

Due to the pandemic, CSMFO was forced to transition from their flagship annual conference held in-person, to a multi-day virtual event. CSMFO's association management company, Smith Moore & Associates, has already transitioned well over a dozen traditionally in-person events to a virtual platform. It has been a steep learning curve but to date, all have been successful in terms of attendee satisfaction and generated revenue. There is no doubt that CSMFO's upcoming event will see the same results.

Logically, one may assume that an in-person event is more work than a virtual event. You don't have to travel and be onsite for a week. There are no name badges or bags to stuff. No banquet orders or food guarantees. What we have actually found, however, is that virtual events are more time-consuming for staff who are learning a new virtual event platform, working with speakers who are new to this format, persuading exhibitors and sponsors that their exposure will be similar to the in-person event, finding online entertainment and engagement opportunities and pulling together a program agenda that reflects the challenges of a virtual event. What many of us could "do in our sleep" with an in-person event, is now keeping us up at night.

Meetings and Association Management Services (M&AMS) and Harriett Commons both subcontract with SMA to work on the CSMFO conference. M&AMS has been CSMFO's conference planning firm since 2002. Harriett came aboard a couple years ago to support the Program Committee with content/session development/speaker coordination. Harriett has a set fee for her for her specified scope of services with CSMFO via SMA. Though SMA pays M&AMS a nominal annual subcontracting fee, M&AMS relies on commissionable rates from the hotels for compensation, a stipulation spelled out in the SMA contract with CSMFO. Both subcontractors have separately raised concerns regarding their compensation relative to their current virtual-conference scope of work.

Both subcontractors are continuing to do their approved scope of services and, in some cases, additional work that is outside of their normal scope of services. We request the CSMFO Executive Committee consider compensation adjustments for both subcontractors.

Harriett Commons:

- Additional meetings with M&AMS, SMA to ensure coordination on a virtual platform.
- Responsible for coordinating the training of ~100 speakers, as well as session moderators. This additional work effort consists of participating in three small group demos, to encompass all of our speakers, and scheduling and participating in the dress rehearsals for each of the panels.

Total: \$3,000 increase for 2021 conference contract (works out to roughly \$30 per speaker)

M&AMS:

Below are some of the tasks being undertaken by M&AMS that are not usually part of their scope of services:

- Working with the Program Committee (speakers, sessions) and David Cain (keynotes) on items that would not normally occur at a normal onsite event
- Large group demos for speakers/moderators
- Dress Rehearsals for the speakers
- Extra meetings with Harriet, David Cain, and the Program Committee
- Producing various “to do” and “best practices” lists regarding the selected virtual platform Pathable
- Original demos for the virtual platform with committee
- Demos of platform with potential exhibitors
- Additional committee support (over and above the Host Committee, to include the Framework, Technical/Platform, and Entertainment committees)

Understandably, they won't be doing a lot of their routine tasks (rooming lists, special events planning, BEOs, etc.) and are shifting those hours to support the virtual event. The workload is roughly the same, if not greater, with this virtual event yet, as noted earlier, M&AMS relies on commissionable rates from hotels for compensation. Without any hotel rooms, M&AMS loses its traditional source of revenue for planning the conference. A request was made for consideration of compensation in lieu of these commissionable rates, in recognition of the work M&AMS is doing. We ask the Executive Committee consider that request in the range of \$7,000 - \$10,000.

The current contract with SMA did not include an alternative revenue stream for either unrecognized traditional fees (commissionable rates) and/or additional work that was not anticipated if the conference format were changed. The rapid impact of the pandemic, especially on in-person conferences, was neither expected nor prepared for in the current contracts (which is pretty true across the board for association services contracts – hard lesson learned).

Both subcontractors are incredibly committed to the continuing success of CSMFO and this first virtual conference. Everyone has been giving it 125% and we respectfully request the Executive Committee's consideration of compensation for their work required to support the virtual event.

Thank you. We will be happy to answer any questions on the call.



Dedicated to Excellence in Municipal Financial Management

MEMBERSHIP COMMITTEE MINUTES

Date: Thursday, December 17, 2020
Time: 3:30 p.m.
Zoom Meeting: <https://zoom.us/j/926093293> or by phone +1 669 900 6833
Meeting ID: 926 093 293

Agenda Items

1. 2020 Action Plan
 - a. Engage small and large agencies (Kate)
 - i. Focus group update- 12/17 [The focus group was held today at 10am and had 8 participants \(6 from special districts and 2 from cities\)](#)
 - b. Create opportunities for one-on-one member interactions (Chu / Margaret M.)
 - i. Review revised outline for a 2021 Cohort Pilot Program
 - ii. Review draft timeline [Discussed soliciting applications in March, making cohort assignments in April](#)
 - iii. Discuss next steps- build out agendas, applications, marketing [Documents to be stored in Basecamp](#)
2. Member Retention
 - a. Virtual Member Engagement (Melissa / Stephanie)
 - i. November event debrief [35 respondents and over 200 messages on the posts](#)
 - ii. December event update [Program is quiet for December. For 2021, events will be planned for every other month \(Jan, Mar, May, Jul, Sept, Nov\)](#)
 - b. Commercial member roundtable (Mark / Stephen)
 - i. Event planning update- 1/13 or 1/20 [Event will be held on 1/13, Mark to host and Marcus to moderate, panelists T. Siefert \(NBS\), T. Shea \(RAMS\) and M. Carroll \(Chandler\)](#)
3. "Early Career" Membership Classification (Jennifer / Mark / Stephen / Allison)
 - a. Next steps? [Need to discuss how to advertise and to whom](#)
4. 2021 Annual Conference Update
 - a. Updated Scholarship Program (see attachment)
 - b. Member Benefits Session Planning
 - i. Team? [Kate, Margaret O. and Stephanie volunteered](#)
 - ii. Discussion of format [Melissa to share last year's powerpoint file](#)

5. Other Information & Announcements
 - a. 2021 Committee Leadership
 - b. January Board Meeting- Year End Membership Counts
6. Next Meeting – Thursday, January 21st at 3:30 p.m.

Tabled Items:

Member retention

- CMTA methods of retaining members
- tying member account updates to job postings
- membership scholarships (harder to bring members back than to sacrifice funds upfront and keep their membership)
- cleaning up bad data
- maintaining contact with people who retire or change jobs by including a personal email in the CSMFO profile (renewals would go to professional and personal email addresses)
- advertise membership renewal directly to the agencies, in addition to the individual members

Formalize Volunteer Recognition

Mentorship Circles