



Thursday, January 18, 2024
1:00 p.m. – 4:00 p.m.

A Virtual Meeting

<https://us02web.zoom.us/j/81894496560?pwd=L3g1YU9QYTJFdmRaaE5jVXI1WkVRUT09>

Meeting ID: 818 9449 6560

Passcode: 199073

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1. Introduction 1:00 p.m.
 - a. Welcome/Roll Call
 - b. Additions to Agenda

 2. Consent Items 1:02 p.m.
 - a. Approval of Minutes from December 2023 Board Meeting
 - b. Approval of December 2023 Financials
 - c. Approval of January 2024 Executive Committee Meeting Agenda
 - d. Website Analytics

 3. Discussion/Action Items 1:05 p.m.
 - a. Updates to Core Course Scheduling (Nick Kurns)
 - b. 2024 Strategic Action Goals (Rich Lee)

 4. Committee Reports 3:05 p.m.
 - a. Administration (Kyle Johnson)
 - b. Career Development (Nick Kurns)
 - c. Chapter Chairs (Rich Lee)

- d. Commercial (Niel Murthy)
 - e. Communications (Jennifer Becker)
 - f. Finance (Margaret Moggia)
 - g. Membership (Debbie Rosales)
 - h. Professional Standards (Donna Lee)
 - i. Program (Stephen Parker)
 - j. Recognition (James Russell-Field)
 - k. Student Engagement (Michelle Bannigan)
5. Chapter Roundtable 3:25 p.m.
6. Director Roundtable 3:40 p.m.
7. Officer Reports 3:50 p.m.
- a. President (Ernie Reyna)
 - b. Past President (Rich Lee)
 - c. President-Elect (Jennifer Wakeman)
8. Other Discussion Items
9. Future Topics
10. Upcoming Meeting:
In person meeting at conference – Friday, February 2, 2024
11. Adjournment 4:00 p.m.



Tuesday, December 19, 2023
1:00 p.m. – 4:00 p.m.
A Virtual Meeting

Margaret Moggia
Neil Murthy
Debbie Rosales
Karla Romero
Michelle Bannigan
Stephanie Reimer
Nick Kurns
James Russell-Field
Amber Johnson
Jason Al-Imam
Dennis Kauffman
Jean Rousseau
Will Fuentes
Donna Lee
Richard Lee
Ernie Reyna
Stephen Parker
Craig Boyer
Natalia Lopez

Tim Seufert
Jennifer Wakeman
Maggie Moreno
Rae Boeman
Marcus Pimentel
Grace Castaneda
Daniel Buffalo
Joan Aguilar
John Adams
Laura Nomura
Claire Coleman
Amrit Kaur
Delicia Donatien
Catherine Smith
Jannelle Mollgaard
Amanda Rae Hall
Harriet Commons
Cindi Alvidrez

Introduction

The California Society of Municipal Finance Officers (CSMFO) Board of Directors met virtually on Tuesday, December 19, 2023. President Richard Lee convened the meeting and confirmed a quorum was in attendance at 1:04 p.m.

Consent Calendar

The Board addressed the consent calendar, which included the minutes from the October 2023 Board Meeting, approval of the Preliminary October and November 2023 Financials, and Executive Committee Meeting Agendas for November and December 2023.

President Rich Lee moved to approve the consent calendar. The motion passed unanimously.

Discussion/Action Items

Communications Committee member, Ernie Reyna, added an addition to the agenda that consisted of the establishment of the CSMFO 2024 board meetings. These will take place every third Thursday of the month with the exception of in-person board meetings which will take place on a Wednesday. The in person meetings will take place during the conference, April 17th, August 14th, and one during the planning session.

Membership Committee member, Karla Romero, suggested a name change in the Transportation Agreement before approving the agenda. Melisa's name will be removed and Jean's will be added. A motion to approve this was by the Career Development Committee Board Liaison, Amber Johnson, and then seconded by the Board Liaison of the Program Committee, Dennis Kauffman. Motion was approved.

3A. Finance Committee Chair, Margaret Moggia presented the 2024 budget. is the same as the one presented in October with minimal changes in the membership count, education and job postings. A year-end estimate will be provided as the books close out. A motion to approve the 2024 budget was by the Board Liaison of the Professional Standards Committee, Jason Al-Iman, and was seconded by the Board Liaison of the Student Engagement Committee, Craig Boyer.

The welcoming of new attendees/members took place.

3B. The Strategic Planning Report was presented by President Rich Lee. The Board was asked to rate the importance of each task and goal. Discussion ensued on the top priorities to move forward with. A motion by Communications Committee member, Ernie Reyna to approve the first 3 high-priority items and the ones the staff report identified as the A list and doable for the year. The second motion is by the Board Liaison of the Finance and Career Development Committee, Amber Johnson. Motion Approved.

CSMFO Staff Amanda Rae Hall reviewed the memo that was provided in regard to what SMA staff roles and responsibilities for CSMFO and the committees. Memo to be distributed to 2024 committee and chapter chairs.

3C. Executive Director, Jean Rousseau reviewed the updated contract with Michael Coleman. The motion to approve the contract was by the Board Liaison of the Communications Committee, Marcus Pimentel, and Communications Committee member Ernie Reyna. Motion Approved

3D. Board Liaison of the Professional Standards Committee, Jason Al-Imam, presented the CalPERS ALM mid-cycle review changes in allocation of private equity.

Jason Al Imam would like to form an Ad Hoc Committee to represent CSMFO, he also offered to be the chair of the committee. The Board Liaison of the Student Engagement Committee, Craig Boyer, and the Board Liaison of the Communications Committee, Marcus Pimentel, volunteered to be part of this committee. Jason Al-Iman will reach out to Matt Hawkesworth to see if he would like to join.

3E. The Board Liaison of the Program Committee, Dennis Kauffman, gave a report in regard to the 2023 Strategic Planning Session, Table 3 Members. They identified two objects of the group in which consists of creating a system and measurement process for the strategic plan initiatives. It is suggested to enhance the board template by adding categories such as Timeline and Milestones, Fiscal Impact, Staffing Impact, Operational Impact, and Recommendations and maintain the document on Basecamp. Work will continue to ensue on the document and be presented at the April meeting.

3F. The Career Development Committee Chair, Nick Kurns, gave an update on a new core course on public speaking. The course will be with Steve Yu as a pre-conference session and offered at another time during the next calendar year. This course will be a full-day course, if offered virtually it will be two half-day sessions. The intent is to be in person. The Board Liaison of the Finance and Career Development Committee, Amber Johnson, motions for approval to award the contract with Steve Yu. The motion is seconded by the Board Liaison of the Program Committee, Dennis Kauffman. Motion is approved.

Committee Reports

President Rich Lee gives the Administration Committee report for the Chair of the Website Redesign Project, Kyle Johnson. The new website deadline date has been pushed out to after the conference.

Career Development Committee Chair, Nick Kurns, reports that they met last week. There they discussed the new course and webinar schedule. There will be a webinar either on the 23rd or 25th of January. The topic will be a state fiscal update. There will be a couple more classes in January. On the 11th is the first ABCs of Municipal Finance course and on the 23rd and 24th the first Intro to Government Accounting course.

The commercial committee report is presented by Niel Murthy. Some priorities for 2024 were discussed. One of the top priority items is to review the due structures for commercial members.

Communications Chair, Will Fuentes, provided a brief update on the current work of the committee and brought up pursuing a podcast and its sustainability.

The Finance Committee chair, Margaret Moggia, reviewed the 2023 Action Plan and the 2024 Action Plan Development.

The Chair of the Membership Committee, Debbie Rosales, reported they are wrapping up their second year of the mentorship program this month. In January they will start promoting to get people to sign up for the program.

The Professional Standards Chair, Dan Buffalo, informed the Board Donna Lee will be taking over. There was a discussion about the Business Round Table Ballet Measure, the state filed a legal challenge and it is being heard by the state supreme court. Jason Al-Iman is going to work with the committee to get a questionnaire out to members to help quantify the impact that this has had.

Program Committee chair, Laura Nomura, reported that they are finishing up the final details of the program. She also presented the idea of canceling the virtual conference. Ernie Reyna confirmed that this will be canceled.

Recognition Committee chair, James Russell-Field, reported that the budget award is almost finished. Two submissions for the innovation award were received and need to be reviewed. James suggests reviewing the scoring criteria and possibly making some changes.

Chapter Roundtable:

Debbie Rosales gave an update on how her chapter chair meeting went. Treasurer Ma was the speaker. Will be meeting quarterly in March, June, September, and December.

Maggie Moreno gave an update on the South San Joaquin Chapter. Working on planning next year's meetings.

Daniel Buffalo spoke about the North Coast chapter. There will be another meeting next month. Would like to put together something together at the conference for this chapter.

Director Roundtable:

Officer reports:

Executive Committee Report is presented by Ernie Reyna. The Committee met in November. The name of the scholarship was discussed, and it was decided that it would be named after Bob Barry. Would like to have names for the Volunteer of the Year Award, Innovation Award, Budget Award, Distinguished Service Award, and

Lifetime Achievement Award.

Other Discussion Items:

Jean discussed filling spots for three remaining Calcities committee.

The next board meeting will be virtually on January 18th, 2024. Having no further business to address, the meeting was adjourned at 3:58 p.m.

Respectfully submitted,

Delicia Donatien
CSMFO Administrative Assistant

California Society of Municipal Finance Officers
Statement of Net Assets
As of December 31, 2023

	Dec 31, 23	Dec 31, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1004 · Bank of America - 1982				
Total 1050 · Chapter Fund Balances	40,334.19	28,792.65	11,541.54	40.09%
1004 · Bank of America - 1982 - Other	1,283,685.12	823,704.66	459,980.46	55.84%
Total 1004 · Bank of America - 1982	1,324,019.31	852,497.31	471,522.00	55.31%
1040 · Investments LAIF	832,097.64	808,100.86	23,996.78	2.97%
Total Checking/Savings	2,156,116.95	1,660,598.17	495,518.78	29.84%
Accounts Receivable				
1100 · Accounts receivable	-665.00	0.00	-665.00	-100.0%
Total Accounts Receivable	-665.00	0.00	-665.00	-100.0%
Other Current Assets				
1080 · Undeposited Funds	9,450.00	0.00	9,450.00	100.0%
1103 · Acc Rec-Other	5,500.00	8,422.00	-2,922.00	-34.7%
1120 · Accounts Receivable- YM	163,998.00	10,243.00	153,755.00	1,501.07%
Total 1250 · Prepaid Expense - General	17,069.30	9,360.00	7,709.30	82.36%
1255 · Prepaid Education	7,672.50	0.00	7,672.50	100.0%
Total 1260 · Prepaid Expense Conference	349,709.04	215,707.89	134,001.15	62.12%
Total Other Current Assets	553,398.84	243,732.89	309,665.95	127.05%
Total Current Assets	2,708,850.79	1,904,331.06	804,519.73	42.25%
TOTAL ASSETS	2,708,850.79	1,904,331.06	804,519.73	42.25%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts payable	93,870.56	29,677.49	64,193.07	216.3%
Total Accounts Payable	93,870.56	29,677.49	64,193.07	216.3%
Other Current Liabilities				
Total 2010 · Deferred Revenue - Conference	1,506,720.00	808,485.00	698,235.00	86.36%
Total 2025 · Deferred Revenue- Dues	154,175.00	101,260.00	52,915.00	52.26%
2080 · Accrued Payroll Expenses	6,078.00	6,078.00	0.00	0.0%
2085 · Deferred Revenue - Magazine Ads	0.00	5,225.00	-5,225.00	-100.0%
Total Other Current Liabilities	1,666,973.00	921,048.00	745,925.00	80.99%
Total Current Liabilities	1,760,843.56	950,725.49	810,118.07	85.21%
Total Liabilities	1,760,843.56	950,725.49	810,118.07	85.21%
Equity				
3020 · Retained earnings	39,411.38	231,766.73	-192,355.35	-83.0%
3100 · Net Assets-Chapters	40,334.19	28,792.65	11,541.54	40.09%
3101 · Operating reserve	173,860.00	173,860.00	0.00	0.0%
3102 · Conference reserve	700,000.00	700,000.00	0.00	0.0%
Net Income	-5,598.34	-180,813.81	175,215.47	96.9%
Total Equity	948,007.23	953,605.57	-5,598.34	-0.59%
TOTAL LIABILITIES & EQUITY	2,708,850.79	1,904,331.06	804,519.73	42.25%

California Society of Municipal Finance Officers
Summary of Financial Income and Expense
with the previous year
January through December 2023

	Jan - Dec 23	Jan - Dec 22	\$ Change
Ordinary Income/Expense			
Income			
4000 · OPERATING REVENUES			
Total 4100 · Membership Dues	258,888.00	226,695.00	32,193.00
4200 · Interest	19,694.78	-6,051.65	25,746.43
Total 4301 · Publication	206,712.50	234,225.00	-27,512.50
4490 · Award Fee	23,050.00	19,600.00	3,450.00
4502 · Sponsorships - Other			
4502.10 · Contributions GFOA Reception	0.00	5,000.00	-5,000.00
Total 4502 · Sponsorships - Other	0.00	5,000.00	-5,000.00
Total 4000 · OPERATING REVENUES	508,345.28	479,468.35	28,876.93
4500 · PROGRAM REVENUES			
Total 4504 · Education income	172,265.00	155,985.50	16,279.50
Total 8000 · Conference Revenue	1,126,070.33	1,013,907.48	112,162.85
Total 4500 · PROGRAM REVENUES	1,298,335.33	1,169,892.98	128,442.35
Total Income	1,806,680.61	1,649,361.33	157,319.28
Gross Profit	1,806,680.61	1,649,361.33	157,319.28
Expense			
6050 · PROGRAM EXPENSES			
Total 6404 · Education Expenses	52,827.50	62,719.15	-9,891.65
Total 9000 · Conference Expenses	1,099,039.91	1,147,065.25	-48,025.34
Total 6050 · PROGRAM EXPENSES	1,151,867.41	1,209,784.40	-57,916.99
6100 · OPERATING EXPENSES			
6105 · Marketing/Membership	1,527.10	1,483.67	43.43
Total 6107 · Board and Committee	66,742.10	67,003.92	-261.82
Total 6110 · President's Expense	4,412.30	8,154.42	-3,742.12
Total 6140 · Management Services	236,733.42	251,587.33	-14,853.91
Total 6148 · Payroll & Staff Travel	96,757.90	87,406.12	9,351.78
6155 · Merchant Fees/Bank Chgs.	79,818.83	21,794.98	58,023.85
Total 6165 · Printing	9,291.81	5,901.85	3,389.96
6170 · Magazine	10,283.99	11,046.13	-762.14
6175 · Postage	1,978.50	402.06	1,576.44
Total 6190 · Web and Technology	81,086.96	37,896.53	43,190.43
6220 · Audit & Tax Filing	9,845.00	11,855.00	-2,010.00
6230 · Insurance	1,578.00	2,668.00	-1,090.00
Total 6240 · Miscellaneous	10,719.43	5,675.52	5,043.91
Total 6260 · Donations	23,476.74	16,198.08	7,278.66
Total 6270 · Provision for Income Tax	37,301.00	67,927.60	-30,626.60
6999 · Previous Year Adjustments	0.00	0.00	0.00
Total 6100 · OPERATING EXPENSES	671,553.08	597,001.21	74,551.87
Total 6900 · OTHER EXPENSES	0.00	23,250.00	-23,250.00
9950 · Prior Period Adjustment	400.00	0.50	399.50
Total Expense	1,823,820.49	1,830,036.11	-6,215.62
Net Ordinary Income	-17,139.88	-180,674.78	163,534.90
Other Income/Expense			
Other Income			
Total 4501 · Chapter Income	84,158.80	68,438.56	15,720.24
Total 6401 · Chapter Expenses	72,617.26	68,577.59	4,039.67
Net Other Income	11,541.54	-139.03	11,680.57
Net Income	-5,598.34	-180,813.81	175,215.47

California Society of Municipal Finance Officers
Summary Statement of Financial Income and Expense
January through December 2023

	Conference	Education	Taxes	Chapters	Unclassified	TOTAL
Ordinary Income/Expense						
Income						
4000 · OPERATING REVENUES						
Total 4100 · Membership Dues	0.00	0.00	0.00	0.00	258,888.00	258,888.00
4200 · Interest	0.00	0.00	0.00	0.00	19,694.78	19,694.78
Total 4301 · Publication	0.00	0.00	0.00	0.00	206,712.50	206,712.50
4490 · Award Fee	0.00	0.00	0.00	0.00	23,050.00	23,050.00
Total 4000 · OPERATING REVENUES	0.00	0.00	0.00	0.00	508,345.28	508,345.28
4500 · PROGRAM REVENUES						
Total 4504 · Education income	0.00	172,140.00	0.00	0.00	125.00	172,265.00
Total 8000 · Conference Revenue	1,108,023.08	0.00	0.00	0.00	18,047.25	1,126,070.33
Total 4500 · PROGRAM REVENUES	1,108,023.08	172,140.00	0.00	0.00	18,172.25	1,298,335.33
Total Income	1,108,023.08	172,140.00	0.00	0.00	526,517.53	1,806,680.61
Gross Profit	1,108,023.08	172,140.00	0.00	0.00	526,517.53	1,806,680.61
Expense						
6050 · PROGRAM EXPENSES						
Total 6404 · Education Expenses	0.00	52,827.50	0.00	0.00	0.00	52,827.50
Total 9000 · Conference Expenses	1,099,039.91	0.00	0.00	0.00	0.00	1,099,039.91
Total 6050 · PROGRAM EXPENSES	1,099,039.91	52,827.50	0.00	0.00	0.00	1,151,867.41
Total 6100 · OPERATING EXPENSES	43.80	93.60	37,301.00	0.00	634,114.68	671,553.08
9950 · Prior Period Adjustment	0.00	400.00	0.00	0.00	0.00	400.00
Total Expense	1,099,083.71	53,321.10	37,301.00	0.00	634,114.68	1,823,820.49
Net Ordinary Income	8,939.37	118,818.90	-37,301.00	0.00	-107,597.15	-17,139.88
Other Income/Expense						
Other Income						
Total 4501 · Chapter Income	0.00	0.00	0.00	84,158.80	0.00	84,158.80
Total Other Income	0.00	0.00	0.00	84,158.80	0.00	84,158.80
Other Expense						
Total 6401 · Chapter Expenses	0.00	0.00	0.00	72,617.26	0.00	72,617.26
Total Other Expense	0.00	0.00	0.00	72,617.26	0.00	72,617.26
Net Other Income	0.00	0.00	0.00	11,541.54	0.00	11,541.54
Net Income	8,939.37	118,818.90	-37,301.00	11,541.54	-107,597.15	-5,598.34

California Society of Municipal Finance Officers
Profit & Loss Budget Performance
January through December 2023

	Jan - Dec 23	Annual Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4000 · OPERATING REVENUES				
4100 · Membership Dues				
4110 · Dues - Municipal - Management	171,888.00	137,500.00	34,388.00	125.01%
4115 · Dues - Municipal - Professional	37,475.00	35,000.00	2,475.00	107.07%
4120 · Dues - Other Gov	3,900.00	4,000.00	-100.00	97.5%
4130 · Dues - Commercial	44,645.00	44,000.00	645.00	101.47%
4140 · Dues - Retired	980.00	1,200.00	-220.00	81.67%
4100 · Membership Dues - Other	0.00	0.00	0.00	0.0%
Total 4100 · Membership Dues	258,888.00	221,700.00	37,188.00	116.77%
4200 · Interest	19,694.78	12,000.00	7,694.78	164.12%
4301 · Publication				
4302 · Magazine Advertising	8,537.50	10,000.00	-1,462.50	85.38%
4303 · Job Board Post - Member	198,175.00	180,000.00	18,175.00	110.1%
Total 4301 · Publication	206,712.50	190,000.00	16,712.50	108.8%
4490 · Award Fee	23,050.00	19,950.00	3,100.00	115.54%
4502 · Sponsorships - Other				
4502.10 · Contributions GFOA Reception	0.00	5,000.00	-5,000.00	0.0%
Total 4502 · Sponsorships - Other	0.00	5,000.00	-5,000.00	0.0%
Total 4000 · OPERATING REVENUES	508,345.28	448,650.00	59,695.28	113.31%
4500 · PROGRAM REVENUES				
4504 · Education income				
4505 · Webinar	8,375.00	0.00	8,375.00	100.0%
4520 · Weekend Training				
4525 · Training Event Income	0.00	24,000.00	-24,000.00	0.0%
Total 4520 · Weekend Training	0.00	24,000.00	-24,000.00	0.0%
4570 · Intro to Government	38,500.00	21,000.00	17,500.00	183.33%
4571 · ABC's of Municipal Finance	13,190.00			
4575 · Investment Accounting	8,420.00	6,600.00	1,820.00	127.58%
4590 · Intermediate Government Acct	48,200.00	45,000.00	3,200.00	107.11%
4591 · California Local Budgeting	33,300.00	27,000.00	6,300.00	123.33%
4593 · Capital Assets	13,860.00	6,000.00	7,860.00	231.0%
4595 · Revenue Fundamentals	8,220.00	10,000.00	-1,780.00	82.2%
4596 · Revenue Fundamentals II	200.00	6,000.00	-5,800.00	3.33%
4598 · Leadership Skills	0.00	4,500.00	-4,500.00	0.0%
Total 4504 · Education income	172,265.00	150,100.00	22,165.00	114.77%
8000 · Conference Revenue				
8100 · Government Registrations				
8102 · Government NonMember	16,245.00	0.00	16,245.00	100.0%
8104 · Government Member	349,950.00	0.00	349,950.00	100.0%
8115 · Conf-Gov-Full-Norm-Mem	0.00	0.00	0.00	0.0%
8100 · Government Registrations - Other	0.00	359,060.00	-359,060.00	0.0%
Total 8100 · Government Registrations	366,195.00	359,060.00	7,135.00	101.99%
8200 · Commercial Registrations				
8226 · Commercial Exhibitor	59,735.00	0.00	59,735.00	100.0%
8228 · Commercial NonMember	20,825.00	0.00	20,825.00	100.0%
8229 · Commercial Member	52,170.00	0.00	52,170.00	100.0%
8231 · Comm Non-Memb-Full-Reg	0.00	0.00	0.00	0.0%
8265 · Comm Non-Memb Daily Regular	3,225.00	0.00	3,225.00	100.0%
8200 · Commercial Registrations - Other	0.00	123,980.00	-123,980.00	0.0%
Total 8200 · Commercial Registrations	135,955.00	123,980.00	11,975.00	109.66%

California Society of Municipal Finance Officers
Profit & Loss Budget Performance
January through December 2023

	Jan - Dec 23	Annual Budget	\$ Over Budget	% of Budget
8300 · Pre-Conference Registrations				
8371 · PreConference-Session A	7,200.00	0.00	7,200.00	100.0%
8373 · PreConference-Session B	4,200.00	0.00	4,200.00	100.0%
8375 · PreConference-Session C	3,100.00	0.00	3,100.00	100.0%
8376 · PreConference-Session D	2,600.00	0.00	2,600.00	100.0%
8300 · Pre-Conference Registrations - Other	2,000.00	24,000.00	-22,000.00	8.33%
Total 8300 · Pre-Conference Registrations	19,100.00	24,000.00	-4,900.00	79.58%
8500 · Extra Meals				
8565 · Hosted Evening Event	4,000.00	0.00	4,000.00	100.0%
8500 · Extra Meals - Other	125.00	3,125.00	-3,000.00	4.0%
Total 8500 · Extra Meals	4,125.00	3,125.00	1,000.00	132.0%
8600 · Event Registrations				
8610 · Golf	15,097.25	15,675.00	-577.75	96.31%
8630 · Pickleball/Tennis	2,100.00	0.00	2,100.00	100.0%
8640 · Other	-715.00	0.00	-715.00	
Total 8600 · Event Registrations	16,482.25	15,675.00	807.25	105.15%
8700 · Exhibitors Fees				
8703 · Sapphire Exhibitor	91,000.00	119,000.00	-28,000.00	76.47%
8715 · Gold Package	266,000.00	240,000.00	26,000.00	110.83%
8725 · Silver Package	38,125.00	37,500.00	625.00	101.67%
8735 · Diamond Package	130,000.00	104,000.00	26,000.00	125.0%
8700 · Exhibitors Fees - Other	0.00	0.00	0.00	0.0%
Total 8700 · Exhibitors Fees	525,125.00	500,500.00	24,625.00	104.92%
8800 · Sponsorships				
8830 · Non-Exhibitor Sponsor 8830	12,000.00	18,000.00	-6,000.00	66.67%
8872 · Additional Sponsorship Monies	250.00	0.00	250.00	100.0%
Total 8800 · Sponsorships	12,250.00	18,000.00	-5,750.00	68.06%
8900 · Conference Miscellaneous				
8905 · Misc Conference Income	10,216.84	0.00	10,216.84	100.0%
8915 · Hotel Rebate	20,160.00	3,675.00	16,485.00	548.57%
8920 · Super Bowl Squares - Conference	460.00	0.00	460.00	100.0%
8925 · Charitable Donations - Conferen	-26,328.76	0.00	-26,328.76	100.0%
8950 · Virtual Conference Registration	42,330.00	70,500.00	-28,170.00	60.04%
8900 · Conference Miscellaneous - Other	0.00	0.00	0.00	0.0%
Total 8900 · Conference Miscellaneous	46,838.08	74,175.00	-27,336.92	63.15%
Total 8000 · Conference Revenue	1,126,070.33	1,118,515.00	7,555.33	100.68%
Total 4500 · PROGRAM REVENUES	1,298,335.33	1,268,615.00	29,720.33	102.34%
Total Income	1,806,680.61	1,717,265.00	89,415.61	105.21%
Gross Profit	1,806,680.61	1,717,265.00	89,415.61	105.21%
Expense				
6050 · PROGRAM EXPENSES				
6404 · Education Expenses				
6403 · Webinar Expenses	15,577.50	43,000.00	-27,422.50	36.23%
6405 · Financial Management	3,500.00	0.00	3,500.00	100.0%
6420 · Weekend Training Exp	0.00	31,350.00	-31,350.00	0.0%
Total 6430 · Intro to Government Exp	7,000.00	0.00	7,000.00	100.0%
6480 · Intermediate Governmental Acct.	13,750.00	15,858.00	-2,108.00	86.71%
6491 · CA Local Budgeting Expense	11,000.00	14,417.00	-3,417.00	76.3%
6595 · Revenue Fundamental	0.00	10,092.00	-10,092.00	0.0%
6596 · Revenue Fundamental Expense II	2,000.00	0.00	2,000.00	100.0%
6598 · Leadership Skills Exp	0.00	2,883.00	-2,883.00	0.0%
Total 6404 · Education Expenses	52,827.50	117,600.00	-64,772.50	44.92%

California Society of Municipal Finance Officers
Profit & Loss Budget Performance
January through December 2023

	Jan - Dec 23	Annual Budget	\$ Over Budget	% of Budget
9000 · Conference Expenses				
9100 · Food & Beverage Expense				
9105 · Registration Prep-Lunch	211.87	0.00	211.87	100.0%
9115 · Wednesday-Breakfast	500.25	0.00	500.25	100.0%
9125 · Wednesday-Lunch	90,454.18	0.00	90,454.18	100.0%
9135 · Wednesday-Food-Exhibitor Receipt	25,282.32	0.00	25,282.32	100.0%
9138 · Wednesday-Beverage-Exhibitor Re	12,074.65	0.00	12,074.65	100.0%
9140 · Thursday-Breakfast-Chapter Chai	1,665.23	0.00	1,665.23	100.0%
9143 · Thursday-Breakfast	45,114.26	0.00	45,114.26	100.0%
9147 · Thursday-Lunch	97,111.04	0.00	97,111.04	100.0%
9148 · Thursday-PM Break	17,735.77	0.00	17,735.77	100.0%
9150 · Friday-Breakfast	35,413.08	0.00	35,413.08	100.0%
9155 · Friday-Lunch	2,741.19	0.00	2,741.19	100.0%
9195 · Water for Sessions	4,636.42	0.00	4,636.42	100.0%
9197 · Food&Beverage-Other	19,065.41	0.00	19,065.41	100.0%
9100 · Food & Beverage Expense - Other	0.00	351,360.00	-351,360.00	0.0%
Total 9100 · Food & Beverage Expense	352,005.67	351,360.00	645.67	100.18%
9200 · President's Dinners				
9210 · President's Dinner - Food & Bev	28,992.87	0.00	28,992.87	100.0%
9220 · Entertain-Transport-Decor-Favor	1,576.22	0.00	1,576.22	100.0%
9250 · Pres Dinner-Out of State Guest	2,275.85	0.00	2,275.85	100.0%
9200 · President's Dinners - Other	0.00	41,860.00	-41,860.00	0.0%
Total 9200 · President's Dinners	32,844.94	41,860.00	-9,015.06	78.46%
9300 · Hosted Event				
9310 · Event Entertainment	10,730.23	0.00	10,730.23	100.0%
9320 · Event Food	60,010.72	0.00	60,010.72	100.0%
9340 · Event Other	2,620.00	0.00	2,620.00	100.0%
9300 · Hosted Event - Other	0.00	96,500.00	-96,500.00	0.0%
Total 9300 · Hosted Event	73,360.95	96,500.00	-23,139.05	76.02%
9400 · Meetings and Training				
9410 · Speakers-Honorarium	40,500.00	39,500.00	1,000.00	102.53%
9420 · Speaker-Expenses-Lodging	3,472.55	6,149.00	-2,676.45	56.47%
9430 · Speaker-Expenses-Transportation	55.02			
9445 · Speaker-Expenses-Misc	0.00	0.00	0.00	0.0%
Total 9400 · Meetings and Training	44,027.57	45,649.00	-1,621.43	96.45%
9450 · Comps				
9460 · Other Guests Lodging (OOS)	2,025.93	4,580.00	-2,554.07	44.23%
9462 · Comps - Other	2,738.85	2,374.00	364.85	115.37%
9465 · Board Scholarships	0.00	1,000.00	-1,000.00	0.0%
Total 9450 · Comps	4,764.78	7,954.00	-3,189.22	59.9%
9475 · Meetings				
9476 · Audio Visual and Lighting	222,425.32	0.00	222,425.32	100.0%
9477 · Virtual Platform	14,580.00	0.00	14,580.00	100.0%
9478 · General Session - Addl' product	3,281.80	0.00	3,281.80	100.0%
9479 · WiFi Internet	35,009.17	0.00	35,009.17	100.0%
9480 · Electric Power/Rigging	21,564.17	0.00	21,564.17	100.0%
9481 · Reg/Attendance Tracking	40,341.14	0.00	40,341.14	100.0%
9485 · Convention/Hotel Other Costs	76,215.20	0.00	76,215.20	100.0%
9475 · Meetings - Other	0.00	421,433.00	-421,433.00	0.0%
Total 9475 · Meetings	413,416.80	421,433.00	-8,016.20	98.1%

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	Jan - Dec 23	Annual Budget	\$ Over Budget	% of Budget
9490 · Pre-Conference Workshop				
9494 · Food & Beverage	2,018.00	2,630.00	-612.00	76.73%
9495 · Speaker Fees	3,660.52	0.00	3,660.52	100.0%
9496 · Pre-Conference-Other	800.00	0.00	800.00	100.0%
Total 9490 · Pre-Conference Workshop	6,478.52	2,630.00	3,848.52	246.33%
9500 · Exhibits				
9510 · Decorator Booth Fee	17,037.54	18,943.00	-1,905.46	89.94%
9530 · Meeting space Additions	10,412.00	10,500.00	-88.00	99.16%
9540 · Security	1,339.50	1,250.00	89.50	107.16%
9545 · Exhibit hall game	117.20	500.00	-382.80	23.44%
9550 · Sponsor Branded Items	9,197.78	10,550.00	-1,352.22	87.18%
9500 · Exhibits - Other	0.00	0.00	0.00	0.0%
Total 9500 · Exhibits	38,104.02	41,743.00	-3,638.98	91.28%
9600 · Entertainment/Gifts				
9610 · Conference Gifts/Attendees	460.22	0.00	460.22	100.0%
9620 · Speaker/Board/Committee Memento	0.00	0.00	0.00	0.0%
Total 9600 · Entertainment/Gifts	460.22	0.00	460.22	100.0%
9700 · Other Activities				
9732 · Golf Tournament Expenses	12,220.61	14,050.00	-1,829.39	86.98%
9750 · Other Event Expenses	3,440.92	0.00	3,440.92	100.0%
Total 9700 · Other Activities	15,661.53	14,050.00	1,611.53	111.47%
9800 · Administration - Conference				
9810 · Conference Contract Services	80,267.28	78,890.00	1,377.28	101.75%
9815 · Printing/Copy/Conference Media	5,670.83	5,000.00	670.83	113.42%
9818 · Office/Telephones/Printer	0.00	500.00	-500.00	0.0%
9820 · President Expenses	474.68	500.00	-25.32	94.94%
9831 · Supplies-Badges-Ribbons-Etc	3,445.88	500.00	2,945.88	689.18%
9840 · Postage & Shipping	0.00	500.00	-500.00	0.0%
9875 · Signage	3,640.71	3,000.00	640.71	121.36%
9890 · Conference Committee Expenses	11,175.58	16,000.00	-4,824.42	69.85%
9895 · Staff Exp Inc. Lodging & Travel	13,239.95	14,000.00	-760.05	94.57%
Total 9800 · Administration - Conference	117,914.91	118,890.00	-975.09	99.18%
9000 · Conference Expenses - Other	0.00	0.00	0.00	0.0%
Total 9000 · Conference Expenses	1,099,039.91	1,142,069.00	-43,029.09	96.23%
Total 6050 · PROGRAM EXPENSES	1,151,867.41	1,259,669.00	-107,801.59	91.44%
6100 · OPERATING EXPENSES				
6105 · Marketing/Membership	1,527.10	11,250.00	-9,722.90	13.57%
6107 · Board and Committee				
6115 · Board of Directors				
6116 · Board Meeting Expenses	2,434.61	10,000.00	-7,565.39	24.35%
Total 6115 · Board of Directors	2,434.61	10,000.00	-7,565.39	24.35%
Total 6120 · Committee/Chapter Support	732.40	0.00	732.40	100.0%
6125 · Board Planning Session-Retreat	63,575.09	55,000.00	8,575.09	115.59%
Total 6107 · Board and Committee	66,742.10	65,000.00	1,742.10	102.68%
6110 · President's Expense				
6110 · President's Expense - Other	4,412.30	3,100.00	1,312.30	142.33%
Total 6110 · President's Expense	4,412.30	3,100.00	1,312.30	142.33%
6140 · Management Services				
6143 · Management Services	186,032.65	189,880.00	-3,847.35	97.97%
6146 · Consultants				
6146.10 · Coleman Services	18,700.77	27,700.00	-8,999.23	67.51%
6146.20 · CDC - Support	12,000.00	17,000.00	-5,000.00	70.59%

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	Jan - Dec 23	Annual Budget	\$ Over Budget	% of Budget
6146 · Consultants - Other	0.00	2,500.00	-2,500.00	0.0%
Total 6146 · Consultants	30,700.77	47,200.00	-16,499.23	65.04%
6147 · Professional Fees	0.00	2,000.00	-2,000.00	0.0%
6470 · Webinar Program Services	20,000.00	0.00	20,000.00	100.0%
6140 · Management Services - Other	0.00	0.00	0.00	0.0%
Total 6140 · Management Services	236,733.42	239,080.00	-2,346.58	99.02%
6148 · Payroll & Staff Travel				
6148.10 · Wages	77,768.75	72,000.00	5,768.75	108.01%
6148.20 · Payroll Taxes - Federal	6,257.32	5,508.00	749.32	113.6%
6148.30 · Payroll Taxes - State	0.00	0.00	0.00	0.0%
6148.50 · Payroll Processing Expense	798.00	840.00	-42.00	95.0%
6148.63 · Executive Director - Outreach	8,964.11	10,000.00	-1,035.89	89.64%
6200 · Travel/Staff Expenses	2,969.72	5,000.00	-2,030.28	59.39%
Total 6148 · Payroll & Staff Travel	96,757.90	93,348.00	3,409.90	103.65%
6155 · Merchant Fees/Bank Chgs.	79,818.83	40,000.00	39,818.83	199.55%
6165 · Printing				
6166 · Printing, copying, and admin	1,136.22	4,000.00	-2,863.78	28.41%
6167 · Directory	8,128.43	6,600.00	1,528.43	123.16%
6165 · Printing - Other	27.16	0.00	27.16	100.0%
Total 6165 · Printing	9,291.81	10,600.00	-1,308.19	87.66%
6170 · Magazine	10,283.99	11,500.00	-1,216.01	89.43%
6175 · Postage	1,978.50	2,000.00	-21.50	98.93%
6190 · Web and Technology				
6191 · DataBase Expense	8,114.86	28,500.00	-20,385.14	28.47%
6192 · Web site	55,000.00	4,838.00	50,162.00	1,136.83%
6195 · Web Site Hosting Fee	70.45	2,400.00	-2,329.55	2.94%
6190 · Web and Technology - Other	17,901.65	78,200.00	-60,298.35	22.89%
Total 6190 · Web and Technology	81,086.96	113,938.00	-32,851.04	71.17%
6220 · Audit & Tax Filing	9,845.00	9,420.00	425.00	104.51%
6230 · Insurance	1,578.00	3,500.00	-1,922.00	45.09%
6240 · Miscellaneous				
6106 · Storage Expense	838.28	1,000.00	-161.72	83.83%
6150 · Office Supplies	1,913.18	800.00	1,113.18	239.15%
6160 · Awards	7,494.14	3,364.00	4,130.14	222.78%
6185 · Telephone/Bridge Calls	473.83	1,000.00	-526.17	47.38%
6240 · Miscellaneous - Other	0.00	4,500.00	-4,500.00	0.0%
Total 6240 · Miscellaneous	10,719.43	10,664.00	55.43	100.52%
6260 · Donations				
6255 · Donations- GFOA Reception	14,246.74	15,500.00	-1,253.26	91.91%
6260 · Donations - Other	9,230.00	25,000.00	-15,770.00	36.92%
Total 6260 · Donations	23,476.74	40,500.00	-17,023.26	57.97%
6270 · Provision for Income Tax				
6242 · Current Year Taxes	31,377.00	30,000.00	1,377.00	104.59%
6246 · Prior Year Taxes	5,924.00	0.00	5,924.00	100.0%
Total 6270 · Provision for Income Tax	37,301.00	30,000.00	7,301.00	124.34%
Total 6100 · OPERATING EXPENSES	671,553.08	683,900.00	-12,346.92	98.2%
6900 · OTHER EXPENSES				
6970 · One-Time Budgeted Expenses	0.00	1,200.00	-1,200.00	0.0%
Total 6900 · OTHER EXPENSES	0.00	1,200.00	-1,200.00	0.0%
9950 · Prior Period Adjustment	400.00	0.00	400.00	100.0%
Total Expense	1,823,820.49	1,944,769.00	-120,948.51	93.78%
Net Ordinary Income	-17,139.88	-227,504.00	210,364.12	7.53%

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	Jan - Dec 23	Annual Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
4501 · Chapter Income				
4501.03 · North Coast	2,220.00	0.00	2,220.00	100.0%
4501.04 · Sacramento Valley	1,885.00	0.00	1,885.00	100.0%
4501.05 · East Bay (SF)	1,060.00	0.00	1,060.00	100.0%
4501.06 · Central Valley	1,220.00	0.00	1,220.00	100.0%
4501.07 · Peninsula	465.00	0.00	465.00	100.0%
4501.08 · Monterey Bay	1,650.00	0.00	1,650.00	100.0%
4501.09 · South San Joaquin	1,270.00	0.00	1,270.00	100.0%
4501.10 · Central Coast	20.00	0.00	20.00	100.0%
4501.11 · Channel Counties	2,843.31	0.00	2,843.31	100.0%
4501.12 · San Gabriel Valley	10,925.00	0.00	10,925.00	100.0%
4501.13 · Central Los Angeles	1,505.00	0.00	1,505.00	100.0%
4501.14 · South Bay (LA)	8,760.00	0.00	8,760.00	100.0%
4501.15 · Desert Mountain	260.00	0.00	260.00	100.0%
4501.16 · Orange County	17,927.82	0.00	17,927.82	100.0%
4501.17 · Inland Empire	23,417.67	0.00	23,417.67	100.0%
4501.18 · Coachella Valley	1,990.00	0.00	1,990.00	100.0%
4501.19 · San Diego County	5,180.00	0.00	5,180.00	100.0%
4501.20 · Imperial County	1,560.00	0.00	1,560.00	100.0%
4501 · Chapter Income - Other	0.00	100,000.00	-100,000.00	0.0%
Total 4501 · Chapter Income	84,158.80	100,000.00	-15,841.20	84.16%
Total Other Income	84,158.80	100,000.00	-15,841.20	84.16%
Other Expense				
6401 · Chapter Expenses				
6401.79 · Current Year Chapter Expenses				
6401.03 · North Coast	1,907.04	0.00	1,907.04	100.0%
6401.04 · Sacramento Valley	2,914.05	0.00	2,914.05	100.0%
6401.06 · Central Valley	1,062.33	0.00	1,062.33	100.0%
6401.08 · Monterey Bay	5,079.88	0.00	5,079.88	100.0%
6401.09 · South San Joaquin	783.48	0.00	783.48	100.0%
6401.11 · Channel Counties	5,837.09	0.00	5,837.09	100.0%
6401.12 · San Gabriel Valley	2,877.17	0.00	2,877.17	100.0%
6401.13 · Central Los Angeles	2,500.21	0.00	2,500.21	100.0%
6401.14 · South Bay (LA)	10,978.23	0.00	10,978.23	100.0%
6401.16 · Orange County	16,007.99	0.00	16,007.99	100.0%
6401.17 · Inland Empire	14,929.70	0.00	14,929.70	100.0%
6401.18 · Coachella Valley	2,020.24	0.00	2,020.24	100.0%
6401.19 · San Diego County	5,374.08	0.00	5,374.08	100.0%
6401.20 · Imperial County	345.77	0.00	345.77	100.0%
6401.79 · Current Year Chapter Expenses - Other	0.00	101,000.00	-101,000.00	0.0%
Total 6401.79 · Current Year Chapter Expenses	72,617.26	101,000.00	-28,382.74	71.9%
Total 6401 · Chapter Expenses	72,617.26	101,000.00	-28,382.74	71.9%
Total Other Expense	72,617.26	101,000.00	-28,382.74	71.9%
Net Other Income	11,541.54	-1,000.00	12,541.54	-1,154.15%
Net Income	-5,598.34	-228,504.00	222,905.66	2.45%

California Society of Municipal Finance Officers
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	Central Coast	Central Los Angeles	Central Valley	Channel Counties	Coachella Valley	Desert Mountain	East Bay	Imperial County
	(Chapters)	(Chapters)	(Chapters)	(Chapters)	(Chapters)	(Chapters)	(Chapters)	(Chapters)
Ordinary Income/Expense								
Income								
4000 · OPERATING REVENUES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4500 · PROGRAM REVENUES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gross Profit	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Expense								
6050 · PROGRAM EXPENSES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6100 · OPERATING EXPENSES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
9950 · Prior Period Adjustment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Ordinary Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Income/Expense								
Other Income								
4501 · Chapter Income	20.00	1,505.00	1,220.00	2,843.31	1,990.00	260.00	1,060.00	1,560.00
Total Other Income	20.00	1,505.00	1,220.00	2,843.31	1,990.00	260.00	1,060.00	1,560.00
Other Expense								
6401 · Chapter Expenses	0.00	2,500.21	1,062.33	5,837.09	1,724.02	0.00	0.00	641.99
Total Other Expense	0.00	2,500.21	1,062.33	5,837.09	1,724.02	0.00	0.00	641.99
Net Other Income	20.00	-995.21	157.67	-2,993.78	265.98	260.00	1,060.00	918.01
Net Income	20.00	-995.21	157.67	-2,993.78	265.98	260.00	1,060.00	918.01

California Society of Municipal Finance Officers
 Chapter Profit & Loss
 January through December 2023

Inland Empire	Monterey Bay	North Coast	Orange County	Peninsula	Sacramento Valley	San Diego	San Gabriel Valley	San Joaquin Valley	SouthBay (LA)	Total Chapters
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
23,417.67	1,650.00	2,220.00	17,927.82	465.00	1,885.00	5,180.00	10,925.00	1,270.00	8,760.00	84,158.80
23,417.67	1,650.00	2,220.00	17,927.82	465.00	1,885.00	5,180.00	10,925.00	1,270.00	8,760.00	84,158.80
14,929.70	5,079.88	1,907.04	16,007.99	0.00	2,914.05	5,374.08	2,877.17	783.48	10,978.23	72,617.26
14,929.70	5,079.88	1,907.04	16,007.99	0.00	2,914.05	5,374.08	2,877.17	783.48	10,978.23	72,617.26
8,487.97	-3,429.88	312.96	1,919.83	465.00	-1,029.05	-194.08	8,047.83	486.52	-2,218.23	11,541.54
8,487.97	-3,429.88	312.96	1,919.83	465.00	-1,029.05	-194.08	8,047.83	486.52	-2,218.23	11,541.54

California Society of Municipal Finance Officers

Check Detail

December 2023

Type	Num	Date	Name	Account	Paid Amount
Check		12/07/2023	Bank of America	1004 · Bank of America - 1982 6155 · Merchant Fees/Bank Chgs.	(15.00)
TOTAL					(15.00)
Check		12/21/2023	Affinipay	1004 · Bank of America - 1982 6155 · Merchant Fees/Bank Chgs.	(11.90)
TOTAL					(11.90)
Check	EFT	12/01/2023	ADP, Inc.	1004 · Bank of America - 1982 6148.50 · Payroll Processing Expense	(73.50)
TOTAL					(73.50)
Check	EFT	12/04/2023	Merchant Service	1004 · Bank of America - 1982 6155 · Merchant Fees/Bank Chgs.	(15,605.64)
TOTAL					(15,605.64)
Check	ADP-Nov23	12/28/2023	ADP, Inc.	1004 · Bank of America - 1982 2111 · Federal Payroll Withholdings 2112 · State Payroll Withholdings 6148.20 · Payroll Taxes - Federal	(1,166.29) (524.96) (281.52)
TOTAL					(1,972.77)
Check	ADP-Nov2023	12/28/2023	Rousseau, Jean	1004 · Bank of America - 1982 6148.10 · Wages 2111 · Federal Payroll Withholdings 2112 · State Payroll Withholdings	(3,680.00) 1,166.29 524.96
TOTAL					(1,988.75)
Bill Pmt -Check	7764	12/18/2023	Atipikel	1004 · Bank of America - 1982 1260 · Prepaid Expense Conference	(2,205.61)
Bill	10081	12/11/2023			
TOTAL					(2,205.61)
Bill Pmt -Check	7765	12/18/2023	Barbara Arenado [v]	1004 · Bank of America - 1982 6401.16 · Orange County 6401.16 · Orange County	(1,328.03) (17.03)
Bill	Holiday Luncheon	12/11/2023			
TOTAL					(1,345.06)
Bill Pmt -Check	7766	12/18/2023	City of Stanton - V	1004 · Bank of America - 1982 4501.16 · Orange County 4501.16 · Orange County	(4,722.29) (499.89)
Bill	chapter meeting reim	12/11/2023			
TOTAL					(5,222.18)
Bill Pmt -Check	7767	12/18/2023	Claire Coleman {v}	1004 · Bank of America - 1982 6401.03 · North Coast 6401.03 · North Coast 6401.03 · North Coast	(1.18) (0.55) (12.26)
Bill	Chapter reimbursemen	11/01/2023			
TOTAL					(13.99)
Bill Pmt -Check	7768	12/18/2023	David Cain {v}	1004 · Bank of America - 1982 6491 · CA Local Budgeting Expense 6491 · CA Local Budgeting Expense	(1,500.00) (1,500.00)
Bill	143	12/01/2023			
Bill	144	12/01/2023			
TOTAL					(3,000.00)

California Society of Municipal Finance Officers

Check Detail

December 2023

Type	Num	Date	Name	Account	Paid Amount
Bill Pmt -Check	7769	12/18/2023	Debbie Rosales {v}	1004 · Bank of America - 1982	
Bill	chapter meeting	12/11/2023		6401.11 · Channel Counties	(2,867.72)
				6401.11 · Channel Counties	(115.00)
TOTAL					<u>(2,982.72)</u>
Bill Pmt -Check	7770	12/18/2023	Deborah Harper {v}	1004 · Bank of America - 1982	
Bill	Consulting	12/01/2023		6430.10 · Intro to Govt Account - Reimbur	(1,000.00)
TOTAL					<u>(1,000.00)</u>
Bill Pmt -Check	7771	12/18/2023	Disney Destinations	1004 · Bank of America - 1982	
Bill	ticket order	12/11/2023		9310 · Event Entertainment	(19,400.00)
TOTAL					<u>(19,400.00)</u>
			DISNEY Destinations-		
Bill Pmt -Check	7772	12/18/2023	DLR Groups	1004 · Bank of America - 1982	
Bill	9503489175	12/11/2023		6125 · Board Planning Session-Retreat	(28,333.98)
TOTAL					<u>(28,333.98)</u>
Bill Pmt -Check	7773	12/18/2023	Ernie Reyna [v]	1004 · Bank of America - 1982	
TOTAL					0.00
Bill Pmt -Check	7774	12/18/2023	Karla Romero {v}	1004 · Bank of America - 1982	
Bill	chapter meeting	12/11/2023		6401.18 · Coachella Valley	(225.50)
				6401.18 · Coachella Valley	(70.72)
Bill	chapter meeting	12/11/2023		6401.18 · Coachella Valley	(565.69)
TOTAL					<u>(861.91)</u>
			Pacific Storage		
Bill Pmt -Check	7775	12/18/2023	Company	1004 · Bank of America - 1982	
Bill	4226480	12/01/2023		6106 · Storage Expense	(73.68)
TOTAL					<u>(73.68)</u>
Bill Pmt -Check	7776	12/18/2023	Sara Cowell {v}	1004 · Bank of America - 1982	
Bill	chapter meeting reim	12/11/2023		6401.06 · Central Valley	(403.46)
TOTAL					<u>(403.46)</u>
Bill Pmt -Check	7777	12/18/2023	Scott Meyer-Mina {v}	1004 · Bank of America - 1982	
Bill	Chapter meeting	12/11/2023		6401.09 · South San Joaquin	(362.72)
TOTAL					<u>(362.72)</u>
			Sierra Office Supply &		
Bill Pmt -Check	7778	12/18/2023	Printing	1004 · Bank of America - 1982	
Bill	3876134-0	12/17/2023		6166 · Printing, copying, and admin	(496.00)
Bill	3876136-0	12/17/2023		6175 · Postage	(87.57)
TOTAL					<u>(583.57)</u>
			Smith Moore and		
Bill Pmt -Check	7779	12/18/2023	Associates, Inc.	1004 · Bank of America - 1982	
Bill	20230437	12/11/2023		6143 · Management Services	(15,248.73)
				2003 · A/P Other- SMA Conference	(4,107.69)
TOTAL					<u>(19,356.42)</u>

California Society of Municipal Finance Officers

Check Detail

December 2023

Type	Num	Date	Name	Account	Paid Amount
Bill Pmt -Check	7780	12/18/2023	Speak Inc	1004 · Bank of America - 1982	
Bill	23961-2410-B	12/01/2023		9410 · Speakers-Honorarium	(13,250.00)
TOTAL					<u>(13,250.00)</u>
Bill Pmt -Check	7781	12/21/2023	The Mission Inn	1004 · Bank of America - 1982	
TOTAL					0.00
Bill Pmt -Check	7782	12/21/2023	The Mission Inn	1004 · Bank of America - 1982	
Bill	Holiday Luncheon	12/21/2023		4501.17 · Inland Empire	(11,872.33)
TOTAL					<u>(11,872.33)</u>



CSMFO Executive Committee

Agenda

January 10, 2024

- 2022 Strategic Goals
 - Quick Hit, “A Day in the Life of a Finance Officer”
 - Succession planning – Completed and ongoing
 - Define “Finance Officer” and establish criteria for leadership participation - Completed
 - Improve communication between committees and avoid redundancy* - Completed and ongoing

- 2023 Strategic Goals - Executive Director
 - QR Codes for membership directory, first time chapter meetings and conference program – Completed and ongoing
 - Produce data driven analytics to measure program success via LMS and registration. Data to include membership, engagement (trainings & participation, and career growth.) – Working with CDC to require a survey after every core course and webinar via the LMS. Received initial information from SMA for last 5 years, working with and waiting on Harriet to complete the CPE for GFOA webinars. Working with SMA to add job and career information to core courses/webinars’ registrations. This has been held up due to the website update.
 - Improve communication between committees and avoid redundancy - Completed and ongoing
 - More strategic approach to communication; internal and external communications audit (members, industry and internal). – Received consultant information from David. Will proceed after RFP process is culminated.

* Responsibility of both the Executive Committee and Executive Director

- Annual performance measurements on website; track membership professional growth/career advancement; cohort and mentorship programs, not just technical class attendance/growth. – Similar goal to second 2023 goal above. Will include cohort and mentorship programs with Harriet's info. Working with CDC to require a survey after every core course and webinar via the LMS. (Joint goal with CDC)
 - More presence on LinkedIn/more analytics; evaluate contracted/hired communications manager; update membership brochure; gap analysis – Similar goal to the one above. Received consultant information from David. Will proceed after the RFP process is culminated. Membership Committee has been reviewing the membership and volunteer brochures. Website analytics were included in the August Board packet. Will wait until after the new website is up and running to address additional analytics. Initially joint goal with David Garrison.
 - Succession planning – Completed and ongoing
 - Engage new agencies – Ongoing with conferences planned for 2024. Conferences include County Auditors, CSAC, CalCities and maybe a few more.
 - Formalize Board, Committee, and Chapter Orientation and Metrics – Completed
-
- Agenda Items Tracking for the January 18, 2024 Board Meeting:
 - 2024 Strategic Action Plan (Rich Lee)
 - Ernie's speech at the conference – Membership Committee
 - CalPERS stakeholder forum
 - SMA/MAMS billing true up in January 2024
 - GASB session at the annual conference
 - PPAC recommendation for strategic planning framework

Summary

Active users
3.4K

↓ -22.0% vs. Prev Period

New users
2.4K

↓ -25.0%

Pct Engaged
52%

↓ -1.4%

Pageviews per User
3.9

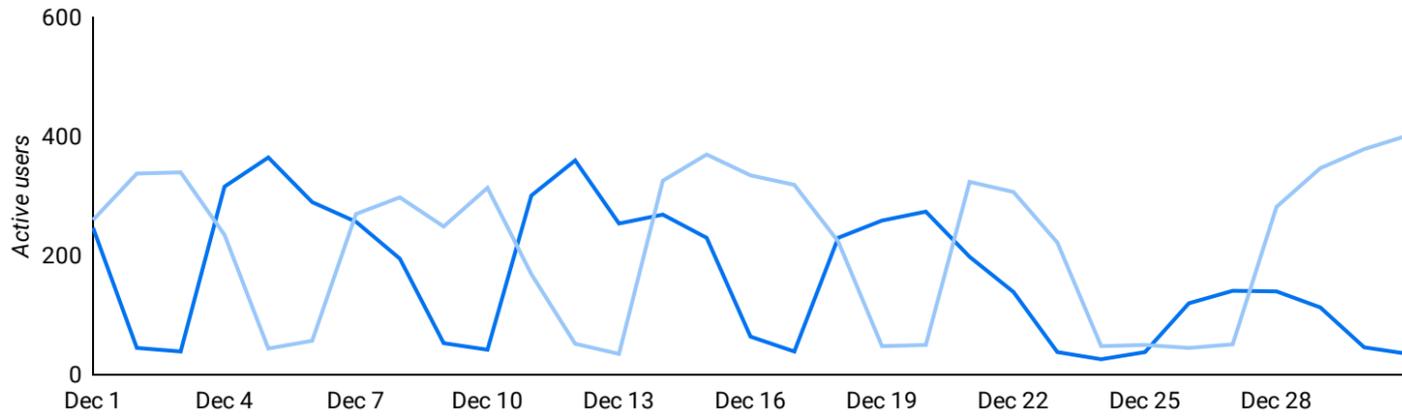
↓ -1.4%

Engagement Time
00:00:46

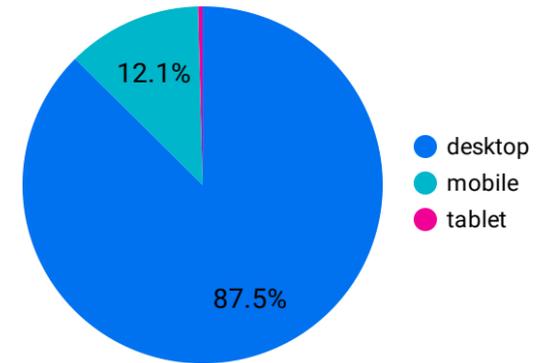
↓ -7.9%

Trends

Change trended metric:



Device Category



Top Pages

Page title	Views	Active users	Views per user	Average session duration	Event count
CSMFO – Dedicated to Excellence in Municipal Financial Managem...	4,498	2,057.0	2.19	00:01:03	4,498
Annual Conference – CSMFO	1,503	804.0	1.87	00:01:20	1,503
Join CSMFO – CSMFO	808	505.0	1.6	00:01:13	808
Current RFPs – CSMFO	748	352.0	2.13	00:00:31	748
Careers – CSMFO	478	225.0	2.12	00:00:29	478
About CSMFO – CSMFO	322	236.0	1.36	00:01:20	322
Investment Advisory Services – CSMFO	277	138.0	2.01	00:00:05	277
Events – CSMFO	268	197.0	1.36	00:00:29	268
Webinars & Resources – CSMFO	265	159.0	1.67	00:01:00	265
Auditing Services – CSMFO	232	169.0	1.37	00:00:18	232

Top Traffic Sources

Session source / medium	Active users	Sessions	Engaged sessions	Average session duration	Sessions per user	Events per session	Engagement rate	Event count
(direct) / (none)	1,765	3,296.0	1,556	00:02:02	1.87	6.07	47.21%	20,003
google / organic	1,109	2,000.0	1,215	00:03:20	1.8	7.24	60.75%	14,481
bing / organic	267	516.0	300	00:04:03	1.93	7.16	58.14%	3,697
csmfo.ce21.com / referral	234	463.0	236	00:02:36	1.98	6.5	50.97%	3,011
yahoo / organic	31	53.0	26	00:01:24	1.71	6.81	49.06%	361



CSMFO BOARD REPORT

Date January 18, 2024

FROM: Nick Kurns, Career Development Committee Chair

SUBJECT: Updates to core course scheduling

Background:

The demand for core courses remains very strong. Since transitioning to the virtual format, most courses hit the registration cap. However, this elevated level of demand was not anticipated when the Board approved several instructor agreements.

For example, we recently engaged Russ Branson to teach the ABC's of Municipal Finance in response to the 2023 Strategic Goal: Accounting 101 training for private-sector to government accounting professional and early career members. The agreement specified that it would be offered twice a year. Registration for the class hit the sixty-person registration cap in each of its first two offerings. CDC would like to offer the course an additional two times, totaling four times a year. The course generates a modest net profit and Russ Branson is willing to teach the additional sessions.

CDC requests Board approval to offer several courses more frequently than specified in the instructor agreements, with the following conditions: that the instructor is willing and able to teach the additional sessions, and that the course generates a net profit for the organization. The courses include, but are not limited to: ABC's of Municipal Finance, Introduction to Governmental Accounting, Financial Management and Analysis, Accounting for Capital Assets, and Budgeting I.

Moving forward, CDC will work with the Executive Director to ensure that the language in our instructor agreements provides the appropriate level of flexibility regarding the number of course offerings.

Fiscal Impact

Scheduling additional classes will result in additional net revenue. The amount will vary by course. CDC will only consider scheduling a course more frequently than outlined in the current agreement if the course generates a modest net profit.

Recommendation:

It is recommended that the CSMFO Board of Directors:

1. Authorize CDC to schedule courses more frequently than specified in the instructor agreements if the instructor is willing and able to teach the additional sessions and the course generates a net profit.