



CITY CLERKS ASSOCIATION OF CALIFORNIA
EXECUTIVE BOARD MEETING
AT
PORTOLA HOTEL AT MONTEREY BAY
Ironwood Room, Main Building, 3rd Floor
2 Portola Plaza
Monterey, CA

Conference Call Number 916-658-8286

Agenda

Friday, December 2, 2016
12:00 p.m.

- 1. CALL TO ORDER**
- 2. ATTENDANCE/EXCUSED ABSENCES**
 - a. Approval of Absences
- 3. INTRODUCTIONS/ANNOUNCEMENTS**
- 4. MINUTES**
 - a. Approval of October 29, 2016 Meeting Minutes
- 5. TREASURER'S REPORT**
 - a. Treasurer's Report (Domen)
- 6. UNFINISHED BUSINESS**

CITY CLERKS ASSOCIATION OF CALIFORNIA
EXECUTIVE BOARD MEETING
December 2, 2016

7. NEW BUSINESS/ACTION/DISCUSSION ITEMS

- a. Revision to Mentoring Policy (Kasad)
- b. Communications Strategy – Official Word (Mejia)
- c. Amendments to MMC Recognition Policy (Mejia)
- d. Discussion and Agreement on the name for Region Meetings (Abrahamson)
- e. Accept and agree to terms of service provided by Pamela Miller for the CCAC One-Day Academy prior to the start of the Annual CCAC Conference (Abrahamson)
- f. Updates from Goal Setting Workgroups (Workgroup Chairs)

8. DIRECTORS' REPORTS

- a. First Vice President (Klock-Johnson)
- b. Second Vice President (Smith)
- c. Communications Director (Ortiz)
- d. Legislative Director (Johl-Olson)
- e. Professional Development Director (Abrahamson)
- f. Region Directors
 - 1. Region 1 Report (Sousa)
 - 2. Region 2 Report (Cuppy)
 - 3. Region 3 Report (Pimentel)
 - 4. Region 4 Report (Zavala)
 - 5. Region 5 Report (Charlon)
 - 6. Region 6 Report (Kasad)
 - 7. Region 7 Report (Soriano)
 - 8. Region 8 Report (Caldwell)
 - 9. Region 9 Report (Bigelow)
 - 10. Region 10 Report (Basham)
 - 11. Region 11 Report (Mejia)
 - 12. Region 12 Report (*vacant*)
 - 13. Region 13 Report (Graves)
 - 14. Region 14 Report (Padovan)
 - 15. Region 15 Report (Wimberly)
 - 16. Region 16 Report (Flamson)
 - 17. Past President (Pope)

9. PRESIDENT'S REPORT (Jasso)

10. ADJOURNMENT



CITY CLERKS ASSOCIATION OF CALIFORNIA EXECUTIVE BOARD MEETING

MINUTES
October 29, 2016
12:00 p.m.

1. CALL TO ORDER

President Jasso called the meeting to order at 12:02 p.m.

2. ATTENDANCE/EXCUSED ABSENCES

ROLL CALL

- Jose Jasso, President
- Wendy Klock-Johnson, First Vice-President
- Stephanie D. Smith, Second Vice-President
- Susan Domen, Treasurer
- Britt Avrit, Recording Secretary
- Randi Johl, Legislative Director
- Mitzi Ortiz, Communications Director
- Dawn Abrahamson, Professional Development Director
- April Sousa, Region 1 Director
- Mindy Cuppy, Region 2 Director
- Luisa Zavala, Region 4 Director
- Ricca Charlon, Region 5 Director, attended via conference call
- Vicki Kasad, Region 6 Director
- Jerryl Soriano, Region 7 Director
- Kerry Bigelow, Region 9 Director
- Anthony Mejia, Region 11 Director
- Tom Graves, Region 13 Director
- Deborah Padovan, Region 15 Director
- Margaret Wimberly, Region 15 Director, attended via conference call
- Kathy Flamson, Region 16 Director

EXCUSED ABSENCES

- Nora Pimentel, Region 3 Director
- L. Diane Caldwell, Region 8 Director
- Denise Basham, Region 10 Director

President Jasso administered the Oath of Office to incoming Board Members Wendy Klock-Johnson, First Vice-President; April Sousa, Region 1 Director; Jerryl Soriano, Region 7 Director; Deborah Padovan, Region 14 Director and Kathy Flamson, Region 16 Director.

3. INTRODUCTIONS/ANNOUNCEMENTS

None

4. MINUTES

- a. Approval of October 5, 2016 Meeting Minutes

Cuppy moved and Zavala seconded to approve the October 5, 2016 Minutes; motion carried unanimously.

- b. Ratify October 11, 2016 E-vote (Confirmation of 3 Region Director Appointments)

Ortiz moved and Padovan seconded to ratify the October 11, 2016 E-vote minutes; motion carried unanimously.

- c. Ratify October 19, 2016 E-vote (Amend Regional Education Consultant Agreement)

Kasad moved and Flamson seconded to ratify the October 19, 2016 E-vote; motion carried unanimously.

5. TREASURER'S REPORT (Domen)

Domen presented the financials for July, August and September, 2016; stated the Association is financially stable, current balance of approximately \$273,000 in checking and savings accounts.

Discussion took place regarding the establishment of the Pat Hammers Memorial Scholarship Fund; the fund will be established and funds will begin rolling out as soon as the accounts from the Divisions have been closed out and finalized.

No action required; receive and file only.

6. UNFINISHED BUSINESS

None

7. NEW BUSINESS/ACTION/DISCUSSION ITEMS

- a. Consider extension/renewal/new contract agreement with Rex Osborn (Jasso)

Clarification was made regarding the amount of the contract; \$24,000 over the contract period at \$8,000 a year.

Smith moved and Soriano seconded a motion to approve the extension/renewal/new contract agreement with Rex Osborn; motion carried unanimously.

- b. Amendments to the Athenian Dialogue Policy (Mejia)

Mejia discussed the background and the changes to the policy that were provided to the Board. Discussion among the Board and additional changes, not included in the recommended policy, included 1) allowing the Professional Development Director to appoint a “person most knowledgeable” as an AD Coordinator for a term of two years with eligibility for re-appointment; 2) the coordinator will serve on the Education Committee and will be invited to attend CCAC Board goal setting; and 3) not allowing dialogues to be held in the same geographic region within six months unless a demonstrated interest is received and approved by the Coordinator.

Domen moved and Flamson seconded a motion to approve the amendments to the Athenian Dialogue Policy as provided and discussed; motion carried unanimously.

- c. Receive report from Professional Development Director and consider adopting a new Scholarship Application that combines both the Institute and Alternative Scholarship Program into one application, and revised changes to the CCAC Scholarships Policy specifically to the criteria for Institute Scholarships and the Alternative Scholarship Program (Abrahamson)

Abrahamson discussed the revisions to the Scholarship Application; an additional recommendation from the Board for the Application was discussed - Item ‘B’ under ‘Additional institute Points’ will be removed.

Discussion took place regarding the CCAC Annual Conference Scholarships. Abrahamson will work with Pope and get input for Board action regarding the best course of action to address (newly revised/numbered) Section 8 as it relates to awarding three scholarships, one to each Division as the Division structure no longer exists.

Avrit moved and Abrahamson seconded a motion to adopt the revised Scholarship Application and the revised CCAC Scholarships Policy as provided and discussed; motion carried unanimously.

d. Regional Meeting Sponsorships (Abrahamson)

Abrahamson presented on behalf of Freels; allows vendor sponsorship for Regional Meetings in addition to annual conference.

Mejia moved and Domen seconded a motion to adopt the proposed Regional Sponsorship Package options presented; motion carried unanimously.

e. Raffles at Region Meetings (Abrahamson)

Abrahamson discussed the recent practice of the previous Divisions having raffles at their Division meetings; discussion took place regarding whether this should continue.

Domen moved and Klock-Johnson seconded a motion that no raffles will be held at Regional Training events and the Board will revisit in the future if a determination is made that additional revenue is needed; motion carried unanimously.

f. Discussion and action related to directing the Professional Development Director to negotiate an agreement with Pamela Miller, Institute Director for the MMCA to run the one-day Academy prior CCAC's Annual Conference which will allow an opportunity for additional CMC and MMC education points (Abrahamson)

Abrahamson discussed the background leading up to this item; discussion took place regarding the revenues and expenses related to the Academy and the amount Pamela Miller has indicated she will charge to continue this service for the Association.

Johl moved and Smith seconded a motion to direct the Professional Development Director to negotiate an agreement with Pamela Miller for authorization of \$1,000 up to \$1,500 to facilitate future one-day Academies; motion carried unanimously.

g. Proposal to offer prorated/mid-year dues (Klock-Johnson)

Klock-Johnson discussed the history leading up to this item. **No action taken by the Board at this time.**

h. Setting criteria for designation of life time membership (Klock-Johnson)

Klock-Johnson discussed the proposed amendment to the CCAC Bylaws – Article III Membership. Discussion among the Board took place and recommended changes to the proposed Bylaw Amendment regarding Lifetime Membership were provided.

Abrahamson moved and Avrit seconded a motion to approve the proposed amendment to the CCAC Bylaws - Article III, Membership with the following modifications to Lifetime Membership: 1) amending Section 3.4 of the proposed amendment to provide that the Board considers applications of this nature at “its next Regular Board Meeting” as opposed to “the meeting following the CCAC Annual Conference,” and 2) combining Sections ‘d’ and ‘e’ in proposed Section 3.4 by removing the word ‘or.’

i. Disposition of Division Records (Kasad)

Kasad stated she has documents from the Southern Division and is unsure where or how they should be retained.

Direction was given to follow the adopted policy and retention schedule for the appropriate records, converting permanent records currently held in paper form to electronic form and store in Dropbox until a permanent solution to the Associations records is determined; **no action needed.**

j. Update to Board Manual with regard to the responsibilities of Presidential Appointments (Klock-Johnson)

Klock-Johnson requested this item be continued.

k. Conducting business with vendors (Klock-Johnson)

Klock-Johnson requested this item be continued.

l. Committees and Scholarships (Domen)

Domen discussed the management of CCAC Committees and Scholarship awardees. OAMR has a high level of participation with their committees and does an exceptional job managing their committees; discussion among the Board took place regarding requiring those awarded scholarships to give-back to the Association by participating on a Committee.

Direction was given to Domen and Johl to look deeper into this issue and return to the Board with a recommendation if needed; **no action needed.**

m. Educational Registrations (Domen)

Domen discussed the proposed requirement to have all registrations for events be done online with no mail in registration or on- site registration be permitted.

Avrit moved and Bigelow seconded a motion to approve the proposal as submitted; motion carried unanimously.

n. Budget Approval (Domen)

Domen discussed the proposed budget and stated some line items continue to be cleaned up as they were coded incorrectly; requested a mid-year budget review when the Board will have more accurate information.

Johl moved and Klock-Johnson seconded a motion to approve the proposed budget; motion carried unanimously.

8. DIRECTORS' REPORTS

a. First Vice President (Klock-Johnson)

Klock-Johnson reported the transition of membership responsibilities to Second Vice President Smith is moving forward, and stated she will be working on changes to various policies related to the dissolution of the Divisions.

b. Second Vice President (Smith)

Smith stated she will be providing Region Directors with spreadsheets listing their Region Members.

c. Communications Director (Ortiz)

Ortiz requested that Region Directors who have had Region Training Events submit information for the Official Word; stated future article schedule will follow the Region training schedule; stated the OW will continue with its current format until the committee that was formed has a recommendation; offered to make any website updates needed.

d. Legislative Director (Johl)

Johl discussed the selection of the new Executive Director for the League of CA Cities; upcoming League Leaders meeting will be setting new goals; continues to work on the presentation for the New Law & Elections Seminar.

e. Professional Development Director (Abrahamson)

Abrahamson stated the recent Nuts & Bolts training that was held in Brea was sold out; Nuts & Bolts being held in Rancho Cordova is coming up; New Law & Election Seminar is sold out; discussed working with the Education Committee and planning the upcoming Annual Conference.

f. Region Directors

1. Region 1 Report (Sousa)

Sousa reported Region 1 recently held a great training opportunity with 7 people in attendance.

2. Region 2 Report (Cuppy)

Cuppy reported Region 2's training will held November 4, 2016.

3. Region 3 Report (Pimentel)

No report

4. Region 4 Report (Zavala)

Zavala stated the Region 4 Training Opportunity will take place in January and has ideas for contacting other cities for future Trainings.

5. Region 5 Report (Charlon)

Charlon stated she has reached out to the cities in her Region to introduce herself and stated her training will be held in February; she will be reaching out to her region's cities.

6. Region 6 Report (Kasad)

Kasad stated her training is November 2nd with 30 people registered.

7. Region 7 Report (Soriano)

Soriano stated Region 7's training is being held November 10th.

8. Region 8 Report (Caldwell)

No report

9. Region 9 Report (Bigelow)

Bigelow stated Region 9 recently held a Training Opportunity which was well attended; she surveyed those in attendance for suggested future training topics – the responses include FPFC Forms and written communication skills.

10. Region 10 Report (Basham)

No report

11. Region 11 Report (Mejia)

No report

12. Region 12 Report (vacant)

No report

13. Region 13 Report (Graves)

No report

14. Region 14 Report (Padovan)

No report

15. Region 15 Report (Wimberly)

No report

16. Region 16 Report (Flamson)

Flamson stated Region 16's training will take place in January; she will be looking for a city to host; Diane Gladwell is handling the training.

g. Past President (Pope)

No report

9. IIMC REPORT (Nicol)

No report

10. PRESIDENT'S REPORT (Jasso)

President Jasso thanked the Board for a great goal setting.

11. ADJOURNMENT

President Jasso adjourned the meeting at 1:50 p.m.



MEMORANDUM

TO: CCAC Board Members
FROM: Vicki Kasad, MMC
DATE: November 14, 2016
SUBJECT: Proposed Amendments to the CCAC Mentor Program Policy

At the CCAC Goal Setting Session on October 28-29, 2016 in Cathedral City, there was discussion with regard to the positions of Athenian Dialogue Coordinator and Mentor Program Coordinator. It was ultimately decided that in both cases that because of the scope of the positions, the “person most knowledgeable” would be appointed by the Professional Development Director for a term of two years; and would be eligible for re-appointment to multiple terms. It was also decided that these Coordinators would serve as members of the CCAC Education Committee and be invited to participate in the CCAC Goal Setting sessions.

The attached Policy revision incorporates those changes already included in the Athenian Dialogue Policy.

Attachment: Revised Mentor Program Policy



CCAC BOARD POLICIES

Title	MENTOR PROGRAM	
Number	116	
Dates	Adopted: 10/24/14	Revised: __/__/__

1. POLICY STATEMENT AND PURPOSE

It is the policy of the City Clerks Association of California (CCAC) to provide a Mentor Program to ensure the success of those attending the Technical Track for Clerks (TTC) series. This policy provides guidelines to facilitate the Mentor Program.

2. SCOPE

This policy shall apply to the entire Association.

3. RESPONSIBILITY

3.1 The CCAC Professional Development Director shall appoint a Mentoring Program ~~Committee~~ Coordinator to serve as the Mentoring Program Committee Chair for a term of two (2) years, with consideration given to selecting the "person most knowledgeable". The ~~Coordinator~~ Chair shall be eligible for re-appointment.

3.2 The ~~Mentoring Program Committee Chair~~ Coordinator, with the assistance of the Professional Development ~~Representatives for the Northern, Central and Southern division~~ Committee ~~are~~ is assigned the task of coordinating and monitoring the mentoring assignments. The Coordinator shall serve as a member of the CCAC Education Committee and shall be invited to participate in the CCAC Goal Setting session.

3.3 The CCAC Membership Committee Chair (2nd Vice President) and the Executive Director of TTC are designated as "Mentoring Program Liaisons" and will share information about new members and institute participants with the Mentoring Program ~~Committee~~ Chair ~~Coordinator~~.

3.4 The Professional Development Director and the Mentoring Program ~~Committee~~ Chair ~~Coordinator~~ are tasked with assuring that mentors are provided training and on-going support to ensure success.

3.5 The Board of Directors of CCAC shall provide funding for annual mentoring/coaching training purposes.

4. BACKGROUND

To be eligible to mentor, a clerk must have already achieved CMC designation and completed a one-day training session on IIMC requirements for certification. Mentors become members of the Mentoring Committee, a subcommittee of the Professional Development Committee. Mentees are matched with mentors by the Mentoring Program ~~Committee Chair~~Coordinator.

In 2007, when the original mentoring policy was adopted there were about 46 mentors and 200 mentees. The number of mentors and their ability to handle multiple mentees fluctuates drastically with fluctuating workloads and staffing challenges. In spite of those issues, the program has continued to grow.

5. PROCEDURE

5.1 Outreach

- (a) The Professional Development Director and the Mentoring Program ~~Chair~~Coordinator shall publish articles in issues of *The Official Word* describing the mentoring program.
- (b) The Mentoring Program Liaisons shall relay information about new members and institute participants to the Mentoring Program ~~Committee Chair~~Coordinator. New CCAC members will be invited to participate in the mentoring program and newly registered institute participants will be assigned a mentor by the Chair/Professional Development Representatives.
- (c) At the CCAC Annual Conference, the Professional Development Director and/or the Mentoring Program ~~Committee Chair~~Coordinator (or their designees) will ensure that information about the Mentoring Program is disseminated.

5.2 Pairing of New Clerks and Mentors

The Mentoring Program ~~Committee Chair~~Coordinator/Professional Development Representatives will attempt to match mentors and mentees within the same CCAC ~~Division~~Region whenever possible.

The most efficient means of communicating with mentors and mentees should be used when advising them of the matching. Mentors shall observe the following Mentoring Norms:

- (a) Mentors can be any clerk in California who is a CMC and competent to train and mentor in California.
- (b) Mentors must participate in training.
- (c) Mentors are proactive in contacting mentees.
- (d) Mentors shall have no more than five (5) mentees.
- (e) Meet with Mentees face-to-face at least twice a year, to the extent possible.
- (f) Help Mentees make contacts around issues (i.e.: elections, best practices).

- (g) Mentors and Mentees shall enter into a “Mentoring Contract”, or development plan.
- (h) Mentors shall report to the Mentoring Program ~~Chair~~ Coordinator progress annually, subject to a date specified by the ~~Chair~~ Coordinator.
- (i) The ~~Chair~~ Coordinator will provide a consolidated report to the Professional Development Director annually, subject to a date specified by the Professional Development Director.

5.3 Recognition

The City Clerk’s Association of California encourages its members to seek high standards in education. It supports a variety of education forums and courses and urges its members to seek those education goals and designations as developed by the International Association of Municipal Clerks (IIMC). Recognition of the Mentoring Program and, in particular recognition of clerks who meet milestones in the certification process is a high priority.

Methods for recognizing the Mentoring Program and individual achievements by clerks who earn the Certified Municipal Clerk (CMC) designation may include brief recognition ceremonies at the CCAC Annual Conference, New Law & Election Seminar and Division Meetings, as well as mentions in *The Official Word*. In addition, the CCAC President shall individually acknowledge the achievement of the CMC personally in writing. An invitation by the Professional Development Director or the Mentoring Program Committee Chair to the new CMC to become a mentor is highly encouraged.

Clerks who earn the Master Municipal Clerk (MMC) certification, shall be awarded and presented Certificates of Exceptional Professional Achievement pursuant to the CCAC Policy for Honoring Members earning the MMC Certification.

6. POLICY HISTORY

Previously adopted December 2007; ~~and 10/24/14~~.

Attachment – Mentoring Contract



MEMORANDUM

TO: CCAC Board of Directors
FROM: Official Word Committee
DATE: December 2, 2016
SUBJECT: Communications Strategy – Official Word

During CCAC Goal Setting, the Board of Directors established the Official Word (OW) Committee consisting of Jerry Soriano (Region 7), Kerry Bigelow (Region 9), Anthony Mejia (Region 11), Kathy Flamson (Region 16), Mitzi Ortiz (Communications Director) to examine the refreshing of the OW. Below are issues raised during goal setting:

1. Schedule for Regional Directors Articles
2. Member Spotlight – Monthly
3. Connect to Social Media
4. Redesign the format/template
5. Remove training schedule
6. Hire Professional Help
7. Provides small articles leading to full article
8. Guidelines for Articles; provide rich and current content; website tips

The Committee conducted a teleconference on November 7, 2016, and recommends the following:

Issue 1. Article Schedule

During the goal setting process, it was agreed that the Regional Directors' article schedule will be based on the schedule of regional trainings. The Communications Director has prepared this schedule for dissemination. Therefore, this matter should be considered completed.

Recommendation: By unanimous consensus, the committee recommends no action.

Issue 2. Member Spotlight

The Committee was tasked with providing a recommendation on a schedule for member spotlights. Two possibilities are: 1) concurrently with each Regional Director's article, however this may be too many articles; or 2) one spotlight per month beginning with Region 1.

Recommendation: By unanimous consensus, the Committee recommends one member spotlight article per month on a regional rotation, with direction that the Communications Director disseminate a schedule of articles to Regional Directors and forward to the Toolkit Subcommittee.

Issue 3. Social Media

A separate Social Media Committee has been assigned the task of redoubling existing social media efforts and exploring new social media outlets.

Recommendation: By unanimous consensus, the Committee recommends: 1) that the OW include hyperlinks to existing social media accounts; 2) announcement of the monthly OW be posted on social media; and 3) that this issue be revisited once the Social Media Committee provides its recommendations.

Issue 4. Official Word Redesign.

Our main task was to determine whether to recommend a refreshing of the OW newsletter or to transition to an e-newsletter, such as Constant Contact or Mail Chimp. Below are some pros and cons of each format:

E-Newsletter

Pros

- Hundreds of templates
- Easy to design/customize
- Outside of LOCC listserv
- Analytics report available
- Integrated with social media

Cons

- Designed to be deleted
- Not designed for pdf and website posting; archiving
- Image placement is not as customizable as publisher

Traditional Newsletter

Pros

- Long-term archiving
- Very customizable
- Readers more likely to read start to finish?
- Analytic reports available

Cons

- Analytics not available
- Distributed via listserv
- User has to open via a link
- Time consuming
- One template

Discussion: The Communications Director will evaluate Memberclicks newsletter templates to determine whether it is simple to use and cost effective. However, the Board is being requested to approve funding for a Constant Contacts subscription at this time. This funding will allow the Communications Director to “play” with both systems to determine which system best meets her needs. If it can be determined that Constant Contact is not needed sooner than three (3) months, the subscription can be cancelled and the Treasurer will be notified.

Recommendation: By unanimous consensus, the Committee recommends that:

1. The OW is transitioned into an e-newsletter with full articles and an abbreviated training schedule.
2. Approve an appropriation of \$200 for a three (3) month subscription to Constant Contact, based on a 501-2,500 contact list.

Issue 5. Training Schedule

The OW averages 12-15 pages per month, primarily consisting of the educational opportunities schedule and registration flyers. The OW could split the education schedule into a separate publication, making each publication shorter and possibly more likely to be read.

Recommendation: By unanimous consensus, the Committee recommends that only upcoming trainings (3-4 months in advance) be listed in full and to provide a link to the CCAC education calendar for events beyond this range.

Issue 6. Professional Assistance

Upon initial analysis there are four options related to professional assistance:

1. Hire a graphic designer to prepare a traditional newsletter template.
2. Hire a graphic designer to assist with developing an initial e-newsletter template.
3. Hire Constant Contact to provide professional assistance for e-newsletters, including collecting, editing, and preparing e-campaigns.
4. No professional assistance.

Discussion: A branded template has been created by Constant Contact at no cost (\$199 value), based on a new customer special during the month of November. However, this template was created under a temporary account established by Director Mejia, and it is unclear whether that template can be transferred to a permanent CCAC Account. The Committee agreed that the Communications Director should have up to \$300 for “just in case” money. It was noted that Director Bigelow has a City graphic designer that may be willing to assist with preparing an e-newsletter template.

Recommendation: By consensus (Director Bigelow voting no), the committee recommends that the Board authorize the Communication Director to expend up to \$300 for professional design services to develop an e-newsletter template.

Item 7. Teaser Articles

Teaser articles would only apply if we choose a traditional newsletter and want a distribution method of Constant Contact or Mail Chimp.

Recommendation: By unanimous consensus, the committee recommends that the e-newsletter include full articles rather than short teaser articles linked to a traditional newsletter.

Issue 8. Guidelines for Articles

A list of typical monthly articles could be forwarded to the Toolkit Committee. In addition, each article type could be hyperlinked to a PDF containing sample articles. The guidelines should indicate that photos are highly desirable and that content should be informative and concise.

Recommendation: By unanimous consensus, the Committee recommends that preparation of a guideline be deferred for 3-4 months to allow for a series of Regional Directors' articles to be published before selecting reference articles.



MEMORANDUM

TO: CCAC Board of Directors

FROM: Anthony J. Mejia, Region 11 Director

DATE: December 2, 2016

SUBJECT: Amendments to the MMC Recognition Policy

In April 2013, the CCAC Board adopted Policy No. 114 setting forth a procedure for the CCAC President and Board of Directors to recognize newly designated Master Municipal Clerks (MMC). However, either partially or wholly, this policy has not been followed for some time.

In reviewing this policy, the CCAC President assumes responsibility for notifying a “Coordinator” of new MMC members as well as signing of certificates. In addition, a Coordinator is supposed to be appointed and has the responsibility of identifying delegates to attend the new MMC member’s City Council meeting and to issue press releases.

In light of the numerous duties of the CCAC President, this task seems to be one that can easily fall through the cracks. In addition, the newly created Regional Directors have expressed an interest in having more direct contact with local members; therefore, it seems appropriate to modify this policy to allow Regional Directors to play a more significant role in this policy.

As it relates to the signing of the certificates, the current policy states that the CCAC President shall sign the “Certificate of Exceptional Professional Achievement,” upon notification of the MMC designation. Rather, it seems more appropriate for the CCAC President to sign the certificate and mail it to the appropriate Regional Director, upon request. This ensures that the Regional Directors assumes primary responsibility for this recognition program within their region.

Recommendations:

1. Each Regional Director shall serve as the “Coordinator” within their respective regions.
2. The Coordinator (Regional Director) shall select a volunteer delegate to make the City Council presentation, based on the priority order identified in the policy.
3. Other amendments to delete reference to CCAC Divisions and general clarifications.
4. Determine whether to expand this policy to include Certified Municipal Clerk (CMC) designation?



CCAC BOARD POLICIES

Title	MMC RECOGNITION	
Number	114	
Dates	<i>Adopted: 04/26/2013</i>	<i>Revised: 12/02/2016</i>

1. POLICY STATEMENT AND PURPOSE

It is the policy of the City Clerks Association of California (CCAC or Association) to encourage its members to seek high standards in education. It supports a variety of education forums and courses and urges its members to seek those education goals and designations as developed by the International Association of Municipal Clerks (IIMC).

This policy and procedures document (Policy) provides guidelines for recognizing clerks who have earned their Master Municipal Clerks (MMC) designation through IIMC.

2. SCOPE

This policy shall apply to all Association members who earn their MMC designation.

3. RESPONSIBILITY

The Coordinator shall be responsible for coordinating recognition of Association members who earn their MMC designation.

4. BACKGROUND

As the designation of Certified Municipal Clerk requires many hours of education, training, and professional development, the Master Municipal Clerk Certification (MMC) is a loftier goal to achieve. To recognize this achievement, the CCAC Board took action to honor each of its members who attain this prestigious designation. It is the intent of the CCAC Board to recognize the member receiving this designation and bring awareness to the member’s City Council and community of the value of the member’s contributions and the value of CCAC, by sending a delegate, per the selection process provided herein, to present a “Certificate of Exceptional Professional Achievement” at a City Council meeting of that member. Additionally, a press release shall be issued in the recipient’s city.

5. PROCEDURE

5.1 Each Regional Director shall be responsible for monitoring Association members who earn their MMC designation via the Official Word. The Regional Director shall serve as Designate or appoint a member, Coordinator, to coordinate this effort, who will select an appropriate volunteer delegate to make each presentation. Delegates must be CCAC members in good standing and are to be selected from this list, in priority order:

- (a) CCAC Officers – President, 1st Vice President, 2nd Vice President;
- (b) CCAC Executive Board Member;

~~(c) CCAC Division Board Member, where honoree is located;~~

~~(d)~~(c) _____ Past CCAC ~~or CCAC Division~~ Board Member, or an IIMC Board Member;

~~(e)~~(d) _____ CCAC ~~Association Member that has already achieved,~~ MMC ~~designation member, as approved by the CCAC President;~~ or

~~(f)~~(e) _____ CCAC member ~~as approved by the CCAC President.~~

5.2 Upon ~~request receiving notification of the MMC designation from the Coordinator,~~ it shall be the duty of the CCAC President to sign the Certificate of Exceptional Professional Achievement, which may be printed on high quality paper.

5.3 The duties of the Coordinator shall include:

(a) ~~Receive notice of~~ Monitor the Official Word for newly conferred MMC members ~~from CCAC President or Professional Development Director.;~~

(b) ~~Contact the new MMC and~~ /or City Manager ~~of her/his city~~ to arrange for a presentation at an upcoming City Council meeting, ~~if desired, and~~

(c) Notify the delegate making the presentation.

(d) Issue a press release in the recipient's city by contacting the recipient for specifics to include in the press release; forward the press release to media outlets local to that recipient's place of employment, as provided by the recipient; forward a copy to the CCAC President; and forward a copy to the recipient (recipient or recipient's agency may distribute the press release to other media outlets, if desired).

5.4 While it is anticipated that this project will not impact the CCAC budget as it already addresses allowances for awards and recognitions, funding for reimbursing delegates for travel expenses will be allowed on a case by case basis as approved by the CCAC Board.

5.5 The Coordinator will determine whether to utilize a frame or presentation folder and make arrangements for its delivery.

6. POLICY HISTORY

Previously captured in Appendix XII – Honoring Members Earning the MMC Certification of the Executive Board Policy document in effect prior to April 2013; last amended 01/2011. In December 2016, the first amendment to the policy was initiated to reassign responsibilities to Regional Directors.

December 2, 2016
CCAC BOARD MEETING

TO: CCAC Executive Board

FROM: Dawn Abrahamson, Professional Development Director

DATE: November 28, 2016

SUBJECT: Request to Consider and Approve Terms of Service with Pamela Miller to run the One-Day Academy

RECOMMENDATION

The CCAC Board is requested to consider and approve the following terms of service that Pamela Miller will provided to CCAC to facilitate and run the One-Day Academy prior to CCAC's Annual Conference in an amount not to exceed \$1,500.

- Input on size of session room, set up, logistics, etc. **Capped sessions are strongly discouraged and may be a deal breaker.**
- Ensure speaker meets Institute-level criteria in terms of quality and intent of session and delivery methods.
- Review draft Academy flyer for input
- Miller MCG logo included on the flyer and have it clear that this is an Institute-sponsored session.
- Receive regular registration updates from CCAC.
- Willing to add to future MMCA brochures if information is available at the time Pamela goes to print.
- Facilitate the Academy. Facilitator will arrive the night before the Academy, work the registration/check-in table, introduce the speaker, handle the onsite logistics but they must be handled and confirmed in advance by Rex in his hotel work (such as morning coffee and lunch distribution). CCAC to provide full registration list from CCAC to facilitator, all logistical information previously agreed to, and speaker bio.
- Create the Learning Assessment Form (LAF) and provide to CCAC Professional Development Director in advance of the Academy for approval.
- Provide LAF and certificate template to IIMC in advance of the session.
- Collect and review all completed LAFs.
- Issue electronic certificates of completion to attendees upon satisfactory completion of the LAF.
- Provide final list of certificates issued to CCAC's PDD.

BACKGROUND

At its meeting on October 29, 2016, the Board discussed directing the PDD to negotiate an agreement with Pamela Miller, Institute Director for the MMCA to run the one-day Academy prior to CCAC's Annual Conference which would allow an opportunity for additional CMC and MMC education points.

Concluding discussion, which included the PDD providing background information leading up to this item, discussion regarding revenues and expenses related to the Academy and the amount Pamela Miller has indicated she will charge to continue to offer this service to CCAC, the Board unanimously directed the PDD to negotiate an agreement with Pamela Miller for authorization of \$1,000 up to \$1,500 to facilitate future one-day Academies, with the terms of service that Pamela will provide to CCAC to return to the Board for review and discussion.

Following the October 29 Board meeting, the PDD negotiated terms of service with Pamela Miller. Terms are presented in the "recommendation" section of this report and I am respectfully requesting the Board to consider and approve the terms of service. If approved by the Board, the PDD will prepare a professional services agreement that will be fully executed by both Pamela Miller and CCAC President Jasso.