



## OCCMA Board of Directors Meeting

March 20, 11:30 am – 3:30 pm

~~Vancouver Hilton~~

~~Alder Room, 1<sup>st</sup> Floor~~

~~301 W 6<sup>th</sup> Street Vancouver, WA 98660~~

League of Oregon Cities Conference Line

800-504-8071 access code 8410998

### AGENDA

<b>A. Welcome &amp; Roll Call</b> (Spencer Nebel) .....	1
<b>B. Consent Calendar*</b> (Spencer Nebel) .....	2
1. Minutes of the January 31, 2020 Board Meeting	
2. Transactions by vendor	
3. Contracts executed on behalf of OCCMA	
<b>C. New Business</b>	
1. Appointment of DEI and VETS Committee members .....	13
2. Consideration of Host Committee Budget – Nebel .....	14
3. Consideration of Rates for Summer Conference – Nebel .....	18
4. Consideration of Letter to the LOC Bylaws Committee - Nebel .....	21
5. Consideration of developing and providing OCCMA branded items for promotion of membership for OCCMA.	
6. Consideration of creation of a LOC session on the Council/Manager form of government -Nebel	
<b>D. Old Business</b>	
1. Discussion of 2020 Work Plan – Nebel .....	23
2. Discussion of NW Women’s Leadership Academy – Nebel .....	27
3. Discussion of 2021 Summer Conference in Portland.	
4. Discussion and review of membership criteria to cover a broader participation in OCCMA.	
5. Discussion of Board Vacancy.	
<b>E. Communications</b>	
1. Letter to Mark Shepard regarding sponsorship policies .....	34
<b>F. Membership Report</b>	
1. Membership update .....	36
<b>G. Committee Reports</b>	
1. Audit Committee (Steve Powers)	
2. By-Laws Committee (Rob Corbett) .....	38
3. Ethics Committee (Spencer Nebel)	

4. Nominating Committee (Marty Wine)	
5. Professional Development Committee (Steve Powers) .....	40
6. Support for Managers (Susie Marston) . . . . .	52
<b>H. Ad Hoc Committees</b>	
7. Academic Affairs Committee (Eileen Stein & Marty Wine).....	
8. Communications Committee (Ben Bryant) .....	54
9. Next Generation Committee (Aaron Palmquist) .....	
10. Diversity, Equity and Inclusion (Brian Sjothum).....	53
11. Veterans in the Profession (Aaron Palmquist)	
12. Host Committee (Spencer Nebel/Joe Gall) .....	
13. ICMA Liaison Committee (Marty Wine) .....	
<b>I. Senior Advisor Reports</b>	
<b>J. Other Business</b>	
<b>K. Adjournment</b>	

Note: A meeting of the Senior Advisors will follow the conclusion of the OCCMA Board meeting.



TO: OCCMA Board of Directors

FROM: Spencer Nebel, President OCCMA

DATE: March 10, 2020

SUBJECT: Report for the March 20, 2020 Board of Director's Meeting

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The OCCMA Board of Directors will be meeting on March 20 from 11:30 until 2 PM at the Vancouver, Washington Hilton located at 301 West 6<sup>th</sup> Street in Vancouver, Washington. The Board meeting is being held in conjunction with the ICMA 2020 West Coast Regional Conference. The Board meeting will be held in the Alder Room with lunch being served. Discussion items on the agenda are as follows:

#### 2020 OCCMA Work Plan

A copy of the 2020 OCCMA work plan is attached for your review. I would ask that each of the committee chairpersons provide a copy of the work plan to their standing and ad-hoc committees. Each committee has one or more tasks that have been assigned by the Board of Directors in this work plan to accomplish during this calendar year.

#### NW Women's Leadership Academy

Attached is a report with recommendations regarding next steps to provide support to this endeavor.

#### Appointment of the DEI and Veterans' Committee

I have received interest from Martha Bennett, Lake Oswego; Abigail Elder, City of Beaverton; Joe Gall, Sherwood; Dan Huff, Mollala; Dale Shafer, Nehalem; and Rick Hohnbaum, Monroe, for appointment to the DEI Committee. To date, I have not received any applicants to serve on the Veterans in the Profession Ad-Hoc Committee. The first quarter OCCMA newsletter puts out a call for additional applicants to serve on these committees. It is my intent to give some additional time for members to apply to serve on either of these committees before appointing them.

#### 2020 Budget for the Host Committee

A full report and recommendation is included in the agenda packet.

#### Rates for Conference Fees and Sponsorships

A full report and recommendation on rates for the Summer Conference is included in the agenda packet.

#### Letter to LOC Bylaws Committee

Attached is a letter outlining the Association's desire that the LOC consider changing the process in which managers are nominated to serve the LOC Board of Directors. The LOC Bylaws Committee got off to a slower start date due to staffing issues with the League. This gives us one more opportunity to review the letter with the League on this issue. If you have any suggestions or changes, it would be appropriate for the Board to discuss those at the March 20 meeting so an updated letter can be forwarded to the League for their consideration, as part of their review of the bylaws.

#### Vacancy on the OCCMA Board of Directors

OCCMA has one vacancy on the Board due to the resignation of Sean O'Day. Sean's term runs until December 31, 2020. The bylaws provide that the Nominating Committee shall strive to nominate candidates, at the time of election, which includes a minimum of one county member. The position that Sean filled was this position. The Nominating Committee should encourage any of our county members to consider serving on the Board. If not, it is appropriate to approach any of the regional, or other non-city members, to provide local government diversity on the Board. I am hopeful we can have an appointment by our summer meeting in Bend. It would also be possible to hold a meeting by email to confirm the appointment of a member of the Board, so that they could participate in the July Board meeting.

#### 2021 Summer Conference in Portland

It was determined by the Board a couple years ago that the 2021 Summer Conference should be an abbreviated session in Portland for support of the ICMA Conference in Portland later that year. There were some suggestions that this conference could be done in conjunction with Portland State University. The Board should discuss how we want to structure this conference to help lead for location and timing for this event. There has not really been any detailed discussion on what the expectations are for this conference.

#### Creation of an LOC Session on Council/Manager Form of Government

One of the work plan items for the Board of Directors is to create an LOC session. I would ask if there is a volunteer(s) from the Board to help develop this type of session on the Council/Manager form of government at the LOC Annual Meeting.

#### Develop and Provide OCCMA Branded Items for Promotion of Membership to OCCMA

As part of the budget, funding was appropriated for purchasing OCCMA branded items to help promote membership to OCCMA. I would ask for a volunteers(s) to review options for the Board's consideration at the July Board meeting, to determine what type of "swag" be beneficial to assist the Senior Advisors and LOC staff in promotion of the Association.

#### Review Membership Criteria to the Association

This work plan item was assigned to the Board to begin the process of reviewing eligibility for membership to OCCMA to include additional local government managers to be part of this organization. This is a significant effort and it would likely be appropriate to consider appointing a larger ad-hoc committee to evaluate our membership criteria, cost for

membership, and other factors that impact department head or other management personnel.

Mark Shepard Letter

For your information, attached is a letter to Mark Shepard regarding sponsorship policies as was discussed at the Board retreat in November.

Committee Reports

Written reports have been attached. Verbal reports to update the Board of activities of each of the standing and ad-hoc committees can also be provided at this time.

Report from Senior Advisors

Any senior advisors that are present at the meeting can give a brief update on their activities, since the January 31 Board meeting.

I look forward to seeing everyone in Vancouver, Washington.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "S. R. Nebel", is written over a faint, light blue circular watermark or background.

Spencer R. Nebel  
President of OCCMA



## OCCMA Board of Directors Meeting

January 31, 2020 | 10:00 am – 2:00 pm | League of Oregon Cities, Salem

### MINUTES

#### PRESENT

**Board Members:** Spencer Nebel, President  
 Steve Powers, President-Elect  
 Marty Wine, Past President  
 Dan Huff, Director  
 Brian Sjothun, Director  
 Susie Marston, Director  
 Rob Corbett, Director (via phone, then in person at 4:25 pm)  
 Aaron Palmquist, Director  
 Ben Bryant, Director  
 John Walsh, Director

**Staff:** Mike Cully, Executive Director, LOC  
 Jim McCauley, Legislative Director, LOC

**Other:** David Clyne, Senior Advisor

**Absent:** None

#### A. Welcome & Roll Call

10:05 am

President-Spencer Nebel called the meeting to order at 10:05 am.

1. Review Agenda
  - i. Change: discussion regarding the recent vacancy created by Sean O'Day
  - ii. Change: discussion on who the Authorized Signers will be.
2. President's Report
  - i. Acknowledged Jim McCauley for his above-and-beyond work.

#### B. Consent Calendar

*It was moved by Rob Corbett and seconded by Marty Wine to approve the consent calendar as presented. The motion passed unanimously (10 Yes [Bryant, Marston, Nebel, Huff, Palmquist, Sjothun, Walsh and Powers, 0 No, 0 Abstain, 0 Absent.*

### C. Communications

1. NW Women's Leadership Academy
  - i. One additional piece of this- in addition to OCCMA providing support is the possibility to add additional support and oversight by LOC. Refer to supporting material on page 37.
  - ii. Action: define and scope what added LOC staff support would look like to execute administration and logistics;
    - a. Director Powers expressed his thoughts, that this fits exactly with the DEI efforts and stated the board should move forward.
    - b. Aaron: ex officio member would circumvent any governance issues and would provide information to the board.
  - iii. Three items requested:
    - a. Support
    - b. Can it be approved as an ad-hoc?
    - c. Having a Board representative be from the Academy
      - Reimbursement request for Shelyn Lombos was unanimously approved by the board.

*It was moved by Dan Huff and seconded by Aaron Palmquist to peruse financial support for the Northwest Women's Leadership Academy and to ask the League their ability to meet the administration and logistics discussed above and that the report coming back to the Board in March. The motion passed unanimously (10 Yes [Bryant, Corbett, Marston, Powers, Nebel, Duff, Palmquist, Sjothun, Walsh and Wine], 0 No, 0 Abstain, 0 Absent and 1 Vacancy).*

*It was moved by Steve Powers and seconded by Aaron Palmquist to authorize the reimbursement of Sherilynn Lombos for 50% of her travel expenses for serving as the OCCMA's representative on the ICMA Conference Planning Committee, in the amount of \$571.86. The motion passed unanimously (10 Yes [Bryant, Corbett, Marston, Powers, Nebel, Duff, Palmquist, Sjothun, Walsh and Wine], 0 No, 0 Abstain, 0 Absent and 1 Vacancy).*

### D. Membership Report

1. President Nebel presented and discussed his report with the board.
2. Board and Committee Vacancy

### E. Committee Assignments

1. Committee list attached for the 2020 season and presented by President Nebel.

### F. Committee Reports

1. Professional Development: Steve Powers stated there is no report this month, however, there will be a very robust one in March.
2. Academic Affairs: No report from Marty Wine.

3. Communication: Ben Bryant reported that the group did meet. Two articles were ready for publication. Any updates to the website need to be sent to Ben and he will field them accordingly.
4. Next Generation Committee: Aaron Palmquist reported no action has been taken yet, but he is working with Sean O'Day to transition.
5. Host Committee: Spencer indicated nothing specific to report. Still looking for direction from ICMA on commitments. Steve Powers indicated that he had reached-out to the ICMA director to start thinking about regional potential donors. ICMA indicated that OCCMA really didn't need to do that. There is a lot of uncertainty about OCCMA commitments to them.
6. Membership Committee: Discussed previously
7. ICMA Liaison Committee: No report

#### **G. ICMA Conference Planning Committee**

#### **H. Discussion and Adoption of the 2020 Action Plan**

1. Approval of 2020 Action Plan
  - i. **OCCMA Board Discussion**
    - a. Promoting Manager/Council form of Government workshop(s)
    - b. A November 12-13 retreat to coincide with ICMA Retreat
    - c. Ad Hoc Committees; Diversity and Equity, Veterans in the profession
    - d. These were takeaways from the November Board retreat
    - e. Question; A. Palmquist – asked what the status of the letter to the Bylaws Committee is? Steve Powers will be delivering the letter in place of Sean O'Day.
    - f. Discussion revolved around removing verbiage to the effect of “revising the model ordinance” section (Strategic Plan, section A, A.1) and addition of LOC reference in this section.
  - ii. **Nomination Committee**
    - a. Recruits a diverse slate of candidates for the board.
  - iii. **Ethics** – no specific suggestions: Spencer stated he would craft some language to enhance this section.
  - iv. **Support Managers**
    - a. Regularly promote Senior Advisors
    - b. Develop a membership promotion package
    - c. Palmquist suggested combining point 7 with D.2 and develop membership promotion package, as a priority. There was a brief discussion revolved around coaching our members and carrying forth the message of the OCCMA through a “scripted” approach. The consensus of the Board was in support of the Senior Advisors taking over the role of coaching. Sjothun suggested polling current members to determine if anyone else is interested in coaching. Everyone agreed that there should be a strong alignment with the ICMA that already exists.
    - d. Corbett suggested to continue focus on the coaching objective that's already identified in the bylaws with support and encapsulated in (E1) committee, also adding the, “nonmembers to (D1)” shifting the promotions package to board (A6) priority and there were no objections to these changes.



- v. **Bylaws Committee**
  - a. Develop written procedures for scheduling the issuance of dues and collection of dues – no objection/no discussion
  - b. Audit committee; discussion within the group is that a full audit is going beyond what everyone was thinking. President Nebel suggested some type of review processes.
- vi. **Professional Development Committee**
  - a. With reference to point G3 – change the language to “culturally diverse” to make it more welcoming.
  - b. R. Corbett: This needs some sort of objective for the committee to achieve one of our overall inclusionary objectives: replace G3 with an objective that says we strive for inclusivity in our conference agenda. (all agreed) – Spencer will recraft
- vii. **Academic Affairs Ad Hoc** – no comments were suggested.
- viii. **Communications and Ad Hoc**
  - a. Bryant: pointed identified as priorities are already part of the program of work
  - b. Bryant: OCCMA app – board discussed the purpose and behavior of how it should work and the purpose which to use it for.
  - c. R. Corbett: stated that the board has an obligation to follow the agreement/affiliation with ICMA that ends with an action plan that “calls out” our commitment to meet with the obligations to which we agreed. Perhaps included under I3.
- ix. **ICMA Liaison Committee**
  - a. Section will be added for accountability to ICMA
- x. **Diversity, Equity and Inclusion Ad Hoc**
  - a. Bryant: asked if there is any value to adding a broader – mission/charge/purpose – suggested to expand and refine what’s in the board packet.
  - b. Marston: Stated K2 – seems limiting. suggested to end after “OCCMA” (striking committees and board)
- xi. **Host Committee (Ad Hoc)**
  - a. Potential education session at conference with regards to the ICMA conference; scholarships to reduce financial burdens for those who’ve not yet experienced the event.
- xii. **Next Generation Ad Hoc Committee**
  - a. A question regarding M2; discussion ensued implying this group should be inclusive in determining content for the materials, Palmquist suggested to change the verbiage to give purpose to its existence.
- xiii. **Veterans Advisory Ad Hoc**
  - a. As presented in the packet

*It was moved by Aaron Palmquist and seconded by Ben Bryant to adopt the 2020 OCCMA Work Plan as modified. The motion passed unanimously (10 Yes [Bryant, Corbett, Marston, Powers, Nebel, Duff, Palmquist, Sjothun, Walsh and Wine], 0 No, 0 Abstain, 0 Absent and 1 Vacancy).*

At 11:05, the Board heard a presentation from Mark Long and Lori Graham on a number of initiatives that the State Building Codes Division is being asked to explore. Many of these issues could affect matters

where local control currently exists. These areas include triggers for seismic upgrades to buildings, limitations for coastal construction, statewide fire hardening, electric vehicles, solar power and other new requirements. He encouraged local government to engage in the conversation of new regulations with the state to help determine proper balance between statewide consistency and local control.

2. Creation of a Diversity Equity and Inclusion Ad Hoc Committee
  - i. As discussed earlier.

*It was moved by Aaron Palmquist and seconded by Marty Wine to, approve and adopt the Diversity Equity Inclusion Ad Hoc Committee with the language as discussed. The motion passed unanimously (10 Yes [Bryant, Corbett, Marston, Powers, Nebel, Duff, Palmquist, Sjothun, Walsh and Wine], 0 No, 0 Abstain, 0 Absent and 1 Vacancy).*

3. Creation of a Veterans in the Profession Ad Hoc Committee
  - i. As presented in the packet

*It was moved by Aaron Palmquist and seconded by Ben Bryant to, approve the Veterans Ad Hoc Committee draft. The motion passed unanimously (10 Yes [Bryant, Corbett, Marston, Powers, Nebel, Duff, Palmquist, Sjothun, Walsh and Wine], 0 No, 0 Abstain, 0 Absent and 1 Vacancy).*

## **I. Adoption of 2020 Budget**

1. Spencer reported the net position improved by about \$65,000. Particularly well in two conferences, membership came in above budget.
2. The budget was distributed as a separate handout at this meeting. It had been previously created by Megan George. Spencer created another column to update as a proposed final budget for the 2020 FY.
3. Nebel asked the board to consider a \$40,000 transfer to the ICMA fund based on current financial position and better than expected performance in 2019. This would leave operating capital of \$73,000 which is deemed enough to meet the needs.
  - i. Proposed Changes;
    - a. 2nd Discussion: what level of support is needed for the NW Women's Institute? How will that be recorded in the budget? Book this under 3-5202
    - b. Marketing and supplies: A. Palmquist recommended moving this line item up by \$10,000 for collateral material.
    - c. Discussion around Senior advisor line item and increasing that number to \$14k. Discussion about what will drive costs will happen during the senior advisor meeting following the board meeting. Support for keeping it the same but being cognizant of the possibility of movement pending more information.

*It was moved by Marty Wine and seconded by Susie Marston to, approve and adopt the 2020 budget with the proposed changes as modified from the Committee-proposed budget with an increase of \$5,000 for administrative services for the NW Leadership Academy and an increase of \$10,000 for marketing supplies bringing the total to \$11,000 to develop materials for distribution by the Senior Advisors and for*

*recruiting. The motion passed unanimously (10 Yes [Bryant, Corbett, Marston, Powers, Nebel, Duff, Palmquist, Sjothun, Walsh and Wine], 0 No, 0 Abstain, 0 Absent and 1 Vacancy).*

## **J. Future Conference Locations**

1. OCCMA Board Retreat Contracts;
  - i. Oregon Gardens Board Retreat for 2020, 2021, 2022

*It was moved by Rob Corbett and seconded by Marty Wine to, approve the 2021 and 2022 Board Retreat locations for the Oregon Gardens in Silverton, OR. The motion passed unanimously (10 Yes [Bryant, Corbett, Marston, Powers, Nebel, Duff, Palmquist, Sjothun, Walsh and Wine], 0 No, 0 Abstain, 0 Absent and 1 Vacancy).*

- ii. Following Discussion, the 2020 Board Retreat will be held in the Portland Metro area.

*It was moved by Susie Marston and seconded by Dan Huff to, approve the 2020 Board Retreat locations for Portland Metro Region. The motion passed unanimously (10 Yes [Bryant, Corbett, Marston, Powers, Nebel, Duff, Palmquist, Sjothun, Walsh and Wine], 0 No, 0 Abstain, 0 Absent and 1 Vacancy).*

- iii. OCCMA Summer Retreat/Conference 2023 contract approval for Pendleton

*It was moved by Rob Corbett and seconded by Marty Wine to, approve the 2023 Summer Board Retreat locations for Pendleton at the Pendleton Convention Center. The motion passed unanimously (10 Yes [Bryant, Corbett, Marston, Powers, Nebel, Duff, Palmquist, Sjothun, Walsh and Wine], 0 No, 0 Abstain, 0 Absent and 1 Vacancy).*

## **K. Senior Advisors Reports**

### **L. Other Business**

1. Board Vacancy
  - i. Created by Sean O'Day resignation

*It was moved by Steve Powers and seconded by Marty Wine to approve the Nominating Committee to move forward with the recruitment/recommendation process to find a new director with the term ending of December 31, 2020 created by Sean o'Day resignation. The motion passed unanimously (10 Yes [Bryant, Corbett, Marston, Nebel, O'Day, Palmquist, Sjothun, Walsh, Wine and Wurster], 0 No, 0 Abstain, 0 Absent and 1 Vacancy).*

- ii. Decision/Discussion on nomination for signers for the OCCMA Board.

*Steve Powers and Susie Marston were nominated as signatories for OCCMA*

## **M. Adjournment**

*It was moved by Spencer Nebel and seconded by Sean O'Day to adjourn the meeting at 2:03 pm. The motion passed unanimously (10 Yes [Bryant, Corbett, Marston, Nebel, O'Day, Palmquist, Sjothun, Walsh, Wine and Wurster], 0 No, 0 Abstain, 0 Absent and 1 Vacancy).*

**APPROVED** by the OCCMA Board of Directors on March 20, 2020.

ATTEST:

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Mike Cully, Secretary-Treasurer

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Spencer Nebel, President



Date: March 9, 2020  
TO: Board of Directors  
FROM: Kelly Richardson, Project Coordinator-Affiliates  
RE: Ad Hoc Committee Letters of Interest for DEI & VETS

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Letter of Interest Joseph Gall, City Manager, City of Sherwood for DEI Committee

Letter of Interest Abigail Elder, Director Mayors Office, City of Beaverton DEI Committee

Letter of Interest Martha Bennet, City of Lake Oswego DEI Committee



Date: March 9, 2020  
 TO: Board of Directors  
 FROM: Joe Gall, Eileen Stein and Spencer Nebel  
 RE: 2020 Host Committee Budget Request

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The 2020 OCCMA budget proposes to transfer \$60,000 to the Host Committee account which is being established by LOC in accordance with the Memorandum of Authorization (MOA) approved by the Board on September 27, 2018. This MOA also provides that a proposed budget for the Host Committee be presented to the Board for approval.

The Host Committee co-chairs present the following budget plan for the Host Committee for the 2020 fiscal year.

ICMA Planning Committee Dinner in Portland	\$20,000
Shirts for Oregon Managers in Toronto	\$ 5,000
Promotional Video	\$ 5,000
Administration Costs LOC	\$ 5,000
Exhibit Hall, Host Booth-Toronto	\$10,000
Host Committee Meeting Expenses (two meetings)	\$ 5,000
Conference	\$10,000
<b>TOTAL</b>	<b>\$60,000</b>

### Conference

ICMA's Director, Jeremy Figoten has indicated that ICMA is looking to go a different direction relating to fundraising obligations for host state associations. As of this date, he has not provided the Host Committee any specific directions on this matter. We will be meeting with Jeremy in Vancouver on Thursday, prior to the Board meeting, and hope to receive direction at that time.

Finally, we present this spending plan to the Board and ask to have the flexibilities to shift funding, as is necessary, within the \$60,000 appropriation for the 2020 calendar year.

### Recommendation

The Host Committee co-chairs recommend that the Board of Directors approve the budget for the Host Committee as presented, and authorize the Host Committee co-chairs to shift

funding from category to category, provided the expenditures remain within the \$60,000 appropriations for this year.

### Fiscal Effects

The OCCMA proposed budget projected a balance of \$136,307 (less \$60,000 appropriated to the Host Committee in 2020) for a remaining total of \$69,307 by December 31, 2020. Please note that this does not include a \$50,000 commitment from WCMA, a \$10,000 commitment from Travel Oregon, and a \$30,000 commitment from LOC.

Respectfully submitted,

Joseph Gall, Eileen Stein and Spencer Nebel  
OCCMA Host Committee Co-chairs

## **2021 ICMA Host Committee**

Meeting Notes from February 7, 2020 Host Committee Executive Committee meeting.

Attendees: Joe Gall, Jim McCauley, Spencer Nebel, and Eileen Stein

### **Account Set Up**

- Spencer reported that the accounting system has been set up with the League. He noted that all three co-Chairs have been set up for signatory on the account, but that Eileen will generally be the signatory because of her close proximity to the League's offices in Salem.
- He noted that the OCCMA Board budgeted \$10,000 last year toward Host Committee expenses and is budgeting \$50,000 this year. This will cover the costs for hosting the planning meeting at the Convention Center last November and whatever other expenses may be needed this year.
- The total commitment from OCCMA to the 2021 Conference is \$130,000. Other amounts pledged or raised include \$50,000 from Washington City/County Management Association and \$20,000 from the League of Oregon Cities.

### **ICMA Direction Needed**

- Eileen will set up a call with Steve Powers and Jeremy Figgoten to answer the following:
  - Where are we at on fundraising? Have we raised enough locally, or do we need to do more?
  - If more, what does that look like? Steve has a fundraising letter ready to go.
  - What do we need to do for the ICMA 2021 Planning Committee this year, the meeting which will be held in Portland this year?
  - What about promotional materials for Toronto? Are we buying this or is ICMA. Same question on design? Do we design a logo or is ICMA doing that? Is there (still) a separate logo from the conference?
  - What do we need to produce for the Toronto conference?
  - Eileen will send out the notes from this conference call.
- Spencer will get back to Dan Bartlett once we hear from Jeremy.

### **OCCMA and 2021 Conference Support**

- Jim reported that the person who will handle logistical support for OCCMA and for the 2021 Conference will start on Monday. He reported there will be an interim Operations Director for the next six months, while the League does a national search for a permanent Operations Director.

### **2020 Regional Conference**

- March 18-20 is the Regional Conference in Vancouver, WA. Jeremy is planning to attend and will be scouting locations for the social events with Martha Bennett.
- Maybe we can conduct a Host Committee meeting with Jeremy while he's here? Eileen will explore this also with Jeremy.
- There will be an OCCMA Board meeting on Friday of the conference.

### **2020 Summer Conference**

- The next planned full Host Committee meeting is scheduled for the summer conference. There is a need to tie together what the Planning Committee meeting will be doing in November with the activities of the Host Committee. Is the Host Committee paying for a dinner with the Planning Committee? (Eileen will confirm on call with Jeremy.)



**Next Host Committee Executive Committee meeting**

- Will be March 7, 2020
- Agenda items:
  - Meeting new logistical support person
  - Report from Jeremy call
  - Budget request for \$50,000 – justification for request



TO: OCCMA Board of Directors

FROM: Spencer Nebel, President OCCMA

DATE: March 9, 2020

SUBJECT: Summer Conference Sponsorship and Conference Fees

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**Background:**

The Policy/Procedures for conference planning by the Professional Development Committee provide that the Board shall approve conference fees and sponsorship levels for the upcoming conferences.

The fees and sponsorships for last year's conference were as follows:

**2019 Summer Conference**

Member	\$ 390
Non-Member- Governmental	\$ 490
Non-Member- Corporate	\$1,000
Additional Corporate Registration	\$ 500
Student	\$ 250
Spouse/ Guest Registration	\$ 250
Senior Advisors / Retired/In-Transition/Lifetime	Free

Sponsorship guidelines for the summer conference were as follows:

**Sponsor Recognition**

All sponsors will be recognized in the Conference Program and OCCMA newsletter, have their name and logo on conference signage with sponsorship level and receive a listing in the sponsor directory. See below for additional recognition provided for each level of sponsorship. Table locations will be assigned in the following order: keynote, reception, golf, platinum, gold, silver and non-profit.

**Platinum: \$2,500**

A display table will be provided during the conference for the Platinum sponsor. In addition, the sponsor will be recognized at a general session or event during the conference. Platinum sponsors may have up to three representatives attend the conference. Platinum sponsors will have their company logo and name on the

OCCMA website for three months following the conference. Platinum sponsors will receive a complimentary roster of conference attendees.

**Gold: \$1,500**

A display table will be provided during the conference for the Gold sponsor. In addition, the sponsor will be recognized at a general session or event during the conference. Gold sponsors may have up to two representatives attend the conference. Gold sponsors will have their company logo and name on the OCCMA website for three months following the conference. Gold sponsors will receive a complimentary roster of conference attendees.

**Silver: \$1,000**

Silver sponsors will have a display table during the conference and may have one representative attend the conference. Silver sponsors will have their company logo and name on the OCCMA website for two months following the conference. Silver sponsors will receive a complimentary roster of conference attendees.

**Non-Profit: \$750**

Non-profit organizations that sponsor an OCCMA conference will have a display table during the conference, and may have one representatives attend the conference. Their company logo and name will be displayed on the OCCMA website for one month following the conference.

**Keynote / Event Sponsorships**

**Keynote Sponsor: \$5,000**

The Keynote sponsor will receive all of the benefits of a Platinum sponsor. In addition, they will have the opportunity to discuss the services their company provides for 10 minutes prior to the Keynote speaker and can introduce the keynote speaker. Their company name and logo will appear on the OCCMA website for four months following the conference. There is one sponsorship opportunity available at this level for each conference.

**Reception Sponsor: \$3,500**

The Reception sponsor will receive all of the benefits of a Platinum sponsor. In addition, they will have a large sign at the reception acknowledging their sponsorship and will have a five-minute opportunity to welcome attendees to the event. Their company name and logo will appear on the OCCMA website for four months following the conference.

LOC will maintain a list of previous sponsors. The general sponsorship communication shall be sent out to previous sponsors of the conference(s). Potential sponsors for the conference(s) shall be contacted by individual PDC members for follow-up, which can include either prior sponsors or as new sponsors for the conferences. Committee members should forward information to LOC staff as to whether the potential sponsor is willing to (or not) be a sponsor for the conference, including the level of sponsorship. LOC staff will follow up with a sponsorship agreement. The PDC chair will work with LOC staff to sort out any competing interest relating to sponsorship of specific events during the conference(s). Typically, this would be done on a first-come first-served basis.

Sponsor family members attending OCCMA conferences, dinners and events may participate in events by paying the fee for unregistered guests if participants exceed the number of guests allowed in that sponsorship category.

The Board will need to determine, in consultation with the Professional Development Committee the fees and sponsorship levels for next year. Since the conference planning is in transition with changes in LOC staff from last year, I would recommend that the Board maintain last year's rates. The Summer Conference provided a good financial return to the Association. Increasing rates is not necessary for 2020 in my opinion.

**Recommendation:**

I recommend that the Board continue the conference registration fees and sponsorship levels from 2019 to the 2020 Summer Conference.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "S. R. Nebel", is written over a light blue circular stamp.

Spencer R. Nebel  
President of OCCMA

Y:\ocm\Administration\OCCMA\OCCMA\Memos\3.9.20 OCCMA Board re Summer Conference Sponsorship and Conference Fees.docx

November 8, 2019

Board of Directors  
League of Oregon Cities  
1201 Court Street NE, Ste 200  
Salem OR, 97301

RE: Oregon City/County Management Association (OCCMA) Nominee to the League of Oregon Cities (the League) Board of Directors.

Dear Board of Directors:

We understand you are currently undertaking a review of your By-Laws. In the interest of comity and cooperation, we desire to take this opportunity to recommend a change with regard to the process used to fill the non-voting city manager position on the League Board that we think will help to eliminate some of the controversy both of our organizations have experienced in the past.

At the outset, we wish to state as an association of local government professional managers that we greatly appreciate, in general, the purpose of a league of cities and, in particular, the support that the League has shown towards professional city management. The League's support of OCCMA and its willingness to include city managers on the Board speaks volumes about the organization's dedication to principled and professional local government management. For this, we are truly appreciative.

We are also appreciative that the League's By-Laws currently allow the OCCMA to provide a recommendation to the League Nominating Committee as to who should fill the non-voting city manager position. Specifically, Section 9(3)(g) provides that in preparing a slate of candidates the League's Nominating Committee shall submit one nominee for the non-voting Director who holds an appointed city position and in so doing *"shall consider the recommendation of the Oregon City/County Management Association (OCCMA) regarding this position."*

As a general matter, the Board's willingness to give the OCCMA a voice in the selection process engenders goodwill and furthers cooperation among elected and appointed officials within the construct of the League. We do not take that for granted. However, in practice, at times the current process has also resulted in friction and conflict. Specifically, when either the Nominating Committee has rejected the OCCMA Board's recommendation, or others within the OCCMA have applied to serve on the League Board without the OCCMA Board's knowledge and subsequent recommendation, it has caused either friction between our organizations or within OCCMA's membership, respectively. Consequently, we are requesting the League Board consider a change to its By-Laws

Specifically, the OCCMA Board would like the League Board to amend its By-Laws to provide that the Nominating Committee *"shall accept the recommendation of the Oregon City/County Management Association (OCCMA) regarding this position."* Although this change would be binding on the Nomination Committee, the OCCMA would seek interest from all of its members before making the

nomination and any qualified city manager could submit a nomination from the floor during the League's annual business committee – thereby keeping it an open and competitive process. However, with such change, there would no longer be the risk that our two organizations would be opposed over the nominee, nor would the OCCMA Board be in the position of recommending one candidate to the League's Nominating Committee while another submitted an application without the OCCMA Board's knowledge.

In the alternative, should the Board find that solution undesirable, the OCCMA Board requests that the By Laws be amended to remove the recommendation provision altogether. Although we think there is much to be lost by excluding the OCCMA altogether from the nomination process -- such as the mutual cooperation of our two organizations -- such an amendment would at least remove the potential for conflict over differing nominees.

The OCCMA and the League have enjoyed a mutually beneficial relationship for many decades. It is our desire that this continue for perpetuity. To eliminate a potential point of friction that could needlessly divide (rather than unite) our joint cause, the OCCMA Board respectfully asks that the League Board amend its By-Laws to allow the OCCMA to make the nomination of the non-voting city manager position.

We thank you for your consideration.

Sincerely,

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## 2020 WORK PLAN

### OUR MISSION

Our mission is to support and energize our members and the profession in order to foster responsible, responsive local government with the objective of improving the sustainability and livability of Oregon communities.

### OUR STRATEGIC GOALS

Our Strategic Plan has four goals which reflect our Mission:

- A. Provide professional development opportunities to our Members.
- B. Support our Members in the Profession.
- C. Provide outreach to foster diversity and inclusiveness of our Membership.
- D. Host the 2021 ICMA Annual Conference in Portland.

OCCMA carries out its Mission through programs and special activities conducted by the Board and a number of standing committees.

### CORE BELIEFS (taken from Envision ICMA Strategic Plan - Adopted February 17, 2017)

1. PUBLIC SERVICE: including the stewardship of democratic principles and the efficient and transparent use of public resources;
2. ETHICS: as the core of professionalism in local government leadership and management as outlined in the ICMA Code of Ethics;
3. COUNCIL/MANAGER FORM OF GOVERNMENT AND PROFESSIONAL MANAGEMENT: as the preferred local government structure;
4. EQUITY AND INCLUSION: ensuring that local governments are inclusive and mirror the diversity in communities;
5. THE CONTINUOUS PURSUIT OF EXCELLENCE: including professional development, life-long learning, networking, capacity building, knowledge sharing, and engagement;
6. STEWARDSHIP: balancing resources including people, financial, social capital, and environmental so that communities are better than we found them; and,
7. LEADERSHIP: developing leadership capacity and attracting and developing future generations of leaders.

### WORK PLAN

OCCMA carries out its Mission through programs, support services, and special activities conducted by the Board and a number of standing and ad hoc committees, with administrative support from the League of Oregon Cities. On January 31, 2020, the Board of Directors

adopted a work plan for 2020. The letters in parentheses reference the goals(s) related to that work item. The 2020 OCCMA Work Plan is as follows:

**A. OCCMA Board**

A.1 Promote the council/manager form of government by creating a League of Oregon Cities conference work shop or program on the council/manager form of government. (B)

A.2 Schedule the annual retreat on November 12-13 in conjunction with the ICMA Planning Committee that meets in Portland November 13-15, 2021. (B,D)

A.3 Create a Diversity, Equity and Inclusion ad hoc Committee.(C)

A.4 Create a Veterans in the Profession ad hoc Committee. (C)

A.5 Advocate with LOC for bylaws changes regarding manager nomination and participation on the LOC Board of Directors.

A.6 Develop and provide OCCMA branded items for use in promoting the benefits and membership in OCCMA. (B)

A.7 Review membership criteria to encourage broader participation of local government administrators in the Association.

**B. Nominating Committee**

B.1 Recruit a diverse slate of candidates for the Board and president-elect reflective of the OCCMA community. (C)

**C. Ethics**

C.1 Develop a policy for addressing ethics complaints for members who are ICMA members and also for OCCMA members who are not ICMA members.

**D. Support for Managers**

D.1 Regularly promote senior advisor services and encourage members and non-members to avail themselves of these services. (B)

D.2 Work with the Board to review content of membership promotion and support material. (B)

**E. Bylaws Committee**

E.1 Implement changes to Policy Annex Article 7, relating to the coaching program. (B)

E.2 Develop written guidelines for scheduling billing and collection of dues by OCCMA. (B)



## F. Audit Committee

F.1 Determine the need for a financial review or audit of OCCMA financial statements. (B)

## G. Professional Development Committee

G.1 Utilize the draft PDC guidelines as a basis for conference planning in 2020, and review and revise the draft policy guidelines to reflect operational best practices for future conference planning. (A)

G.2 Provide an opportunity at the conference to promote ethical local government management based on the ICMA Code of Ethics and Oregon Government Ethics. (A)

G.3 Work with county managers to consider the development of a proposed county track of training opportunities at the conferences. (A)

G.4 Focus on utilization of diverse and inclusive professionals to present at our conferences and engage with OCCMA. (A, C)

## H. Academic Affairs (ad hoc)

H.1 Prepare a brief local government curriculum for local government officials to present when asked to speak with school and other local community groups about the manager form of government. (B)

H.2 Pair up university students attending conferences (including ICMA) with managers attending that conference. (B, C)

H.3 Develop a program at Southern Oregon University linking students with OCCMA. (B, C)

## I. Communications (ad hoc)

I.1 Produce a quarterly newsletter with articles on ethics, promotion of professional development opportunities and diversity, equity and inclusion initiation opportunities for the profession, including a list of regional managers' meetings and contacts for those groups. (B)

I.2 Explore the development of an OCCMA app. (B)

I.3 Develop a survey for Board approval regarding OCCMA services including coaching, communication with members, membership criteria and diversity, equity and inclusion in the profession. (B)

## J. ICMA Liaison (ad hoc)

J.1 Review compliance of OCCMA and ICMA with the Affiliation Agreement between ICMA and OCCMA dated December 14, 2016. (B)

K. **Diversity, Equity and Inclusion (ad hoc)**

K.1 Review purpose and task relating to the mission of this ad hoc Committee and report back any suggested modifications to the Board.

K.2 Increase support for the Women's Leadership Academy, including administration and logistics, continue with OCCMA memberships and expand programming. (B,C)

K.3 Focus on recruiting and expanding diversity of members in OCCMA. (B,C)

L. **Host Committee (ad hoc)**

L.1 Educate Oregon managers about the 2021 ICMA conference, explore discounts for first time attendees, scholarships and other programs that encourage managers from Oregon to be involved with this conference. (A, D)

L.2 Consider a scholarship program for 2021 ICMA conference utilizing funding raised by the Host Committee. (A, D)

M. **Next Generation Committee (ad hoc)**

M.1 Pair up new managers with existing managers to help welcome new members at conferences and other events. (B,C)

M.2 Welcome newly-appointed managers to the Association with a welcome package. (B,C)

N. **Veterans Advisory Committee (ad hoc)**

N.1 Review the purpose and task relating to the mission of the Ad hoc Committee and report any suggested modifications back to the Board.



TO: OCCMA Board of Directors

FROM: Spencer Nebel, President OCCMA

DATE: March 9, 2020

SUBJECT: Request from the NW Women's Leadership Academy for Support and Formal Affiliation with OCCMA

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**Background:**

At the January 31 meeting, the OCCMA Board reviewed a proposal from the NW Women's Leadership Academy to strengthen and formalize the relationship with OCCMA.

On March 5, a conference call was held with Rachael Fuller, Sara Singer Wilson, Marty Wine, Kelly Richardson, Jon Steiner and me to discuss the request that was reviewed and conceptually approved by the Board. During our discussion, the focus was on three separate components relating to the relationship that the Academy might have with the Association. The first focused on administrative support through the League of Oregon Cities, the second discussion was how to incorporate the Academy steering committee with the Association, and the third topic was how to facilitate communication between the Board and the Academy.

In terms of administrative support, there was general agreement that OCCMA is in a position to help financially with support, provided staff support is available from the League of Oregon Cities. As a result of that discussion, the Academy agreed to utilize terms of the current support agreement to OCCMA by the LOC as a basis to specifically delineate the level of support that they believe is necessary to assist with the Academy's mission. This is attached for your review. The LOC has been asked to review this and determine their capability of fulfilling these expectations. This will be discussed at the March 20 Board meeting.

We also discussed incorporating the Academy's steering committee as a committee of OCCMA. There are a couple of potential issues that would need to be addressed to accomplish this. First of all, for the steering committee to be a standing committee of OCCMA, the membership to the steering committee would need to be full members of OCCMA. Furthermore, unlike other standing committees, the Academy wishes to self-select members to continue serving on the steering committee as opposed to having them appointed by the OCCMA president. A second matter discussed by the steering committee is their desire to utilize women managers for the steering committee. We

discussed that in the short run, the steering committee could be appointed as an ad-hoc committee of the Association which does not require OCCMA membership for committee members. This step would allow this process to play out to determine how this might be structured in the future. By creating an ad-hoc committee, staffed by the current Academy steering committee, work could be better incorporated within the Association.

The third area discussed was governance. The Academy suggested that a member of the Academy steering committee could serve as a member of the OCCMA board. This would require a bylaws change. Before moving in this direction, the parties were comfortable with naming an Academy steering committee member as a liaison to the OCCMA Board of Directors. It was noted that OCCMA's Board of Directors are currently selected by the membership, not individual interest groups. This is not a priority of the Academy at this point, but something that can be revisited in the future.

**Recommendation:**

I recommend that the Board create an ad-hoc committee of OCCMA that would consist of the NW Women's Leadership Academy steering committee and consider a potential amendment to the LOC agreement for support of the NW Women's Leadership Academy.

**Fiscal Effects:**

To be determined by LOC.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "S. R. Nebel", is written over a light blue circular stamp.

Spencer R. Nebel  
President of OCCMA



## **NW Women's Leadership Academy Proposal to OCCMA**

***What does it mean for the Academy to be a program or committee of OCCMA? What does that look like?***

Amend the By Laws to include the NW Women's Leadership as a standing committee: A committee comprised of OCCMA members committed to advancing the role of women and helping them succeed in the public sector. The NW Women's Leadership Academy is an affiliate of Women Leading Government and will meet as necessary to provide holistic professional development, networking and career building opportunities, that allow women to succeed in public service in Oregon. The Board will accept letters of interest and recommendations from the Committee for appointment of a Chair for a 2-year term, eligible for re appointment. The Chair and the OCCMA Board President will appoint members of the OWLG Committee on an annual basis. The Chair will serve as a Director on the Board, and provide periodic updates on the Committee's functions, budget and progress. By laws to be established for the NW Women's Leadership Academy/Oregon Women Leading Government Chapter.

***How much will it cost for the Academy to get the support it needs and how will that be funded?***

Ongoing administrative and back-end support (4-5 hours/week)  
 Estimate of fully loaded cost \$60/hour = \$15,600

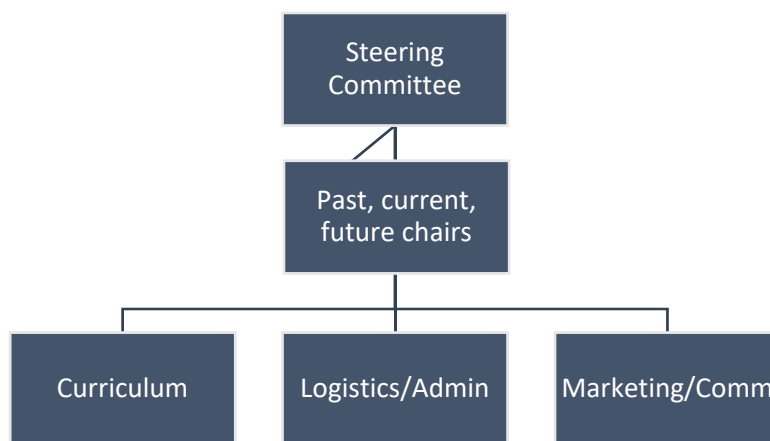
- Agendas and minutes
- Coordination and administrative support to chair
- Administrative coordination of academy sessions
- Recruitment support
- Financial/back-end support
- Other duties as outlined in the organization structure document – Administrative and Logistics

### **Options**

- Require participants in the academy to become OCCMA members
- Use funds to support staff support for academy through LOC or through use of consultant
- Include OCCMA membership in cost of academy and increase academy tuition
- Increase academy by full amount of cost of hours.
- Reduce current consultant contract and apply funds to administrative support.
- Contract with consultant for administrative support



The Academy provides a variety of leadership and professional development opportunities for women in local government. The purpose of this document is to outline the roles and responsibilities. The roles within the academy include a steering committee, curriculum sub-committee, administrative and logistics sub-committee and a marketing/communications sub-committee. Each committee is assigned a lead who is ensuring the committee's tasks are completed.



***Steering Committee (transition to a three-year term and a past chair, chair, future chair model)***

- The Chair of the steering committee is responsible for overall coordination of the academy.
- Assist in the development of the NW Leadership Academy program with ideas and support.
- Proactively reach out to the cohort and serve as a resource to members of the cohort.
- Attend social events as available and take an active role during the hosting of a session in your community.
- Serve as a bridge/connector to the nominating agency and manager.
- Develop relationships with regional and state partners with the goal of institutionalizing the academy in the state.
- Proactively reach out to City Managers to share information about the academy and encourage engagement and nominations.
- As available, serve as a lead on one of the sub-committees
- Secure sponsorships for academy, including individual sessions and social events



### ***Administrative and logistics***

- Develop agenda, facilitate and coordinate planning meetings
- Organize and attend meetings of the steering committee.
- Keep the steering committee apprised of resource needs.
- Assist in the development of the academy curriculum.
- Communicate with the cohort, before and during the academy.
- Secure host cities for each session.
- Attend the overnight retreat, take an active role during the hosting of the retreat.
- As available, attend the individual sessions, take an active role during the hosting of the sessions.
- Designate a session coordinator for each session.
  - Coordinate logistics for the individual sessions using workshop logistics
  - Send a follow up email to the cohort, including the steering committee after each session.
- Designate a coordinator for the overnight retreat.
  - Coordinate logistics for the individual sessions using workshop logistics worksheet
- Develop and monitor academy budget
- Manage the selection process for the academy, including appointing sub-committee as needed
  - Communicate with selected cohort members.

### ***Curriculum sub-committee***

- Coordinate the curriculum topics and faculty for each of the sessions.
- Utilize feedback surveys and cohort surveys to adapt curriculum as needed.
- Proactively engage steering committee and cohort in curriculum development.
- Oversee leadership consultant contract
  - Develop leadership curriculum for the Academy.
  - Coordinate leadership topics with instructors to ensure consistency in the program.
  - Develop and implement a curriculum survey for the cohort.
  - Develop and implement feedback survey for each session.
  - Measure the success of the cohort through an exit survey.
  - Administer the Total SDI and creation of individual action plan

### ***Marketing and communications sub-committee***

Prepare a marketing plan for the academy



- Develop and maintain website content
- Develop content and coordinate monthly e-blasts
- Collect testimonials, video and photos to be used in marketing materials
- Coordinate articles, flyers and other materials for publications, conferences, etc.
- Actively promote the academy
- Communicate with academy graduates and other supporters to actively promote the academy. Coordinate follow-up events and surveys.



### **Addendum regarding NW Women's Leadership Academy - Scope of services**

- 1.X NW Women's Leadership Academy Administrative Support
- 1.x.1 Maintain financial records, provide quarterly financial statements, and manage accounts payable/receivable
  - 1.x.2 Provide recruitment support collaborating with the NWWLA Chair on the process, collect applications, provide application materials to selection sub-committee for review, and communicate with applicants on selection decisions.
  - 1.x.3 Provide marketing support by updating website content in coordination with marketing/communications sub-committee and manage NWWLA contact database.
  - 1.x.4 Provide support for six academy sessions and one overnight retreat together with the NWWLA leadership team. Communicate with the cohort regarding session information, session logistics, academy updates, etc. Assist site sponsors in ordering food, addressing consultant/instructor requests, organizing networking locations, confirming room availability and addressing presentation needs. Send follow up email to cohort with content provided by the marketing and communications sub-committee.
  - 1x.5 Provide administrative support for the academy working with the NWWLA Chair and/or Sub-Committee Chairs to coordinate planning calls for steering committee and session planning committee meetings. Create meeting agendas, record and distribute meeting minutes and file appropriately.

The NWWLA is responsible for the following costs:

- Any hard costs not covered by sponsoring cities (to be approved by the Chair).
- Any travel costs incurred by the LOC administrative support person if requested to attend an event (to be approved by the Chair in advance) including
  - Hotel
  - Reimbursement for mileage at the current GSA rate
  - Reimbursement for food at the current GSA rate



November 13, 2019

Mark Shepard, City Manager, Corvallis, Oregon  
 Mark.shepard@corvallisoregon.gov

Dear Mark:

Thank you for your email of September 18 expressing concern regarding OCCMA's sponsorship policies. In your email you specifically expressed concern about Comcast being a sponsor for the OCCMA Summer Conference, in part, because of Comcast's efforts to fight local control, property tax payments, and franchise fees. The OCCMA Board of Directors reviewed your concerns at the annual retreat which was held on November 7 and 8 in Silver Falls. Your letter raised issues that have not been discussed in recent history by the Board in regard to sponsorship.

While the directors understand your frustration with Comcast, it was noted that other members may have objections with other past and/or future sponsors of OCCMA events. It is difficult for public entities to exclude certain organizations or individuals who may advocate positions in contrast to what local government believes is best for the community. While OCCMA is not a public entity, we are made up of public managers and the Board indicated that it is important, from an association standpoint, to reflect those same values within OCCMA.

While we may not see eye-to-eye with everything a sponsor does, the Board also believes that it is critical to maintain a civil and constructive relationship, even with those organizations we may not agree with or conduct business with.

After a lengthy discussion, the Board was not supportive of creating standards or guidelines that could potentially exclude an entity from being a sponsor of an OCCMA conference. This position is also consistent with the League of Oregon Cities Policy guidelines for sponsorship.

I appreciate you sharing your concerns which gave the Board an opportunity to have a meaningful discussion on whether a policy should be created that would limit certain organizations or businesses from sponsoring events at OCCMA.

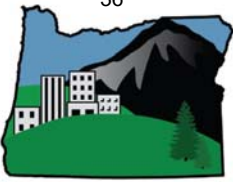
I would be glad to share any additional response that you may have with the OCCMA Board on this issue. The next meeting of the Board will be January 31.

Thank you for sharing your concerns.

Respectfully,

Marty Wine, President, OCCMA  
City Manager of Tigard

Spencer Nebel, President-Elect  
City Manager of Newport



# OCCMA

## Oregon City/County Management Association

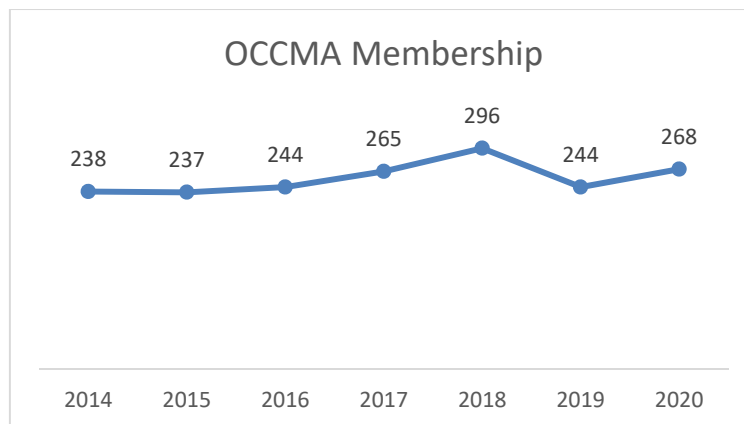
A State Affiliate of **ICMA**

**To:** OCCMA Board of Directors  
**From:** Kelly Richardson, Project Coordinator-Affiliates  
**Date:** March 20, 2020  
**Subject:** Membership Report

As of March 12, 2020, OCCMA has received 162 applications for membership (excluding Lifetime and Honorary Members). The specific breakdown between membership classifications is included below. For the purposes of tracking the volume of membership applications, the numbers as of April 22, 2019 and December 31, 2018 are included for the board's reference.

	03.12.2020	04.22.2019	12.31.2018
<b>ACTIVE</b>	162	166	214
<b>AFFILIATE</b>	16	20	31
<b>COOPERATING</b>	2	2	3
<b>HONORARY</b>	2	2	2
<b>ICMA COMPLIMENTARY</b>	8	7	7
<b>LIFETIME</b>	38	33	33
<b>RETIRED</b>	35	30	27
<b>STUDENT</b>	1	4	11
<b>MEMBERS IN TRANSITION</b>	4	3	3
<b>TOTAL</b>	<b>268</b>	<b>267</b>	<b>331</b>

The figure below shows total membership since 2014 excluding honorary and lifetime members. At the end of 2018, there were between 20 – 50 more members of the association, were holding steady with 2019. While OCCMA typically recruits members throughout the calendar year, there are fewer members in the association now than there were at this time in 2018, however, membership has increased from last year.



At the January 31, 2020 OCCMA Board of Directors Meeting, the board discussed the possibility of development of a promotional membership package. This package should help with membership promotions going forward.



# CITY OF PENDLETON

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 Pendleton OR 97801-2090  
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 Website: [www.pendleton.or.us](http://www.pendleton.or.us)

## MEMO

To: OCCMA Board of Directors  
 From: Robb Corbett, City Manager  
 Re: Bylaws Committee Comments re: OCCMA Coaching Program  
 Date: March 4, 2020

Bylaws subcommittee was tasked in the 2020 Action Plan as follows:

- E. Bylaws Committee
  - E.1 Review Policy Annex Article 7 regarding the OCCMA Coaching Program. (5)
  - (B)
  - E.2 Develop written procedures for scheduling the issuance of dues and collection of dues by OCCMA. (2) (B)

The committee met on February 5 and again on March 4 to review Policy Annex 7 regarding the OCCMA Coaching Program. We understand the issue to be that the OCCMA Coaching Program does not function or really exist. We also understand that ICMA has started or has a functioning coaching program. The general belief by the committee members and members of the OCCMA Board, with whom we discussed this matter with, believe that the most logical path forward would be to tie our program with ICMA.

The committee expressed support for this idea. We discussed the idea of folding this in with the Senior Advisor program and learned there is no capacity there for provide the level of support a coaching program generally requires.

We also acknowledged that fact the program “doesn’t exist” suggests the needs of the

membership are being met outside of the program and/or there is no champion within our membership to assure its success. This lends itself to linking with ICMA.

Thoughts and points to consider:

- Will the ICMA program be deficient in that it will not be Oregon centric?
- Does OCCMA have the ability to successfully operate a coaching program?
- How much coaching currently goes on OUTSIDE of the formal coaching program and is this sufficient?

Options moving forward:

1. Rewrite Policy Annex Article 7 to align with ICMA
2. Explore pro's and con's of aligning with ICMA for future consideration
3. Assign a champion of the OCCMA program and promote its use

## POLICY/PROCEDURES CONFERENCE PLANNING BY THE PROFESSIONAL DEVELOPMENT COMMITTEE

The Professional Development Committee (PDC) is responsible for planning the OCCMA Summer Conference, OCCMA Work Shop (held in conjunction with the LOC Annual Conference) and the Northwest Regional Managers Conference, in alternating years, typically with Washington State, with Alaska occasionally being in the rotation.

In years that the NW Conference is scheduled to be held in Oregon, the PDC appointed the year prior to the NW Conference, shall continue through the NW Conference (which will typically occur in late winter or spring of the following year) including the completion of the report and evaluations for that conference.

### Appointment of the Professional Development Committee

The PDC will be appointed annually by the OCCMA president, for a term beginning January 1 through December 31, except in years when OCCMA is hosting the NW Regional Managers Conference in Oregon. In these years, the Committee will remain seated until the final report on the NW Conference is submitted to the OCCMA Board of Directors for the conferences which will be held late winter or early spring of the following year. In these years, there will be overlapping PDCs until the responsibilities with the NW Conference are completed. The president elect shall serve as chair of the PDC. It shall be the responsibility of the president to continue chairing the PDC through the NW Conference in years in which Oregon is hosting this event. The president shall endeavor to appoint one or more members from the community(ies) hosting the Summer and NW Conferences (when this conference is in Oregon), to help facilitate planning for any conference events that may occur off-site, such as evening events, hosted dinners, mobile work shops, tours, and other similar educational and enhancement events for this conference.

### Budget

The Board shall approve a budget for each conference as part of the annual budgeting process. In addition, when Oregon is hosting the NW Conference, the Board shall set a preliminary budget for this event, which will occur the following spring. This budget will be finalized and approved by the Board in the year of the conference. The budget should identify estimated revenues from registration, sponsorships, and other sources, and shall indicate expenses that the Committee is authorized to spend to convene the conference.

### Conference Fees

Each conference shall be supported by registration fees and sponsorship fees (optional for the OCCMA Work Shop in conjunction with the LOC Annual Conference). The registration fees shall include member, non-member, student, and other fee categories. If a retiree is representing another entity, then that retiree is obligated to pay the



appropriate fees for that organization for the conference. For reference, the registration cost for the NW Conference, Summer Conference and Work Shop were as follows:

### **2019 Northwest Regional Managers Conference**

Member (OCCMA, WCMA or AMMA)	\$375
Non-Member- Governmental	\$475
Non-Member- Corporate	\$750
Student/WA Senior Advisory/Retired Managers	\$275
Spouse/Guest Registration	\$275
Dinner Events - Unregistered Guest	\$ 60
Late Registration Fee	\$ 50

### **2019 Summer Conference**

Member	\$ 390
Non-Member- Governmental	\$ 490
Non-Member- Corporate	\$1,000
Additional Corporate Registration	\$ 500
Student	\$ 250
Spouse/ Guest Registration	\$ 250
Senior Advisors / Retired/In-Transition/Lifetime	Free

### **2019 Fall Work Shop**

Fall Work Shop	\$ 70
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The Committee should determine whether fees should be adjusted up or down in order to meet the Board's anticipated budget targets for the conferences. Non-member Corporate registration fees should be established at a rate high enough to encourage sponsorship of conference activities by private firms.

### Cancellation Policy

Training and continuing education programs are designed to promote a reliable and consistent learning experience for members. While schedules change, and emergencies unfortunately occur, when reservations are cancelled, particularly close to the event date, additional personnel and financial resources are expended, the cost of which are often difficult if not impossible to recoup. Therefore, refunds for cancelling participation in a training or continuing education program will only be provided in accordance with this Cancellation Policy.

1. 30 or More Days Prior. Cancellations made 30 or more days in advance of the event date will receive a full refund, minus a \$50.00 administrative fee.
2. 14 - 29 Days Prior. Cancellations made between 14 to 29 days in advance of the event date will receive a full refund, minus a \$100.00 administrative fee.
3. 13 Days and Less. Cancellations made 13 days or less in advance of the event date are not eligible for a refund.
4. Exception Requests. Notwithstanding the preceding sections, refunds may be provided in accordance with the terms of this section.

a. Bereavement. Full refunds will be given in the event of the death of the registrant or an immediate family member of the registrant. A registrant's immediate family includes any of the following: spouse, child, parent, sibling, grandparent, grandchildren, parent-in-law, child-in-law, sibling-in-law, stepparent, stepchild, stepsibling, step-grandparent, or step-grandchild.

b. Critical Illness. Full refunds will be given in the event the registrant suffers from a critical illness. A critical illness is one in which:

- The registrant or an immediately family member of the registrant requires impatient medical care. Immediate family is defined in the above subsection 4(a).
- The registrant is under the care of a physician and has been deemed contagious.

c. Transportation Failure. Full refunds may be given in the event the registrant is unable to attend the event due to an unforeseen transportation failure. Examples of an unforeseen transportation event include: motor vehicle accident on the way to the event; a flat tire on the way to the event; or cancellation/delay of air/bus/train travel beyond the control of the registrant.

d. Event of Force Majeure. If a force majeure event occurs and prevents the registrant from attending the event, a full refund may be provided. A force majeure event includes:

- An act of God, such as, but not limited to, fires, explosions, earthquakes, tidalwaves, and floods;
- War, hostilities (whether war be declared or not), invasion, or act of foreign enemies.
- Riot, commotion, or strike.
- Acts or threats of terrorism.

5. Documentation. To receive a refund, a registrant must submit written documentation to the League of Oregon Cities (LOC) on behalf of OCCMA, identifying why they believe a refund is entitled.

a. Format. The written documentation can be in the form of an email or letter which identifies the registrant's name, the name of the event the registrant is enrolled to attend, the date of cancellation, the reason for the cancellation, and an explanation of why the registrant believes they are entitled to a refund.

b. Submission. All requests for refunds shall be submitted to the OCCMA either at: [loc@orcities.org](mailto:loc@orcities.org); or, OCCMA, 1201 Court Street NE, Suite 200, Salem, Oregon 97301.

c. Additional Document. LOC reserves the right to ask a registrant seeking a refund for additional documentation to support their request. For example, in the event a registrant is seeking a refund due to a critical illness, LOC reserves the right to ask for a statement from the registrant's medical provider.

d. Discretionary Approval. The OCCMA Board of Directors has sole and exclusive discretion to grant a refund, provided the terms and conditions of this Cancellation Policy are followed.

6. Refunds. If LOC determines that a registrant is entitled to a refund, the refund will be processed, and the registrant reimbursed within 60 days of LOC's decision to grant the refund request.

### Conference Planning

At the OCCMA Annual Board Retreat, time should be scheduled to review any priorities, direction, or program ideas that the Board may have regarding the educational sessions that will be planned in the following year. While the conference locations and dates will have been set, there would be an opportunity for the Board to discuss and provide direction on possible programs, keynote speakers, conference lay out, scheduling, and other preliminary direction for the PDC to consider.

The recommended conference planning schedule for each of the conferences are provided below: Please note that the NW Regional Managers Conference schedule is only relevant when OCCMA will be hosting the NW Conference in the following year with LOC staff, in consultation with the PDC Chair, should prepare a detailed Conference Planning Schedule specific dates for the first meeting at the PDC for review and approval by the Committee.

### Conference Planning Schedule

#### January

	Summer Conf.	Fall WS	NW Region.
Professional Development Committee Meeting:			
Develop Conference Planning Timeline	X	X	X
Finalize Sponsorship Levels and Applications	X	X	X
Review Past Conferences, Evaluate and Report	X	X	X
Develop Possible Program Ideas for Conferences	X	X	X
Review and Finalize Sponsorship Levels	X	X	X
Prepare Report for OCCMA Board	X	X	X

#### February

	Summer Conf.	Fall WS	NW Region.
Professional Development Committee Meeting:			
Summer Conference Sessions Identified	X		
Assigned to Coordinate for Specific Sessions	X		
Appoint Scholarship Subcommittee	X		

#### March

	Summer Conf.	Fall WS	NW Region.
Professional Development Committee Meeting:			
Summer Conference Leads: Submit Session Titles and	X		

Descriptions			
Preliminary Program Developed / Discuss Keynote for Fall Work Shop	X	X	
Scholarship Subcommittee Finalize Applications	X		
OCCMA Board Members RSVP for Housing	X		
NW Regional Conference is Held			
Report to the OCCMA Board	X	X	X

## April

	Summer Conf.	Fall WS	NW Conf.
Professional Development Committee Meeting:			
Early April - Registration Open for Conference	X		

## May

	Summer Conf.	Fall WS	NW Region.
Professional Development Committee Meeting:			
Finalize Fall Work Shop Keynote		X	
Finalize Session Leads	X		
Scholarship Applications Due Approximately May 1	X		
Scholarship Subcommittee Meeting - Review Scholarship Applicants	X		
Scholarship Recipients Notified of Award	X		

## June

	Summer Conf.	Fall WS	NW Region.
Professional Development Committee Meeting:			
Final Program for Conference Reviewed			
AV Needs are Due for Speakers from Session Leads	X		
Presentation and Handouts from Session Leads are Due	X		
Deadline is Established for Group Lodging	X		
Deadline is Established for Conference Registrations	X		
Summer Conference Sponsor Contracts are Due	X		

## July

	Summer Conf.	Fall WS	NW Region.

Summer Conference is Held	X		
Registration Opens for Fall Work Shop		X	
Summer Conference Evaluations are Distributed Electronically Following the Conference	X		

## August

	Summer Conf.	Fall WS	NW Region.
No Planned Activities			

## September

	Summer Conf.	Fall WS	NW Region.
Professional Development Committee Meeting:			
Seek Sponsorships for the NW Regional Conference			X
Identify Possible Session Topics			X
Report on Conferences is Completed for Board	X		

## October

	Summer Conf.	Fall WS	NW Region.
Fall Work Shop		X	
Fall Work Shop Evaluations are Distributed after the Work Shop		X	

## November

	Summer Conf.	Fall WS	NW Region.
Professional Development Committee Meeting:			
NW Conference Programs Identified			X
Leads Assigned to Coordinate Specific Sessions			X
OCCMA and WCMA Board Members RSVP for Housing			X

## December

	Summer Conf.	Fall WS	NW Region.
Professional Development Committee Meeting:			
Session Titles and Descriptions are Due			X
Registration and Housing Open			X

## January

	Summer Conf.	Fall WS	NW Region.
Professional Development Committee Meeting:			
Finalize Speakers for Sessions			X
Finalize Conference Program			X

## February

	Summer Conf.	Fall WS	NW Region.
Professional Development Committee Meeting:			
Sponsor Contracts Due			X
AV Needs are Due			X
Final Program is Developed			X
Deadline for Housing is Established			X
Deadline for Late Registration is Established			X

## March

	Summer Conf.	Fall WS	NW Region.
Presentation and Handouts by Session Leads is Due			X
NW Regional Managers Conference is Held			X
Evaluations are Completed			X
Final Report on the Conference is Completed			X

Sponsorships

An important source for funding the Summer and NW Regional Conferences are sponsorships. The PDC should review the sponsorship guidelines from the previous year, modify, and approve the sponsorship package levels for the upcoming conferences. The 2019 Summer Conference sponsorship levels, and benefits to sponsors follow for

informative purposes. The PDC should establish sponsorship levels early in the planning process.

## **2019 Conference Sponsorships**

The Oregon City/County Management Association (OCCMA) strives to support and stimulate our members and the profession in order to foster responsible, responsive local government with the objective of improving the livability of Oregon communities.

The Oregon City/County Management Association hosts two conferences in 2019, which provide opportunities to develop professional/personal skills and relationships with our colleagues: The Northwest Regional Managers Conference, held April 30-May 3 in Hood River, Oregon and the Oregon City/County Managers Association Summer Conference, held July 9-12 in Newport, Oregon.

To become a conference sponsor, for both events or for the Northwest Regional Managers Conference only, please complete and return the sponsorship form on the reverse side by **April 1, 2019**. To become a conference sponsor for the Oregon City/County Managers Summer Conference only, please complete and return the sponsorship form on the reverse side by **June 1, 2019**.

OCCMA accepts as sponsors all professional services, governmental, nonprofits, and local governmental suppliers as sponsors of this event. Preference shall be given to previous sponsors when multiple sponsors are interested in sponsoring a conference event.

### **Sponsor Recognition**

All sponsors will be recognized in the Conference Program and OCCMA newsletter, have their name and logo on conference signage with sponsorship level and receive a listing in the sponsor directory. See below for additional recognition provided for each level of sponsorship. Table locations will be assigned in the following order: keynote, reception, golf, platinum, gold, silver and non-profit.

#### **Platinum: \$2,500**

A display table will be provided during the conference for the Platinum sponsor. In addition, the sponsor will be recognized at a general session or event during the conference. Platinum sponsors may have up to three representatives attend the conference. Platinum sponsors will have their company logo and name on the OCCMA website for three months following the conference. Platinum sponsors will receive a complimentary roster of conference attendees.

#### **Gold: \$1,500**

A display table will be provided during the conference for the Gold sponsor. In addition, the sponsor will be recognized at a general session or event during the conference. Gold sponsors may have up to two representatives attend the conference. Gold sponsors will have their company logo and name on the OCCMA website for three months following the conference. Gold sponsors will receive a complimentary roster of conference attendees.

**Silver: \$1,000**

Silver sponsors will have a display table during the conference and may have one representative attend the conference. Silver sponsors will have their company logo and name on the OCCMA website for two months following the conference. Silver sponsors will receive a complimentary roster of conference attendees.

**Non-Profit: \$750**

Non-profit organizations that sponsor an OCCMA conference will have a display table during the conference, and may have one representatives attend the conference. Their company logo and name will be displayed on the OCCMA website for one month following the conference.

**Keynote / Event Sponsorships****Keynote Sponsor: \$5,000**

The Keynote sponsor will receive all of the benefits of a Platinum sponsor. In addition, they will have the opportunity to discuss the services their company provides for 10 minutes prior to the Keynote speaker and can introduce the keynote speaker. Their company name and logo will appear on the OCCMA website for four months following the conference. There is one sponsorship opportunity available at this level for each conference.

**Reception Sponsor: \$3,500**

The Reception sponsor will receive all of the benefits of a Platinum sponsor. In addition, they will have a large sign at the reception acknowledging their sponsorship and will have a five-minute opportunity to welcome attendees to the event. Their company name and logo will appear on the OCCMA website for four months following the conference.

LOC will maintain a list of previous sponsors. The general sponsorship communication shall be sent out to previous sponsors of the conference(s). Potential sponsors for the conference(s) shall be contacted by individual PDC members for follow-up, which can include either prior sponsors or as new sponsors for the conferences. Committee members should forward information to LOC staff as to whether the potential sponsor is willing to (or not) be a sponsor for the conference, including the level of sponsorship. LOC staff will follow up with a sponsorship agreement. The PDC chair will work with LOC staff to sort out any competing interest relating to sponsorship of specific events during the conference(s). Typically, this would be done on a first-come first-served basis. Sponsor family members attending OCCMA conferences, dinners and events may participate in events by paying the fee for unregistered guests if participants exceed the number of guests allowed in that sponsorship category.

**Programming**

The heart of the responsibility for the PDC, is to develop educational programs for the OCCMA membership at the conference(s) and Fall Work Shop. The PDC should review previous reports, programs, and evaluations of previous conferences, to determine member preferences for programs, activities, and scheduling during the conference(s).



The PDC then should prioritize programs for the upcoming conference(s) and work shop, then begin identifying potential speakers and panelists for these sessions. PDC members will be assigned to coordinate programs, contact potential speakers, and present this information to the PDC. Once approved, the assigned Committee member will then write up a description of the session and submit that to LOC for review and inclusion in the conference program. The PDC member will then facilitate that session. The PDC chair will work with LOC regarding the development of a preliminary schedule for the programming. It is good to check with the PDC member responsible for that session to be sure the scheduling issues are not a problem for their speakers.

The Conference schedule should include breaks for networking opportunities and activities. In addition to the educational session, the PDC shall identify events, including meal events, receptions and any activities that help create networking opportunities for the membership, and add interest to the conference. LOC staff will work with venues to arrange for these events to take place.

Tuesday afternoon at the Summer Conference has been a time slot where attendance is usually lighter. This time works well for a work shop type session that will be attended by a smaller subset of the membership

Dinners can be held at the conference site or off site at an interesting venue for attendees. Tours, mobile work shops, and other similar activities can be considered by the PDC to feature educational opportunities in or near the community where the conference is being hosted. The PDC member(s) from the host community or area, can play an important part in identifying options for the PDC to consider for these possible venues. LOC staff will work with the Committee to determine the feasibility of proceeding with these off-premise activities. Where agreements/contracts are needed to secure a site, LOC staff will handle those provisions. The PDC can consider offering the mobile work shops and tours as a concurrent session, along with an education program, should it be appropriate to add these types of programs to the itinerary. Group signups for independent dinners have been well received. These are best coordinated by representatives of the Host Committee, with signups being provided in the conference registration areas. This is also a good opportunity to encourage new OCCMA members to participate in an event where they will begin to network with other members.

### Registration Materials and the Conference Program

LOC staff is responsible for preparing the conference program and registration materials. The PDC chair and OCCMA president should jointly prepare a letter for the membership, encouraging participation for each of the conference(s) and the Fall Work Shop. This information can be included in the registration materials and should be posted on the OCCMA website. It should also be sent as a separate communication on the OCCMA listserv.

### Scholarships

The PDC chair shall establish a scholarship committee to award any available scholarships to OCCMA members and/or students wishing to attend the conferences. An application shall be developed by LOC staff with a notice being submitted by LOC staff of the application process and deadlines. The scholarship committee shall then determine

how any scholarship funds will be utilized among the applicants. The scholarship funds may be used for conference registration and/or housing as determined by the scholarship committee. This program can facilitate students participating in the conferences, as well as, encouraging members who have not attended conferences in the past. For each day of the conference, the PDC chair or members should be facilitator of these sessions.

### Conference Responsibilities

At the time the conferences are held, there are a number of responsibilities for the PDC, PDC chair, OCCMA president and LOC staff. LOC staff is responsible for setting up and staffing registration, assuring that all venues are ready to go for the conference, coordinating with venue staff for meals, and other services. The PDC chair, or designated PDC committee members, are responsible for handling the floor responsibilities during the conference, making appropriate announcements through the course of the conference, coordinating with the LOC staff on any logistical issues, and assure that sessions are starting and ending at the appropriate times. The PDC chair or designee, should assure that the moderators for the next sessions have their panels or speakers ready for a timely start for the next session.

The PDC chair will introduce the keynote speaker for the conference. The PDC chair shall also make periodic announcements thanking sponsors, and shall provide an opportunity for sponsors of specific events to say a few words prior to the initiation of that event. The PDC chair may choose to designate different committee members as the “floor manager” during the conference who would function in the capacities as outlined above.

The PDC members who are coordinating a specific session should be sure that their speakers/panelists are in place and work with LOC staff to be sure that any technology is ready to go for that particular session. They shall introduce the program and make sure the program ends at the appropriate time. The PDC coordinator for that session can also direct questions to panel members after the presentations are completed.

LOC staff is responsible for making sure the technology is in place, presentations are loaded, and will coordinate with the venue for any specific needs on behalf of the Association.

A list of tasks that are required in order to plan and hold a conference has been compiled. This list provides suggestions as to who the lead responsibility should be for these various functions. This can be reviewed each year and if there are any changes suggested, it would be good to agree upon those changes early, so there is not confusion as to responsibilities for planning and holding a successful educational event during the course of the year.

	President	Board	PDC Chair	PDC	LOC Staff
Selection of Conference Location & Dates		X			
Appointment Committee	X				
Budget		X			
Establish Registration Fees		X			
Establish Sponsoring Fees		X			
Cancellation Policy		X			
Schedule PDC Meetings			X		
Set PDC Agendas			X		
Complete Agenda Materials					X
Email Agenda Packets					X
Recruit Keynote Speakers			X	X	
Develop Education Sessions				X	
Recruit Panelists				X	
Enter into Speaker Agreements					X
Expense Reimbursements					X
Submission of Session Descriptions				X	
Final Conference Program					X
Preparation of Registration Materials					X
Encourage Attendance	X	X	X	X	X
Contact Sponsors				X	
Selection of Event Venues				X	
Contract with Sponsors					X
Contracting with Event Venue					X
Coordinate/MC Conference Events			X		
Welcome Attendees /Closing Remarks	X				
Issue Resolution with LOC Staff During Conference			X		
Working with Venues During Conference					X
Reviewing Evaluation Form				X	
Insert the Evaluation Form					X
Preparation of Final Report of Conference			X		

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# OCCMA

**Oregon City/County  
Management Association**

A State Affiliate of **ICMA**

Date: March 12, 2020  
To: OCCMA Board of Directors  
From: Susie Marston, Chair of Support for Managers Committee  
Re: Report on Activities of the Support for Managers Committee

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The Support for Managers Committee is made up largely of Oregon's eight senior advisors. Past practice for this group has been to convene by conference call once a month, which will continue under the guise of the Support for Managers group. Our first phone call was held on February 20<sup>th</sup>. Present on this call were Sheila Ritz, Dave Waffle, Gary Milliman, Dan Bartlett, Marty Wine, Tom Pessemier, Kelly Richardson, John Steiner and myself. Due to professional commitments or prior plans, Wes Hare, David Clyne, Larry Lehman and Dave Kanner were unavailable to be on the call. Greg Bielawski, ICMA Senior Advisor Program Coordinator, and Pat Martel, ICMA West Coast Region Director, will also be invited on all of our conference calls. Neither of them could join us, but they both look forward to the ones coming up.

Kelly Richardson and John Steiner both took the time to introduce themselves to the group and to explain their roles at LOC. Kelly has 12 years of local government experience and will essentially be serving as a clerk to the OCCMA Board, in addition to her other responsibilities with LOC and Oregon Mayors' Association. John came to LOC after a combined 30 years in New Hampshire and Kentucky. He will be working alongside LOC Executive Director Mike Culley to carry out the day-to-day operations of the League.

We discussed the role that the Support for Managers group has in connecting members with opportunities to gain knowledge and develop relationships with their peers. The general consensus is that the senior advisors are fulfilling that role in the work that they do by visiting with and offering support to city managers they visit regularly in their assigned regions. The other task at hand for the committee is in regard to the coaching program. This task is shared with the Bylaws & Policy Committee. There seems to be a question of whether the coaching program is active right now. The group recognizes that ICMA has a coaching program and that as a State, we have the ability to align a coaching program with what ICMA offers. An effort will be made to connect in some way with Pat Martel to find out what she sees for Oregon as far as coaching. As we learn more from the Bylaws & Policy Committee and what the expectations are for coaching in Oregon, our group will continue having discussions about what our part will be in reviving and supporting a coaching program in Oregon that our members would like to see.

Between now and the July OCCMA Board Meeting, we have conference calls scheduled for April, May and June.



### **Diversity, Equity and Inclusion ad hoc Committee Report**

The 2020 Work Plan for this ad hoc committee is to review and further refine the proposed statement and future work plans that will help ensure that local governments are inclusive and mirror the diversity in communities.

A call for volunteers within the membership was developed and submitted to the Communications Committee for inclusion into the next newsletter and presented as follows:

The OCCMA Board has identified the need to expand opportunities to address diversity, equity and inclusion in public service. During the board retreat in November 2019 and subsequent board meeting on January 31, 2020, an approved working framework for creating a Diversity, Equity and Inclusion Ad Hoc Committee was completed. The initial tasks of this ad hoc committee is now part of the 2020 Strategic Plan and we're looking for volunteers to assist with this work.

As chair for this ad hoc committee, I am seeking your assistance in further refining the purpose and tasks for this vitally important subject. The work of the committee will be completed by early fall, with a report to the Board on recommended goals and tasks presented at the annual board retreat in October/November 2020.

Our parent organization, ICMA has put staff and financial resources behind their equity and inclusion efforts to coordinate across the organization through Envision ICMA, which is the strategic plan for the organization and approved in September 2017.

It is now time for OCCMA to follow this lead and begin the framework for providing access and educational opportunities for everyone to enjoy public service. Meetings for this committee will take place via phone/video conference along with email. Please consider joining this committee by contacting me at [brian.sjothun@cityofmedford.org](mailto:brian.sjothun@cityofmedford.org)

Thank you,  
 Brian Sjothun  
 City Manager – City of Medford

**Thank you,**  
**Brian Sjothun | City Manager**  
 City of Medford, Oregon | P: 541.774.2000 | F: 541.618.1700

## MEMO

Date: March 12, 2020  
To: President Spencer Nebel & OCCMA Board of Directors  
From: Ben Bryant, Chair Communications Committee  
Subject: Communications Committee Report

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Since the last OCCMA Board of Directors meeting, below is an update on committee activities related to items detailed in the 2019 Strategic Plan.

**Strategic Plan Objective:** Continue to provide members with an OCCMA quarterly newsletter.

The Communications Committee worked to deliver the 1<sup>st</sup> quarter newsletter for 2020. Special thanks to the committee and LOC to make sure this issue was completed on time, despite the staff transition at LOC. We had feature articles on the 2020 Census and the new Diversity, Equity, and Inclusion Task Force and Veteran's Task Force.

In the next few months, the Communications Committee will have a conference call to go over the storyboard for the next newsletter (attached). If any members of the Board have ideas or feedback, please let us know.

**Strategic Plan Objective:** Develop OCCMA App.

The Committee has not yet discussed this new idea. Conversations will begin at the next quarterly call (yet to be scheduled).

**Strategic Plan Objective:** Develop survey regarding coaching, communication with members, membership criteria, and diversity in the profession.

The Committee has not yet discussed this objective. Conversations will begin at the next quarterly call (yet to be scheduled).

<b>OCCMA Newsletter</b> <b>Second Quarter 2020</b> <b>Copy Due Date: Monday, May 4<sup>th</sup></b>			
<b>Article</b>	<b>Author/Coordinator</b>	<b>Word Count</b>	<b>Copy Received</b>
President's Message (with photo)	Nebel	750	
Feature Article:		1,500	
NW Regional Managers Conference Recap (with photos)	Cancelled	400	
Summer Conference Registration Now Open	Debi Higgins	N/A	
Fall Workshop Save the Date & Registration Opens <b>July 1</b>	Debi Higgins	N/A	
<a href="#">ICMA Ethics (ICMA website): Ethics and the Public Trust</a>	Kelly Richardson	800	
<a href="#">Career Compass No. 71: Why Won't They Collaborate with Us?</a>	Kelly Richardson	800	
ICMA Resources Highlights: <a href="#">ICMA Virtual Conference</a>	Kelly Richardson	300	
LOC Resources Highlights: <a href="#">City Focus Podcast</a>	Denise Nanke	350	
Senior Advisor Reports	Dave Kanner Dan Bartlett Larry Lehman Sheila Ritz Wes Hare David Clyne Gary Milliman Dave Waffle	max 2,000 words per SA (average 350 words per visit)	DK - DB - LL - SR - WH - DC- GM- DW-
Managers on the Move (Recruitments in Progress & Managers Recently Appointed)	Kelly Richardson	N/A	
OCCMA Board Solicitation for 2020	Debi Higgins	N/A	
Calendar of Events (repeat)	Kelly Richardson	N/A	
Membership Drive Reminder	Kelly Richardson	500	
Retirements:	Sheila Ritz	N/A	
2020 ICMA Annual Conference Save-the-Date	Kelly Richardson	N/A	

<b>OCCMA Newsletter</b> <b>Third Quarter 2020</b> <b>Copy Due Date: August 3, 2019</b>				
	<b>Article</b>	<b>Author/Coordinator</b>	<b>Word Count</b>	<b>Copy Received</b>
	President's Message (with photo)	Nebel	750	
	Feature Article:		1,500	
	Summer Conference Recap	Copy: Photos: Students	2 pages	
	Thank You to Summer Conference Sponsors	Julie Oke	1 page	
	ICMA Ethics: Understanding ICMA	Kelly Richardson	800	
	Career Compass: How Do I Get and Benefit from a Stretch Assignment	Kelly Richardson	800	
	ICMA Resources Highlights: Veterans Resources	Kelly Richardson	300	
	LOC Resources Highlights: New Website	Kelly Richardson/LOC staff	200	
	Retirement:	Sheila Ritz	800 words	
	Senior Advisor Reports	Dave Kanner Dan Bartlett Larry Lehman Sheila Ritz Wes Hare Dave Waffle Gary Milliman David Clyne	max 2,000 words per SA (average 350 words per visit)	DK - DB - LL - SR - WH - DW - GM - DC -
	Managers on the Move (Recruitments in Progress & Managers Recently Appointed)	Kelly Richardson	N/A	
	2021 OCCMA Committees Solicitation	Kelly Richardson	N/A	



<b>OCCMA Newsletter</b> <b>Fourth Quarter 2020</b> <b>Copy Due Date: November 2, 2020</b>				
	<b>Article</b>	<b>Author/Coordinator</b>	<b>Word Count</b>	<b>Copy Received</b>
	President's Message (with photo)	Nebel	750	
	<b>Feature Article:</b>		<b>1,500</b>	
	ICMA Ethics (ICMA website):	LOC	800	
	Career Compass (ICMA website):	LOC	800	
	ICMA Resources Highlights:	LOC	300	
	LOC Resources Highlights:	LOC	200	
	Retirement:	Sheila Ritz	800 words	
	Senior Advisor Reports	Dave Kanner Dan Bartlett Larry Lehman Sheila Ritz Wes Hare David Clyne Dave Waffle Gary Milliman	max 2,000 words per SA (average 350 words per visit)	DK - DB - LL - SR - WH - DC - DW - GM -
	Managers on the Move (Recruitments in Progress & Managers Recently Appointed)	Kelly Richardson	N/A	
	Calendar of Events 2021	Kelly Richardson	N/A	
	<b>Fall Workshop Recap with Photos</b>	<b>Copy: Photos: LOC</b>	<b>500</b>	
	2021 OCCMA Board List	LOC	N/A	
	2021 Summer Conference Save-the-Date	LOC	N/A	
	2021 NWRMC Save-the-Date	LOC	N/A	
	2021 OCCMA Committees (Descriptions & Chairs)	LOC	N/A	
	Solicitation for summer conference topic ideas	LOC	N/A	

	ICMA Annual Conference Recap		800	
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### **OCCMA Newsletter Story Ideas**

- NW Women's Leadership Academy
  - Fall: Intro to new cohort
  - Summer 2020: Recap of year and graduating members
- Lessons Learned dealing with Tragedy: Wilsonville Fire
- Smart Cities
- Diversity, Equity, & Inclusion
- Homelessness
- Managers should know: OCCMA provides support for managers about the principles of employment contracts and the ICMA model (this is something Roger Jordan did, now Jeff Towery)
- Feedback and survey about Senior Advisor program: how can Senior Advisors help members?
- Career guides (ICMA)
- ICMA one-pager: helpful resources for managers, also highlight ICMA Coaching Webinars: \$600 and the whole organization can take part
- ICMA University Workshop guide – a way to invest in our own professional development
- Leadership Skills for Wicked Problems (author - Kevin Duggan)
- What the MPA/University programs are doing: showcase student projects
- Summary of OCCMA Board Retreat
- Changes to OCCMA Bylaws
- Profile of the ICMA president
- Work of the Alliance for Innovation – any research projects that they have underway