



## KSGFOA Board Meeting

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January 31, 2020 | 10:00 –2:00 pm  
Emporia Police Department- 518 Mechanic St. Emporia, KS

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### Board Members

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Kari Holwick, President | Ted Clemons, Vice-President | Ryan Adkison, Secretary | Matt Lawn, Treasurer | Matt Wolff, Past President | Ted Henry, Board Member | Jeremy Willmoth, Board Member | Kathleen VonAchen, Board Member | Larry Lindgren, Board Member | Tami Robison, Board Member | Rebecca Doehling, Board Member

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### Item

#### **Introduction of new board members**

#### **Old Business**

1. Review October 10, 2019 Business meeting minutes
2. Approve October 9, 2019 Board meeting minutes
3. CCMFOA vendor booth information
4. Strategic Plan- review document and next steps

#### **New Business**

1. Review and approve 4<sup>th</sup> quarter and Year-to-Date 2019 financials (presented by Treasurer)
2. Presentation of 2019 final status of membership
3. Marketing Report:
  - a. Newsletter
  - b. Membership
  - c. Marketing Plan
4. 2019 Annual Conference-
  - a. Budget Actuals and status of accounts

- b. Survey results
- 5. 2020 Conference
  - a. Budget document review/approve
  - b. Suggested keynotes
  - c. Sponsorship status
  - d. Save-the-Date and Call for Presenters/Topics
  - e. Budget Academy and ½ day pre-conference session
  - f. CPA Certificate information
  - g. CPFO Testing
- 6. Accounting Academy- status and budget review

**Executive Session- Newsletter Contract**

**Announcements/Other**

- 1. Identify all 2020 meeting dates?
- 2. Identify April meeting- date, time, location and agenda items

**Other Business**

**Adjourn**



## KANSAS GOVERNMENT FINANCE OFFICERS ASSOCIATION

### KSGFOA Board Meeting Minutes

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January 31, 2020 | 10:00am - 2:00pm  
City of Emporia Police Department Conference Room

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The meeting was called to order at 10:00 a.m. With the following members present:

Kari Holwick, President, Johnson County  
Ryan Adkison, Secretary, Butler County  
Matt Lawn, Treasurer, City of Goddard  
Matt Wolff, Past-President, City of Gardner  
Kathleen VonAchen, Board Member, Unified Government  
Larry Lundgren, Board Member, City of Lindsborg  
Tami Robison, Board Member, Riley County  
Jeremy Willmoth, Board Member, City of Lawrence  
Rebecca Doehling, Board Member, City of Manhattan  
Paula Downs, Wichita State University  
Jessica Seibel, Marketing, Wichita State University

#### Old Business

1. Approve October, 2019 business meeting minutes. Matt L. motioned to approve and Larry L. seconded with unanimous vote.
2. Approve January 31, 2020 Board meeting minutes. Matt L. motioned to approve, and Tammy R. seconded with unanimous vote.
3. Approve CCMFOA vendor booth information. Ryan A. motioned to purchase a \$350 booth and Matt L. seconded with unanimous vote.
4. Strategic Plan- review documents/next steps
  - a. Kathleen agreed to do research on strategies to increase and enhance membership- she was going to review other associations and bring the information back to the April Board meeting- Goal #2, Strategy 2, Action Step 1
  - b. Tami will reach out to Scot Loyd regarding KMAG training in 2021 in Western Kansas and Paula will follow-up on specific information. Paula will provide update at April meeting
  - c. We will continue to review the strategic plan priorities for 2020 at April meeting

## New Business

1. Review and approve 4th quarter and Year-to-Date 2019 financials (presented by Treasurer). Board asked if 2019 and 2020 activities could be separated out, so Treasurer knows what happened in each year. Paula will request the report for the 1<sup>st</sup> Quarter 2020. Matt L. motioned to approve, and Jeremy W. seconded with unanimous vote.
2. Presentation of 2019 final status of membership. Paula reviewed the final membership status- 2019 had 194 members, up by 50 members- very strong year. Discussion item.
3. Marketing Report. WSU staff reviewed the marketing tasks completed and provided ideas on next steps.
  - a. Jessica provided website analytics for last quarter- board requested that they receive stats for 2019 + 1<sup>st</sup> quarter of 2020 at the April meeting.
  - b. Website updates-
    - i. add contact information for new president
    - ii. Update resource section: policies; templates (RFP's, policies, reports); board documents (by-laws, meeting minutes/agenda, strategic plan); job board; articles
    - iii. Add upcoming events along right side
  - c. Marketing materials for CCMFOA booth- marketing card with information about KSGFOA and save-the-date language was approved along with the authority to spend "not to exceed" \$150 for a floor banner. Board also approved providing a free conference registration and a \$25 Visa GC for those willing to sign-up to receive additional information.
  - d. Social Media- Board discussed not utilizing social media, but to concentrate on website updates and membership
4. 2019 Annual Conference
  - a. Budget Actuals- Paula reviewed the current actuals from the conference, which is higher than the line items approved by Board in 2018. Line items shift based on registrations, sponsorships and how that relates to food and room costs. Paula will update the actuals budget upon finalization of all invoices being paid and bring back to April meeting for approval.
  - b. Survey Results- Paula provided a brief overview of survey related to overall experience and suggestions for topics. Discussion item.
5. 2020 Conference
  - a. Budget document review/approve- Paula presented budget document and explained the hotel line item costs and how registrations/sponsor registrations and approving additional food, etc. impacts the approved line items. Paula will update budget document and present at April meeting for approval
  - b. Keynotes- suggested Nick Kittle, Dan Oblinger and Ron Holfield- Kari reached out to Nick and waiting to follow-up on costs and availability. Once information is received, Paula will share with board for approval
  - c. Speakers- suggested Natalie Morrison present on the Innovation Award project; Roger Bassinger, Department of Administration;
  - d. Sponsorship status- 2 sponsors totaling \$2,000 and 3 others coming in
  - e. Save-the-date/Call for Presentations have been sent
  - f. Budget Academy and ½ day pre-conference session- will reach out to Ben Hart and try and identify another "All the Queens Horses" type topic for the ½ day

- g. CPA Certificate information- Paula reached out to KS Board of Accountancy and they have requested learning information ahead of time for ethics credit and what materials would need to be submitted for attendees to get general credit. Paula will work with them for conference credit.
  - h. CPFO testing- will offer a test site on Wednesday morning of pre-conference
6. Accounting Academy- (discussion item) Paula provided number of attendees (20) and that there was a couple of issues related to weather. Overall a good attendance, but Paula will finalize the “actuals budget” and provide it at April meeting for approval.

Executive Session- Newsletter Contract- session did not occur. Kari suggested that additional information be provided for clarification and that the board will review, via email, on how to move forward in 2020 on the “additional marketing” contract. The Board will vote on contract and let Paula know.

#### Announcements/Other

1. Identify all 2020 meeting dates? Board agreed. It was decided that meetings would be held on April 17<sup>th</sup>, July 31<sup>st</sup> and October 7<sup>th</sup> before ½ day pre-conference session. Paula will confirm April and July meetings in Emporia Police Department conference room.
2. Identify April meeting- date, time, location and agenda items- Meeting was confirmed for April 17<sup>th</sup> in Emporia. Paula will confirm location and send out meeting invitation. No agenda items were suggested.

#### Other Business

1. Board requested information on what platform would best serve as a “master document” folder for KSGFOA. This would allow Board members to have all documents available should they be needed. These would be documents not being posted on the website. Paula will bring that information back to the April meeting.

Meeting adjourned at 1:40.



## Marketing Agenda

1. General Marketing Update
  - a. Newsletter was distributed four times in 2019
  - b. PPMC Communications Coordinator will attend at least two board meetings each year
  - c. Potential new member list was created and invitation to join KSGFOA was sent via email
  - d. Website analytics update
2. Feedback Needed
  - a. Marketing material(s) (draft options provided)/membership outreach
    - i. Distribution of marketing materials/membership outreach – what are target conferences/events for distribution/outreach? (Example: PPMC's CCMFOA and KCCEOA events)
  - b. General thoughts on Quarterly Newsletter
    - i. Should information be solicited from vendors like RSM?
    - ii. Should the Quarterly Newsletter be on the KSGFOA website, or should it remain a member benefit?
  - c. Social media presence
    - i. In the March 2019 membership survey, no one who responded indicated an interest in receiving information via social media. Does the board want to proceed with social media anyway?
  - d. Resources page on KSGFOA website
    - i. There is a lot of text-heavy information on this page. Does this need to be revised? Does timeliness of content matter? (Example: there is a presentation from 2015 and Sedgwick County's investment policy from 2012 on the website)
3. Recommendations
  - a. Board members decide on marketing material(s) preference/ content so PPMC can develop
  - b. Place high priority on individual members reaching out to peers/coworkers – 67.5 percent of survey respondents heard about KSGFOA from a work colleague
    - i. If, however, the consensus is to pursue a social media presence, start with Twitter as the only social media channel
    - ii. Designate board members to provide Twitter content ideas
  - c. Revise Resources page on website to make it more visually appealing; If content timeliness is important, designate someone from the board to review Resources content annually.