



## Hampton Roads Chapter of ASPA

**Council Meeting  
November 21, 2013  
Holiday Inn Select, Norfolk VA  
1:00 – 1:30 PM**

A brief council meeting was held following the November General Membership Luncheon.

**Present:** Pam Dunning (President), Valerie Walker (President-Elect), Susan Perry (Immediate Past President) Michelle San Anton (Treasurer), John Dunning (Secretary), Steve Chenault (Council), Betty Jean Myers (Council & Finance Committee Chair) Stanley Skinner (Council), David Chapman (Web Administrator), Charlie Mills (Council), Allyzabethe Ramsey (Council) and Gary Roberts (Council)

**Absent:** Sherly Jourdain (Student Representative), Mark Webb (Council) and Ray Ransom (Membership Chair)

Pam Dunning called the meeting to order at 1:00 pm. Topics discussed:

**Attendance at Luncheon Events:** Concern was expressed over the low attendance at our general membership meetings. Out of 170 invites we only had 24 persons attend the luncheon. The general responsibility falls into the responsibilities of the Marketing Committee. Priority should be given to appointing a marketing committee chair. A wide range of ideas were discussed including changing locations, times, offering continuing education credits, and developing city contacts. Several council members stated that our current turnout is similar to that experienced by COMPA and other professional groups, and expressed caution in making changes that may degrade our current success. **ADDED:** The chapter strategic plan addressed this issue as part of the Strategic Issues Working Papers. Specific recommendations were:

- Develop media contacts to raise awareness of organization. (Pending)
- Establish two consistent sites – South Side and Peninsula (Done)
- Establish closer relationships/partnerships with COMPA and other professional organizations. (Working)
- Use web site to reach members and others using social media and forums. (Working)
- Develop cadre of outreach members in each city. (No action)
- Send personal invitations to all ASPA events to city managers, non-profits and military. (Pending)

**Luncheon Format:** At the last meeting we decided to clarify what is expected from 11:00 – 12:00. The time block is for registration, networking and the soup and sandwich bar. Individuals may show at any time during this time. The program time should be stated as 12:00 – 12:20 and

start on time. However – the council decided to simplify for general membership meetings and just advertise the event from 11:30 for networking and lunch and 12:00 – 12:20 for the program.

Program: The following events were confirmed for our program year.

- December Holiday Event will be held on December 12<sup>th</sup> at the Holiday Inn Select with COMPA and NFBPA. Susan Perry is representing the chapter to finalize the date and event. The concept is that there will be a social hour and remarks by three city managers/assistant managers discussing the most pressing challenges in local government. Cost will be \$26 per person.
- January 16<sup>th</sup> – Open Forum – Hampton VA, Marker 20. We will stay with the Regionalism theme; however the speakers have not been identified. Valerie Walker will work on this.
- Student Forum: Gary Roberts reported that the date of the forum will be on Thursday evening, February 13, 2014. Details will be coming.
- March 21st – Symposium – A symposium chair was not identified. It was agreed that we would have two panels and a luncheon speaker. One of the panels will be on social media. At the last council meeting it was recommended that one of the panels focus on shared services. The cities of Norfolk, Chesapeake and Virginia Beach are currently working on sharing various services.
- May 8<sup>th</sup> – Public Service Awards Luncheon – Holiday Inn Select. Steve Chenault volunteered to act as the Awards Chair providing we could get sub-committee chairs for the 3 awards and the scholarship. One of the primary decisions will be how much to dedicate to the student scholarship. In previous years the amount has been \$500. The primary problem is the scholarship and other expenses for the awards luncheon can exceed our annual chapter income. *Added by Secretary: Our annual chapter income from National ASPA based on membership has been: 2013= \$660; 2012 = \$720 and 2011= \$876. While the chapter has other funds available, this represents our annual operating budget.*

**There being no further business, the meeting was adjourned at 1:30 pm**

**Recorded by John Dunning, Chapter Secretary**