



National Association of County Information Officers Board Meeting

July 12, 2008

NACo Annual Conference, Kansas City

NACIO Members Present: President Jane LeMaster, Gwinnett County, GA; Donna Flynn, Ocean County, NJ; Don Kappel, Chesterfield, County, VA; Larry Liddell, Tunica County, MS; Bret Scott, Kent County DE; Todd McGee, NCACC; Roger Kortekaas, Mecklenburg, NC; Lori Sand; Johnson County KS; Karen Guillen, Mesa County, CO; Mary Jane Neiman, County Commissioners Association of OH; Gerald Hay, Johnson County Manager's Office; Jessica Beyer, Blue Earth County, Terri Graham, Cook County, IL Commissioner Gregg Goslin's office.

Also Present: Tom Goodman, NACo Public Affairs Director; Jim Phillips, NACo/NACIO Liaison.

FINANCIAL REPORT/BUDGET

President Jane presented a proposed NACIO budget for 2008 – 2009. She still would like to see some funds put into short-term CDs, as approved by the Board last year, and will explore this with President-elect Bret Scott. A recommendation was made to include in the budget funds to pay judges. Larry Liddell motioned approval of budget with this amendment, Todd McGee seconded, all ayes.

MEMBERSHIP:

Currently 175 members, which is a bit down from past years. Tom Goodman encouraged the board to consider the impact of the economy upon membership organizations and to focus on marketing for new members and more importantly making sure that current members see value for their membership.

2008 AWARDS OF EXCELLENCE COMPETITION:

Chair Todd McGee reported that 456 entries were received, six in Spanish. A total of 166 awards were distributed. Judges were the North Carolina Association of Government Information Officers. A discussion of the timing of the program's due date was tabled until the new chair is identified and can participate in this important decision. Tom reminded members that the timing should not be at the same or close time as the NACo Legislative Conference since so many people pay with a credit card. Other suggestions included:

- Adding a Green Government sub-category
- Limiting length of the video entries
- Extending special invitations to NACo officials
- More promotion of the Spanish language category
- Recognize the recipients more by putting up their entry on the website. Todd will see about getting these pdfs and Tom will see if it could be mentioned, linked on the NACo website under Awards programs.
- Update entry form

Jim Phillips will consolidate press mentions of the Awards of Excellence program and references to NACIO and send it out via email so board can see where it was promoted.

2009 AWARDS OF EXCELLENCE:

Someone to chair the program has yet to be appointed.
Jessie and Lori offered to help with the event planning.

REGIONAL WORKSHOP

Amy Shriver, a past president of NACIO and of the County Commissioners Association of Pennsylvania discussed the regional conference scheduled October 1 & 2. She spoke of Hershey Pennsylvania and its features and history; area attractions include Gettysburg. The Association (CCAP) is sponsoring dinner, a bus and a reception. Registration can be made online at nacio.org

GENERAL IDEAS:

Workshops: Recognizing the talent that is reflected in our membership the board discussed using NACIO members more for speakers at our workshops, and relying less on paid outside speakers. For some events, the value lies in the topic of the program more than the speaker. All agreed that was a worthy goal, but sometimes there is just a dynamic speaker who is outside of our membership who adds much to the program. One example of this was the speaker from the first regional conference – all raved about the quality of his presentation and information. Jane, Bret, Larry will work to incorporate ideas from Todd, Roger, others as they coordinate future pre-conference programs with the new NACIO staff liaison Ruth Nybro.

Bret offered and was authorized to organize a visit to the Newseum in Washington for attendees at the Leg Conference.

With the warm success of the Awards Banquet fresh in everyone's mind, some people suggested more networking/social opportunities at the conferences. One idea was to meet after the board meeting with those were available and interested and go to lunch.

Promotional items: Hats and visors are distributed, and talking about how to continue to promote NACIO led to a discussion that items should somehow add value or be relevant to the mission of NACIO (like a notepad or pin) Todd is checking on prices.

ADJOURNMENT:

NACIO's Board/Membership Meeting was adjourned at 12:00 p.m.

Respectfully Submitted:

Terri Graham

Terri Graham, Secretary
August 26, 2008