

**Urban Management Assistants of North Texas
Strategic Planning Retreat
Friday, February 14, 2020, 2:00 p.m.
Hudson Oaks City Hall (210 Hudson Oaks Dr., Hudson Oaks, Texas 76087)
Meeting Minutes**

Present:

Officers	<input checked="" type="checkbox"/> Lauren Rose (President) <input type="checkbox"/> Lauren LaNeave (Treasury)	<input checked="" type="checkbox"/> Laurie Wilson (Vice) <input checked="" type="checkbox"/> Imelda Speck (Secretary)
	Chair	Members
Communications	<input checked="" type="checkbox"/> Amanda Valdez	<input type="checkbox"/> Chelsey Gordon <input type="checkbox"/> Erin Winn <input type="checkbox"/> Matt Yager <input type="checkbox"/> Bernadette McCranie
Membership	<input checked="" type="checkbox"/> Major Youngblood	<input type="checkbox"/> Sena Nyaku
Networking & Mentorship	<input checked="" type="checkbox"/> Brittany Huff	<input type="checkbox"/> Jerod Potts <input type="checkbox"/> Stephen Harcus <input checked="" type="checkbox"/> Chandra Washington
Professional Development	<input checked="" type="checkbox"/> Letecia McNatt <input type="checkbox"/> Kimberly Garduno (Vice)	<input checked="" type="checkbox"/> Kate Hawley
Special Events	<input checked="" type="checkbox"/> Brett Cast (2:30 arrival) <input type="checkbox"/> Don Robinson (Vice)	<input type="checkbox"/> Carey Neal
Other UMANT Members		

1. Approval of December 6, 2019 Strategic Planning Retreat Meeting Minutes

Brittany Huff motioned for the approval and Laurie Wilson seconded.
Passed 8-0

2. Approval of January 17, 2020 Meeting Minutes

Letecia McNatt motioned for approval and Amanda Valdez seconded.
Passed 8-0

3. Resolution approving 2020 Budget and Calendar of Events

Brittany Huff stated some concerns with the proposed 2020 Budget and Calendar of Events, stating a preference for a separate budget for happy hours since the event is treated as a separate event. Also, the event itself should have a higher budget than current allocation in order for it to be a success and priority. If UMANT can't add \$750 to the line item to budget for a happy hour, she will work to get it sponsored.

Letecia McNatt agreed with Brittany and doesn't believe the professional development events should be too expensive and can try to secure locations with minimal to no fee for those events. The only other expenses for Professional Development Events would be thank you gifts and refreshments; therefore some Professional Development monies could be moved if needed.

Brittany mentioned if she secures a happy hour sponsor will let professional development know in order to be transparent and open about budget usage for the two committees.

Lauren Rose was supportive of that and mentioned it sounds more like a budget transfer of moving money around versus requesting more for another line item.

Brittany requested \$250 per event for 3 professional development even happy hours, or could do \$200 per even for a total of \$600 if needed, but reminded the group it was budgeted at \$250 per event last year. Brittany mentioned she was able to secure a sponsor for the first Kick-Off and will continue to reach out to consultants for sponsorship; however, while that is the goal, does not want to lose the line item increase there is a change in Networking Chair in future years and set up a bad trend.

Laurie Wilson agreed that it makes sense to budget happy hours as a line item, and as long as the committee tries to get sponsors, we have money in the budget to do so.

Lauren Rose reviewed the account statement and said it would be okay to increase and add the requested funds. Suggested the following motion: Motion to approve the 2020 Budget and Calendar of Events with an amendment to add a line item to the Networking Committee with \$600 for Happy Hours.

Brittany motioned for approval and Letecia seconded.
Passed 8-0

4. UMANT Logo Update

Lauren stated there has been a lot of work on the website to update and keep it updated; however, there isn't a consistent logo and some elements of current logo are out dated, for example the comic sans font). There are core components to logo that need to be embedded within it, for example the square is resemblance of the town square. Suggested Communications to do refresh to the logo.

Majority of Executive Committee supported the idea to move forward with a logo update with the goal to keep it timeless and classic.

Amanda stated her goal is to work on some options prior to next meeting.

5. Committee Updates

Networking & Mentorship

Recap: 2020 Kick-off Event

Brittany was unable to attend the event, but Chandra Washington (committee member) hosted the event. Overall feedback from attendees has been great and it appears to have a great start to the New Year.

Upcoming: Exec Connect (2/20)

Next event for Networking is scheduled February 20th at the Colleyville Center. To date, 38 attendees have registered. Last there were 46 registrants, with the majority being same week registrations. Networking is anticipating more this year with the last minute registrations.

A Happy Hour is to follow after the event. Brittany requested if anyone has any city swag to raffle off, to please bring to the happy hour.

Upcoming - March 6 – UTA happy hour

Dr. Coursey with UTA asked if UMANT would want to partner on happy hour after an event in Grand prairie at Fire House Gastropub Friday, March 6. UTA will be hosting the 2020 NASPAA-Batten Student Simulation Competition on Saturday, March 7. Simulation event brings teams made up of various students within outside of the North Texas region to undergo events that could happen for a MPA/MPP student. Believes UMANT's involvement is good to promote the organization to people coming to the region (moving or here)

Professional Development

Upcoming: 101 Series: Downtown & Special Events (3/20 – Garland)

Flyers for the event will be ready for Exec Connect and will open online registration after that event. The event is from 3-5 pm with a happy hour following at 5.

Format of the event will be:

45 minutes for downtown / 45 CVB special events / 30 minutes Q&A

Director of CVB at Garland just came from Denton and the committee is excited for the speakers they have retained for the event.

Upcoming: 101 Series: Development (6/19 – Little Elm)

Kate suggested Hula Hut for networking happy hour. Finalizing location in Little Elm to see beach or room. Looking at same time frame of opening registration a month out and getting graphics to communications to push out.

Membership & Partnerships

11 new members from the start of the year

2 new in February

199 total members in UMANT

Will be updating new member corner's

Communications

Lauren to work on president's message for newsletter and working on content for rest of monthly newsletter. Reminded group to send content her way

Special Events

Wine & Dine (4/25)

Brett mentioned the committee is continuing to work on sponsors for event. First round of letters from last year's list have gone out and have some commitments already and no straight denials.

Opening tickets for Wine & Dine have traditionally started with promotion 5 weeks out. Committee is thinking about continuing this and opening tickets within 4 weeks. Traditionally the ticket sales have soldout within 2 weeks after opening ticket sales.

Letecia suggested 6 weeks out for 1st promotion, with a month of promotion and ticket sales to help make sure it gets on the calendar of Execs.

Lauren agreed to start earlier in March.

Brett asked if UMANT wanted promotion and ticket sales at the same time at 6 week sales. Lauren and Letecia agreed this would be good to do.

Brett plans to have dollar amounts for event at next meeting

One Day Conference

Working on location with multiple irons in the fire. Committee has one facility as a backup plan, but trying to see what is the best deal UMANT can get for conference.

6. General Meeting Items

ELGL #Inspire Event at UTA

Last minute invite to have a UMANT table of the event hosted at UTA. Lauren LaNeave and Kimberly will be speaking at the event.

Managing a table for the promotion of UMANT membership would typically fall under Membership committee; however, with last minute invite, others can pitch in on booth. No cost associated with booth.

ELGL has commented they are blown away and excited to the number of registrants for the event to date. Some Exec Committee members agreed this would be a good opportunity to UMANT's name out to the student population.

Ideas for materials we mentioned, but Letecia suggested to gather those attending and Membership together for an offline conversation for planning efforts. All agreed.

UMANT Life Member Nomination

Lauren R stated bylaws allow for membership category of life member as:

- Any person unanimously approved by exec committee for work in local government
- Not eligible for any other category of membership
- Retired from active service and legacy member for at least 10 years

Lauren is bringing forward nomination of Valerie Bradley, who recently passed away. Valerie was UMANT president in early 2000's and has been incremental to the mentorship and growth of several UMANterS and peers within the North Texas region working in local government. TCMA recently named new award category – Valeria Bradley Award. A group from UMANT submitted a nomination award to TCMA. Speaking with past UMANterS and Presidents at funeral, there was interest to see what UMANT will do to honor her. With this nomination, Lauren suggested this would be announced at the year's Wine and Dine.

There were no questions and concerns mentioned by the group.

Laurie motioned for the approval of naming Valerie Bradley as UMANT Life Member. Brett seconded.
Passed 8-0.

Valerie's husband will be invited to attend the Wine and Dine.

Also, Valerie was an avid reader and supporter of leadership. She wanted to donate entire leadership book library to UMANT. Officers discussed logistics of that and will bring recommendations on that at a later date.

ICMA Regional Conference (March 25-27), Irving, Texas

Event is in Irving and AssistantS groups across the state of Texas have convened to talk about potential panel. The concept that was landed on was reverse mentorship. Plan is to use as springboard to talk about experiences and "professional management".

Lauren mentioned if anyone is interested in panel, send e-mail to Lauren R. to talk offline about it.