



**URBAN MANAGEMENT ASSISTANTS OF NORTH TEXAS**  
**2018 Strategic Planning Session**  
**December 8, 2017**  
**Grapevine City Hall**  
**200 S Main St**  
**Grapevine, TX 76051**

The following members were present:

Krystle Nelinson  
Taylor Lough  
Lauren Rose  
Laurie Garber  
Ben Williamson  
Hillary Cromer  
Andrew Fortune  
Ilir Ademaj  
Letecia McNatt  
Lauren LaNeave  
Cassie Tucker  
Guest Speaker: Dan Johnson

- 1) **Call to Order and Announce a Quorum is Present**
  - Krystle called the meeting to order at 1:10pm
  - A quorum was present.
  
- 2) **Welcome & Introductions**
  - Krystle welcomed the group and began the meeting with introductions of the 2018 UMANT Executive Committee members.
  
- 3) **History of UMANT**
  - Dan Johnson, City Manager of the City of Richardson, shared his reflections and thoughts as a former member of UMANT and 45-year career veteran. He offered the following advice
    - o Cultivate friendships through the work you do and organizations like UMANT.
    - o Collect information from historical knowledge, programs you implement, and topics you explore to help you later in life. It will be beneficial in your career to reflect on how things were done and why.
    - o In your profession, you're learning the science of your job. By joining professional organizations like UMANT, you're showing a commitment to your science by showing what it means to care for your profession. You also learn about work-life balance, how to be there for yourself, and how to be there for others.
    - o As a member of UMANT, you're cultivating the voice of young professionals, learning how to spend budget dollars, earning your seat at the table, and learning to how to be successful when you are involved.
    - o Consider the membership's dollar value and be able to argue that value as taxpayer money well spent. Learn how to communicate the value and mission when recruiting new members.



- Rig a retreat agenda to have the TCMA President speak so they know the value and mission of UMANT and can become your advocate. Be the one to drive the speaker so you can have the valuable one-on-one time.
  - Be sure to host UMANT events throughout the Metroplex to ensure coverage.
  - Reach out to other assistants' groups and be good partners. Offer networking and leadership opportunities, steal ideas from each other, and make it worth the budget allocation. Take advantage of the opportunity by developing a rich understanding of experiences in other cities through conversations with other groups.
  - Take care of the Association. Be reflective of time and the way things are done but be a holder of history to benchmark and show how far the Association has come. Wrestle with tradition and change. Value your archives as experiences so they are purposeful and meaningful.
- He ended by talking about the "Five B's"
- Believe in service and the calling of public administration. What's your sales pitch to encourage others to get involved in the profession?
  - Be relevant. Think through topics and relationships to take purposeful steps.
  - Be known. Open doors and have a value proposition. Before someone reads your resume and knows you, think about the idea of the groups with which you're associated.
  - Behave. Practice professional behaviors at the right times. There's a time to be cool and relaxed, but use UMANT as practice being comfortable in professional settings.
  - Be here. Remain and sustain. Work to make sure you're here for the times to come. Have a deliberate baton toss of material for future groups and leaders.

4) **Budget Resolution**

-The group reviewed the 2018 Budget Resolution. The Resolution passed unanimously with a motion to approve from Andrew Fortune and a second from Cassie Tucker.

5) **2018 Expectations & Goals**

-Krystle reviewed expectations and goals for the 2018 year. Expectations included the following

- UMANT shouldn't come before family, health, or your job, but Executive Committee (EC) members volunteered for the position, so there should be an understanding of the commitment to that role.
- EC will meet monthly. If members can't be there, they're expected to call-in or coordinate with officer liaisons.
- EC members don't have to be at every event but should make an attempt to attend as many events as they're able. As the Wine Event and the One-Day Conference are the biggest events of the year, members should make every attempt to attend those two events.
- If there's a problem, communicate with Krystle or the officer liaison as soon as possible so a solution can be reached.
- Krystle told the group that if they feel she's wrong throughout the year, she expects the group to tell her.

-Goals included the following

- Increase membership by 10% (20 members).



- Host 8 content-driven events to provide educational opportunities.
- Leave more money in the budget than was provided at the end of 2017.
- Make all agendas, budgets, and meeting minutes available on the website to increase transparency.
- Set the events calendar for the year at the Strategic Planning Session. The Communications Committee will print and distribute the calendar early in the year. Events should aim to be set for Wednesdays and Thursday with the exception of the Wine Event and the One-Day Conference.

6) **Special Events**

- Letecia proposed the Wine Event be held on April 7 and the group agreed. The Committee suggested exploring a way to lower the rate for students. Cassie suggested working through Dr. Bland to identify students in need of ticket sponsorships. It was resolved that Imelda and Letecia would meet to determine a solution for students. Taylor mentioned the potential to have the event outside. Krystle stated that she'd like to use this event to increase revenue. Cassie mentioned that UMANT may be able to negotiate with Messina Hof to sell their bottles of wine to UMANT at a discount for resale at the event. There may also be a way to incorporate the UMANT logo, if Messina Hof allowed. Letecia agreed to follow-up on the above items.

-The Committee agreed to hold the One-Day Conference in Grand Prairie on September 14. Andrew will confirm the date. Krystle noted UMANT would not be partnering with ELGL this year so EC members will need to be available to help. Taylor talked about the potential for partnership opportunities with other assistants groups for the event. Each group could host certain sessions and receive a sponsorship in return. She also noted that breakout sessions would be beneficial. The group inquired about including a tour of the new facility and Andrew agreed to explore the suggestion. Letecia said one of the goals is for the event to be interactive. The group talked about how the fidget spinners and play-dough were a big hit at the last conference. Taylor offered to donate fidget spinners from the City of Richardson. Andrew mentioned the importance of communicating the dress code of the event to speakers and attendees. Krystle added that the dress code for all events should be included on the website and invitations.

7) **Professional Development**

-Krystle introduced Lauren LaNeave as the Chair and sole member of the Professional Development Committee. She mentioned the EC should take note of members throughout the year who say they'd like to be involved to help with this Committee.

- It was agreed to host events May 16 and Nov 14.

-It was discussed that there should be a transition in Professional Development events from seminars about City Manager leadership to technical topics. Suggested ideas included strategic planning, municipal law, human resource management, and council relations. It was recommended that technical topics be lunch time events and war stories should fall within a happy hour.

-Ilir suggested that timing of these events could be coordinated with existing COG, Metro Managers, or NTCMA events. Krystle stated that EC needs to be careful about planning UMANT



events that consume long portions of the day. Andrew added that EC needs to coordinate speakers to avoid duplicate requests. Krystle noted that this will be discussed at EC monthly meetings so it's important to attend, call-in, or read the minutes.

8) **Networking**

-The Committee talked about hosting events in which UMANT provides the alcohol but the Committee determined it was best to hold informal events and have attendees pay their own bar tab.

-Krystle stated she wanted to have one Kick-Off Event and members could hold monthly meet-ups in their area if they wanted host one.

-Ilir noted it would be beneficial to have an MPA student attend the EC meetings to help encourage attendance at UMANT events. Lauren LaNeave mentioned a contact. Krystle added that a new member table or buddy system would be valuable in helping guests enjoy the events.

-It was agreed to host the Kick-Off Event on February 2. Ilir requested an analysis of the locations of the membership to help determine optimal locations for events. Taylor said she'd print a map based on where the membership worked and added locations near universities should also be considered.

-The group determined the End of Year Event would be a brunch held on December 8. Krystle noted that ad-hoc pop-up events could be added throughout the year.

-Taylor mentioned that UTD has a pub and UMANT could consider sponsoring a pub session. Krystle agreed and added that an alumni happy hour could be considered.

9) **Mentorship**

-Cassie explained that a theme for Exec Connect should be mentorship through shared experiences. Cassie and Ben explained an event idea to meet at a central location where an NTCMA member speaks, and then split off into cities with groups of about 5 mentees and a mentor to do a tour of a project of interest to allow for some small group time. The event would end at another central location to discuss what was learned. Taylor suggested incorporating Facebook live or a virtual element. The group agreed to hold Exec Connect March 22 and the mentor event June 1.

10) **Membership/Partnership**

-As the officer liaison, Taylor was representing Imelda. She said Imelda had great ideas to better partner with universities. Andrew suggested having an officer at the school's orientation. Cassie suggested membership sponsorships for students and Taylor agreed to add it to the options on the website. Taylor explained the value in having an onboarding process for new members and the group debated what it should include. Taylor added that at ICMA, new members are contacted directly by the Membership Committee to welcome them and answer questions. Laurie suggested having a new member packet available and agreed to send the membership packet for NTMCA to Taylor and Imelda as an example. It was decided that the calendar and a letter from the current UMANT President should also be included.



-The idea of a newsletter was suggested to recognize new members, share photos and event information. Krystle stated that she would prefer not to do this. Laurie mentioned this could be done quarterly and was something the Communications Committee could explore.

-Member questionnaires were also discussed and it was noted that UMANT needs to be up front about how the results will be used and posted.

-Taylor reviewed the partnership piece, adding that happy hours could be hosted around universities. UMANT could buy pizza for PASA meetings and membership drives could be hosted after meetings. She added that the UMANT logo should be incorporated. The Committee agreed to host a Back to School Event August 29.

-Letecia and Cassie added that outreach should be extended beyond UMANT's current membership. It was suggested that leadership from those cities be invited to speak at events to help showcase the benefits of joining UMANT. Ilir suggested the Committee reach out to those who don't renew to find out why. Lauren Rose recommended that EC determine the threshold for how far back to contact former members and the Committee agreed to contact those who didn't renew within the last year.

-A birthday party for UMANT was discussed to show appreciation for members and supporters but it was decided that the Committee wait until a milestone year is hit.

11) **Communications**

-The Communications Committee would develop targeted marketing plans for events like the One-Day Conference and the Wine Event. Krystle will send a draft of the calendar and each committee will have a final opportunity to move dates or change event names. After the email, there will be no opportunity to make changes.

-Taylor noted there should be consistent information provided for each event with as much notice as possible. Staff at the host City should do the welcome. A short 3-5 sentence blurb should be included for each event and it will be the responsibility of each committee to put their events on the website. Cassie inquired about the event cost threshold and Lauren Rose explained 5% revenue is the goal.

12) **Meeting Minutes**

-EC reviewed the meeting minutes from the Oct 17, 2017 and Nov 15, 2017 officers' meetings. Both meeting minutes passed unanimously with a motion to approve from Cassie Tucker and a second from Lauren LaNeave.

13) **Future EC Meetings**

- The group agreed to hold Executive Committee meetings on the third Friday of every month around lunch time. Laurie will send meeting locations to the group as the meetings approach.

With no other business to consider, Krystle adjourned the meeting at 3:35 PM.



A handwritten signature in blue ink, appearing to read 'Krystle Nelinson', with a long horizontal flourish extending to the right.

Krystle Nelinson  
President

ATTEST:

A handwritten signature in blue ink, appearing to read 'Laurie Garber', written over a horizontal line.

Laurie Garber  
Secretary