



**URBAN MANAGEMENT ASSISTANTS OF NORTH TEXAS
2018 Executive Committee Meeting
February 16, 2018
City of Richardson Civic Center
East Conference Room
411 W Arapaho Rd
Richardson, TX 75080**

The following members were present:

Krystle Nelinson
Laurie Garber
Cassie Tucker
Ben Williamson
Letecia McNatt
Imelda Speck
Hilary Cromer

1) Call to Order and Announce a Quorum is Present

-Krystle called the meeting to order at 12:02pm
-A quorum was present.

2) Approval of January 2018 Executive Committee Minutes

- The January Executive Committee meeting minutes were reviewed and a correction was noted to change the Exec Connect Event from Friday, March 2 to Thursday, March 22. Cassie Tucker made a motion to approve the minutes with the noted change. Ben Williamson offered a second and the minutes passed unanimously.

3) NTCMA Strategic Planning Session

-Krystle explained that NTCMA held their Strategic Planning session January 19 to discuss their programming for the year. She mentioned that a lot of the conversation centered around the next legislative session. NTCMA is creating a task force to compile research that can combat the misconceptions about local control. The group intends for City Managers to be involved in the upcoming session – where typically it's been the local elected officials. They also hope that this regional effort will become a state-wide effort, with NTCMA leading the way. She advised UMANTers to keep an eye on NTCMA to find out how to be involved.

-Other NTCMA programming will include an event about redevelopment efforts as it relates to aging infrastructure and commercial buildings, and one on the rising cost of employee healthcare.

4) Event Payment Discussion

-Krystle said she had a conversation with Imelda who has been doing some work in the backend of the UMANT website pertaining to memberships. Imelda discovered there are several members who have not paid for past events. Krystle explained that while she doesn't want to go back and recover outstanding fees from past years, she does want Executive Committee to be mindful of their registration lists so they can track who has paid and who hasn't. She'd like the



group to consider some options for onsite payments at events. Square isn't a great solution because of the fees, but bringing a laptop to a venue with Wi-Fi to set up at a registration table may be our best bet for now.

-She also noted there are 2 additional registrants visible on the backend of the website that haven't paid.

6) **Debrief: Kick-off Event**

- Krystle stated the goal of the Kick-off Event was to have 40 people register through the website, and 35 people actually attend. 35 people registered through the website and 42 people were counted at the event at about 8:30pm. Krystle thanked Hilary and Ilir for starting the year off with a successful event.

7) **Update: Exec Connect**

-The goal for the event is to have 15 managers and 40 attendees, with 50 attendees being a stretch goal. So far, there are 8 managers and 11 attendees. To achieve a 3-1 ratio, UMANT needs to recruit 24 attendees. Cassie and Ben encouraged Executive Committee to register now to help ramp up the excitement around the event. Krystle promised to send an email blast to Executive Committee to help encourage early registrations. It was noted that the artwork on the website will also need to be updated.

8) **Wine Event Sponsorship**

-Krystle shared that NTCMA has agreed to pay two-thirds of the Wine & Dine event, which is what they contributed last year. With the event costing about \$9,000 for the facility rental, food and wine for 96 people, that means UMANT is responsible for the remaining \$3,000. She explained that last year's Wine Event broke even with the ticket sales covering about the \$3,000 balance. She went on to share that Jones|Carter has agreed to cover the remaining balance of the Wine event this year so all additional sponsorships and ticket sales will be straight profit. As Jones|Carter would like to this be a recurring sponsorship, we need to show real value in this event by way of attendee count. Krystle asked the group to get creative to fill every one of the 96 seats. She'd like to consider offering discounted tickets to students or first-time attendees, and is open to other ideas. The group discussed offering discounted tickets at Exec Connect to encourage attendance at both events.

-Krystle tasked Andrew K. and Laurie with developing a marketing plan for the event to show Jones|Carter what they're going to get for their sponsorship. Krystle will need the final plan to send to Jones|Carter by Friday, March 9.

9) **Update: Wine Event**

-Letecia stated that the event will be held on Saturday, April 7 and the final headcount is due to venue March 23. She noted that Messina Hof is excited to have UMANT back and is willing to work out a deal on their wine purchased at the event as a fundraiser for UMANT. She told the group she'd email a few dinner options and would appreciate prompt feedback.

10) **Update: UMANT/PASA Brunch**

-Krystle said Lynze Jones, President of the Public Administration Student Association & ICMA Student Chapter at the University of North Texas, reached out to her before the Kick-off event about continuing the UMANT and PASA brunch event to encourage PASA members to become



involved in UMANT. The group agreed to host the event again at Mattito's. Imelda will work with Lynze on the event specifics.

-The Committee also talked about best options for Universities who would like to support UMANT for their student groups. Schools have previously paid for a number of UMANT memberships for students that were underutilized. Discussion was had about the offering tickets to the Wine Event along with a membership so students can understand the value of the organization.

11) **Future EC Meetings**

– Laurie stated the next EC meeting will be held Friday, March 16 in Sachse. Laurie will send the agenda and location details as the meeting approaches.

With no other business to consider, Krystle adjourned the meeting at 12:39 PM.

Krystle Nelinson
President

ATTEST:

Laurie Garber
Secretary