



URBAN MANAGEMENT ASSISTANTS OF NORTH TEXAS
2018 Strategic Planning Session
January 12, 2018
Carrollton City Hall
1945 E Jackson Rd
Carrollton, TX 75006

The following members were present:

Krystle Nelinson
Taylor Lough
Laurie Garber
Cassie Tucker
Ben Williamson
Iilir Ademaj
Letecia McNatt
Lauren LaNeave

The following members called in:

Lauren Rose
Hilary Cromer

- 1) **Call to Order and Announce a Quorum is Present**
-Krystle called the meeting to order at 12:03pm
-A quorum was present.
- 2) **Approval of Strategic Planning Session Minutes**
- Strategic Planning Session minutes were reviewed. The minutes passed unanimously with a motion to approve from Cassie Tucker and a second from Ben Williamson.
- 3) **Budget Presentation and Approval**
-Lauren discussed the draft budget and noted that changes were made. She explained that non-revenue generating items were moved from revenue, administrative details were corrected, and that Dues was retitled from Membership. \$3,000 was budgeted for scholarships. She notified the group that each committee needs to project their budget a little better and to assist in that effort, pre-event and post-event budget worksheets will be provided.

-The Resolution passed unanimously with a motion to approve from Cassie Tucker and a second from Taylor Lough. Krystle thanked Taylor and Lauren for their efforts in simplifying the budget.
- 4) **Website Administrators**
Krystle explained that the website has only 11 administrator licenses so each committee would need to choose one person from their group to have access. Hilary, Cassie, Leticia, each officer, and committees of one were selected. Responsibilities will include updating pages and posting event information. Krystle stated the membership directory and past event information will be very helpful.



5) **Speaker Gifts**

-Krystle explained that each committee used to provide their own speaker gifts for their events but this led to some inconsistencies in the value of the gift. To correct the issue, Andrew K. will order branded UMANT gifts for everyone so each speaker will receive the same thing. She asked the committee to send Andrew any ideas for gifts within the next 2 weeks.

6) **Alliance for Innovation**

- Taylor talked about the Alliance for Innovation group and explained that they host webinars, online workshops and write membership and content-driven articles. For member cities, they will design a workshop, organize it, and potentially open it up to UMANT members. Taylor noted that a topic on “Managing Up” would be valuable to the membership. If UMANT agrees to hold the workshop on a day that is convenient for Alliance and their membership, they will do it for free. It was suggested that it be added to the One-Day Conference in November. After discussion was had about creating a separate event in July or August, the group decided if they could only use Alliance for one day, they would prefer it be for the One-Day Conference, provided that date works for Alliance.

7) **Membership Strategy**

-Imelda talked about providing a welcome packet to members and including bylaws, information on how to get involved, a schedule of events, a list of officers and EC members. She also mentioned a newsletter. Discussion was had about content including pre-event blurbs on upcoming events, links to other articles, and new member highlights. The group agreed on a quarterly newsletter and that lead-time would be discussed at a later date.

-Imelda talked about reviewing the way we welcome new members and compared ICMA’s approach. It was noted that there’s value in a connection with the mentorship committee in promoting their program. This committee could help connect new members with others as they need assistance. Membership and mentorship agreed to set up a meeting to discuss separately.

-It was also decided that nametags would be useful at events. Stickers could be utilized to identify non-members and EC members could take turns being the point person to help walk-in potential members at events. The committee agreed that this approach wouldn’t be appropriate at mentorship events.

-The committee discussed lapsed membership and decided if a membership has lapsed for the past 2 years, membership committee would send them one renewal reminder email. If lapsed less than a year, they would get 3 reminder emails. The emails would include reasons to come back, a link to the welcome packet, and pictures from previous events. This approach will begin in February.

-Regarding partnerships, Imelda explained that the goal is to get them connected. It would be considered in the budget that this would be a fall event. Imelda asked EC for any contacts they may have at the universities for undergrads, graduate program students, and associations. The committee discussed the importance of a value proposition for UMANT and its connection to the Metroplex. Imelda requested the committee email her ideas so she can plan the first event strategically.



8) **Update: Kick-off Event**

-Hilary said the Kick-Off Event was scheduled for Friday, February 2 at the upstairs loft at The Ginger Man. 19 registered so far and the goal is 40. She asked the marketing committee to post the event on social media and create a Facebook event.

9) **Update: Exec Connect**

-Cassie stated Exec Connect would be held Friday, March 2 at The Marq in Southlake. Shanna Sims-Bradish, Sharon Jackson, Mike Eastland, John Land, Jimmy Stathatos, Caroline Booth Charles Reed, Opal Mauldin-Jones and an ACM from Dallas will all attend. She noted that more Directors were needed, but not in Economic Development. The goal is 15 mentors and 45 attendees for a 3:1 ratio. Refreshments and light snacks would be served.

-Cassie asked the group about utilizing City Managers that have been heavily relied upon in the past. It was decided to send them a note of appreciation, respectfully letting them know UMANT is giving them the year off and hope they have some time next year to participate.

10) **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 1:05 PM.

Krystle Nelinson
President

ATTEST:

Laurie Garber
Secretary