Call to Order: President Chris Swope called the meeting to order at 1:15 P.M.

Roll Call: Present: Chris Swope – President, Joe Bridgman – 1st Vice President, Susanne Courtade – 3rd Vice President, Betty Kennedy – Director - Treasurer, Dawn Walker – Director - Secretary, Lisa Hathaway – Director – Membership/CMMC Program, Mary Clark – Director – Education, Lanie McManus – Director - Education Co-Chair, Jennifer Venema – Director – Conference Chair, Jeremy Howard – Director – Conference Co-Chair, Cherilynn Brown – Director - Ways and Means.
Absent: Sarah Bydalek – 2nd Vice President, and Carolyn Boersma – Director - Immediate Past President
Also Present: Tara Paksi - GCSI

Motion by L. Hathaway, second by C. Brown to excuse absent members.

Agenda: Motion by C. Brown, second by S. Courtade to accept the Agenda as presented. Motion carries.

Minutes: Motion by M. Clark, second by S. Courtade to approve the September 11, 2014 minutes as presented. Motion carries.

Motion by C. Brown, seconded by B. Kennedy to enter into record the strategic planning notes of September 12, 2014.

Discussion introduced by L. Hathaway in regards to mailings of a “full packet” to be initiated for newly elected clerks and mailings of the brochure only to other elected officials/managers etc. A need to budget for these mailings is needed. L. Hathaway is working on obtaining a mailing list from MML (Michigan Municipal League).

L. Hathaway will also work on an information card as outlined by the board and reported in the strategic planning notes of September 12, 2014.

Treasurers Report: B. Kennedy presented the September and October Financial reports and budget for 2015.
Motion by S. Courtade, seconded by J. Howard to enter into record the September and October 2014 Financial Reports as presented. Motion carries.
Review of Officer/Director liability insurance policy from Burnham & Flower Insurance as presented by C. Swope. Premium to be $643.00 for a partial year through July of 2015.

The 2015 Budget was presented by B. Kennedy. Discussion followed. Adjustments to the presented budget to account for marketing of clerks as a profession as implemented through strategic planning, PAC brochure printing and other membership awareness initiatives. Changes to the 2015 budget are as follows: reduction of CMMC – Marketing to $2,500 from $5,000 and adding $2,500 to a new account; Promotions & Communications - marketing.

Motion by L. Hathaway, seconded by S. Courtade to amend the 2014 budget as presented and to further adopt the 2015 Budget with changes. Motion carries.

C. Swope commended B. Kennedy for all of her work on development of the budget.

S. Bydalek has sent shirts for all to try on. The board did not like the style of shirt as presented, B. Kennedy will work on a different shirt similar to the current shirts but in black for the upcoming year.

S. Courtade stated that it was sign up time to obtain a MTA Conference booth. The cost is $699.00. C. Brown stated that the purpose it IS to reach out to other municipal members, not just clerks.

Motion by C. Brown, seconded by M. Clark to obtain a MTA booth. Motion carries. J. Venema, M. Clark, L. McManus and C. Swope will attend and man the booth.

DIRECTOR REPORTS

President:

C. Swope will initiate applications for the City director position to be addressed at next month's board of directors meeting to fill the vacancy (on 12/31) of C. Brown. An applicant can be appointed prior to the vacancy occurring. Deadlines for applications will be set to 12/12/14. There has been discussion at Region V that because of no Associations wanting to host a regional conference maybe there shouldn't be one; should Michigan be host to a regional conference in the future? Are there venues to fit the needs of this conference?

CEO/Legislative:

Report given by J. Bridgman; next meeting is scheduled for December 1. This is the first day that the legislature is back in session. J. Bridgeman and S. Bydalek want to set a list of voting members for CEO to incorporate 2 – City/Village and 2 – Township members with 4 – alternates of the same. In this way it will be clearly known who has voting rights at the meetings. J. Bridgeman will present the list of persons next month as it is still in process.

11/19/2014 - 2
Newsletter/Website: S. Courtade reported that the 4th quarter newsletter has gone out and gave accolades to H. Wallikko on the great job getting it done. 2015 membership applications were inside the newsletter and it was mailed out to all clerks in the state. 736 hits were reported on the MAMC website for October. A CO organization reached out to MAMC in regards to our website. She would like to see Facebook utilized more often as it could be a great marketing tool. Board members should send an updated picture of themselves for the website. A link from the website to facebook and from facebook to the website will be implemented. Deadlines for the next newsletter will be emailed out.

Ways & Means: C. Brown presented the 2015 COTY timeline. Will contact Printing Systems in regards to getting a bulk mail rate on mailing and printing options for COTY solicitation on nominations. C. Brown asked if MAMC would have an interest in donating to the Oakland County Clerks Association for their holiday giveaway. It would be a good promotion. Responses included that the same would have to be done for all Michigan Associations. Extra conference items could be used. Consensus: not at this time.

S. Courtade stated that quarterly; MAMC minutes go out to all known Clerks Association presidents by the secretary.

C. Brown stated that she does have a procedure book for COTY to help with the transition to a new director.

Membership/CMMC: L. Hathaway reported that membership for 2014 closed out at 884 members. As of October 109 CMMC Applications have been processed. A facebook icon will be added to the Clerks brochure prior to printing. PAC brochure was reviewed. Only a member/member spouse can contribute to PAC or a vendor member.
L. Hathaway presented the packet to go to potential new members in the folder with all of the items to be included: brochure, CMMC brochure and application, membership application, guidelines and PAC brochure. Great job Lisa!

Education: M. Clark stated that they are working on curriculum at this point in time, not speakers. She has been in contact with Mary Bender. Free Education Day is in process. The Benders inquired if there is interest in MAMC sponsoring a three day parliamentarian certification class. YES! Connie Deford also does a one day certification. Masters and Institute are coming along. M. Bender has requested a legislative panel for Masters this year. Institute is in the 3rd year rotation. Some of the focus on classes will change. Secondary classes will be offered for Village

11/19/2014 - 3
Clerks during any Bureau of Election classes. The goal is to have a conference curriculum by Christmas.

J. Bridgeman stated that there is a potential for new election equipment; do we invite vendors to an event.

Free Education Day will be April 1st at the Radisson in Lansing with the legislative luncheon following at GCSI.

**Conference:**

J. Venema and J. Howard reported on the 2015 conference. Vendor first day to register is March 2. It will coincide with the mailing of registrations materials. Looking at stadium blankets for the gift bags. Vendors are already calling. Using Event Brite only for conference registrations. Can choose to either mail in a check or pay online. Credit card fees and Event Brite registration fees discussed. Will be absorbed by the association for now and reviewed and looked at again after conference. Meal costs up at Mackinac. Points for conference workers discussed.

T. Paski reported on Conference Venues:

- 2017 Kalamazoo Radisson or Grand Traverse
- 2018 Amway, Crystal Mountain, Grand Traverse or Kalamazoo Radisson

Need up to 206 rooms on Wednesday for a venue now. Not many places left to accommodate our group. She will check on Henry Ford in Dearborn and Royal Park in Rochester.

Next meeting: potluck and ornament exchange on December 17 between 11:00 and 11:30 a.m.

**Adjourn:**

The meeting was adjourned at 3:37 P.M.

Respectfully submitted,

*Dawn M. Walker*

Dawn M. Walker, CMC
MAMC Secretary

11/19/2014 - 4