



**ARIZONA MUNICIPAL CLERKS' ASSOCIATION
COMMUNICATIONS COMMITTEE MEETING**

**Wednesday, September 2, 2020
10:00 a.m.
Teleconference at (800) 220-9875
Participant Code: 23543649#**

Committee Members: Michelle Stanley, Chair; Stacy Fobar, Co-Chair; Fatima Fernandez, Kara DeArrastia, Judy Martinez, Sheryl Rabin, Terri Roth, Michelle Stine, and Darcie McCracken (Board Liaison)

1. Call to Order
2. Roll Call
3. Liaison Updates
 - a.) Education – Michelle Stine
 - b.) Elections – Linda Mendenhall
 - c.) Handbook & Constitution – Terri Roth
 - d.) Legislative – Hilary Hiser
 - e.) Membership/Mentoring/Region Leaders – Kara DeArrastia
 - f.) Records Management – Ben Lane
 - g.) Scholarship – Crystal Hadfield
 - h.) Executive Board- Darcie McCracken
4. Old Business
 - a.) Discussion and possible approval of the August 5, 2020 minutes (Attachment 1)
5. New Business
 - a) Discussion of the Strategic Plan objectives and Executive Board expectations for the Communication Committee (Attachment 2)
 - b) Discussion of possible ideas/volunteers to archive Listserv questions & answers
 - c) Request for volunteers to review AMCA webpages
 - d) Discussion of the Board's questions for the Communication Committee
 - a. How can we make serving on a committee fun?
 - b. Should there be a criteria for submissions to the newsletter?
 - e) Review of the Fall Newsletter (Attachment 3)
6. Good of the Order/Comments from Committee Members
7. Next Meeting Date: October 7, 2020
8. Adjournment



**ARIZONA MUNICIPAL CLERKS' ASSOCIATION
COMMUNICATIONS COMMITTEE
MEETING MINUTES
August 5, 2020
10:00 a.m.**

Committee Members: Michelle Stanley, Chair; Stacy Fobar, Co-Chair; Kara DeArrastia; Fatima Fernandez; Judy Martinez; Sheryl Rabin; Terri Roth; Michelle Stine; and Darcie McCracken, Board Liaison

1. CALL TO ORDER

Meeting was called to order by Chair Michelle Stanley at 10:02 a.m.

2. ROLL CALL

Present via Teleconference: Michelle Stanley, Chair; Stacy Fobar, Co-Chair; Kara DeArrastia; Fatima Fernandez; Judy Martinez; Sheryl Rabin; Terri Roth; Michelle Stine; and Darcie McCracken, Board Liaison

Absent: None

3. LIAISON UPDATES

a.) Education – Michelle Stine

Michelle Stine, Education Committee Chair, reported that the recent online Athenian Dialogue went well. She said the Committee would have its first meeting of the fiscal year on August 26, 2020. Chair Stanley mentioned the Fall Virtual Academy offered through IIMC. Michelle Stine noted ASU would likely host virtual training soon as well and also was planning in-person training for 2021. Michelle Stine noted there would not likely be upcoming education or training information before the deadline of the Fall newsletter.

b.) Elections – Linda Mendenhall

Chair Stanley stated she received an email from Linda Mendenhall, Elections Committee Chair, which noted the upcoming virtual election training dates of August 12, 2020 and September 9, 2020.

c.) Handbook & Constitution – Terri Roth

Terri Roth, Handbook & Constitution Committee Chair, provided a brief update on what the Committee accomplished last year.

d.) Legislative – Hilary Hiser

Chair Stanley reported she received an email update from Hilary Hiser, Legislative Committee Co-Chair, regarding the Arizona State Library. Governor Doug Ducey had signed an executive order extending the Arizona State Library's funding until March 31, 2021.

e.) Membership/Mentoring/Region Leaders – Kara DeArrastia

Kara DeArrastia, Membership/Mentoring/Region Leaders Chair, stated she had been the Region 5 Leader but was honored to be the Committee's Chair for the first time. She said she would be reaching out to members soon and planning their first meeting for September.

f.) Records Management – Ben Lane

Ben Lane, Records Management Committee Chair, stated the Committee would have its first meeting in September and would be discussing priorities for the year. He stated there were carryover projects pending related to best practices for social media retention. He said another carryover item was best practices for items that were not records but may have historical significance, like gifts given to councils or municipalities and how to store them. He stated the Committee was also working on ways to get staff outside of the clerks' offices excited about records and have more involvement with records management. He noted the Committee's partnership with the Arizona State Library and Archives, adding that the Governor did extend funding for that State department.

g.) Scholarship – Crystal Hadfield

There was no update.

h.) Executive Board- Darcie McCracken

Darcie McCracken, Executive Board Liaison, reported she would have more information after the Executive Board meeting on August 6, 2020.

4. OLD BUSINESS

a.) Discussion and possible approval of the May 20, 2020 minutes

Co-Chair Fobar moved to approve the minutes of the May 20, 2020 meeting; Fatima Fernandez seconded the motion. Motion carried to approve the minutes of the May 20, 2020 meeting.

5. NEW BUSINESS

a.) Introduction of committee members

The members introduced themselves and shared a fun fact.

b.) Review of newsletter calendar and deadlines

Chair Stanley discussed the newsletter calendar and deadlines and asked if anyone had questions. There were none. She noted she wanted to have the first meeting early because of the upcoming newsletter deadline. She said normally she would review goals and assignments of the Committee but would like to wait for the Executive Board meeting.

c.) Minute taking rotation

Chair Stanley asked about doing a volunteer rotation for minute-taking or if should be assigned alphabetically. Kara DeArrastia asked about the dates of futures meetings, noting she was happy to do minutes but was concerned with scheduling conflicts. The group discussed potential meeting dates.

d.) Discussion of upcoming Fall 2020 newsletter

Chair Stanley asked if anyone had ideas for the newsletter and which subjects would be useful for best practice articles. Co-Chair Fobar suggested articles on elections and how to onboard new mayors and councilmembers. Terri Roth suggested open meeting law training articles for boards and commission members.

Kara DeArrastia noted the City of Tempe would be having their first retreat with their new mayor, which would include a recorded open meeting law presentation using Cisco WebEx. She offered to send a link of the recorded meeting to the Committee members which could be shared to the membership.

Chair Stanley encouraged the Committee to send any best practice articles or interesting topics to her at any time throughout the year. She noted it would be beneficial to have a reserve of best practice articles for future use.

e.) Discussion of social engagement ideas

Chair Stanley asked for social engagement ideas. She spoke of doing weekly discussion prompts to increase engagement, but noted permission was needed from the Executive Board first. She suggested the topic of things that happen with Zoom meetings.

Co-Chair Fobar suggested the topics of the most embarrassing things learned in a virtual environment and wacky election stories. She noted the discussion prompts could be scheduled in advance.

Kara DeArrastia asked if polls could be used on the AMCA Facebook page for quick questions or hot topics, like elections. Co-Chair Fobar stated there were ways to poll on social media, as well as using videos and other features.

Co-Chair Fobar also noted that Facebook could be used for social activities like chats and watch parties.

6. GOOD OF THE ORDER/COMMENTS FROM COMMITTEE MEMBERS

Chair Stanley asked the members to please email newsletter and social media engagement ideas to her at any time. She stated she would appreciate any feedback on the newsletter drafts. Kara DeArrastia and Terri Roth both volunteered to help with the newsletter design and layout in Publisher if needed.

7. NEXT MEETING DATE

a.) Discussion of future meeting dates and times

There was discussion regarding best days and times for future meetings. The consensus was to meet on the first Wednesday of each month at 10:00 a.m. Chair Stanley noted the next meeting would be on September 2, 2020 at 10:00 a.m. Kara DeArrastia agreed to take the minutes of that meeting.

8. ADJOURNMENT

The meeting was adjourned at 10:39 a.m.

Respectfully submitted by:
Judy Martinez

AMCA Communications Committee 2020/2021 Board directives in regards to the Communications Committee:

Website:

- Update and ensure the AMCA website has accurate information

***Looking for volunteers to help review webpages**

- Strategic Plan – Goal 4(3) Brag Board page on AMCA website
Strategic Plan – Goal 5(1) Clerks Wall of Fame

***possible idea** - create one “Year in Review” website page at the end of the year – can include all designations, brag-worthy stories, etc.



Newsletter:



- Highlight a page on the website in every newsletter
- Re-Run Election Recertification requirements article
- Yearly survey of what the membership wants to see in the newsletter
- **Strategic Plan – Goal 4(4) Work Life Balance tips in newsletter**
I proposed just adding it as a topic like Clerks in the News, Sponsors, etc so it will always be included.

****Ask all members to send in article ideas like they do with Best Practices****

New Tasks:

- Find a way to archive Listserv (*We have checked and the system will not automate it*)

***Looking for ideas/solutions & any volunteers to do it**

- Strategic Plan – Goal 2 (b) Clerk’s Week celebration: create a Clerk’s Week Celebration packet – posters, proclamation template, press release, etc.

***possible idea** - look into adapting the IIMC press kit for AMCA. **Any volunteers?**

- Strategic Plan – Goal 4(7) provide volunteer opportunities (not sponsored by the AMCA but open to membership participation)

***possible idea** - send out a Listserv asking if anyone had volunteer programs for us to advertise on Facebook or in the newsletter





The Clerk's Insider

WWW.AZCLERKS.ORG | FALL 2020

PRESIDENT'S MESSAGE



I am honored to be the 2020–2021 President of the Arizona Municipal Clerks Association. Other members of the Executive Board include: Teresa Riza, Vice President; Darcie McCracken, Treasurer; Jennifer Pena, Secretary; and Lisa Maxwell and Tracie Bailey, Past Presidents. As the Association's Executive Board, we are available to the membership and welcome your ideas and thoughts on how the Board and the Association can better serve you. Please feel free to reach out to any of the AMCA Board members at any time.

I want to thank those individuals who volunteered to be a member of the various AMCA Committees this year. With your diligent work and effort, we can ensure that the AMCA is serving its membership in the best manner possible.

This coming year, I would like to make a concerted effort toward the development of the association and its committees to ensure that the AMCA Executive Board and Committees are effective, that they are managed with continuity from year-to-year, that changes in Committee membership are seamless, and that each Committee has the tools they need to be successful. Additionally, I would like to focus my attention on developing processes that keep the AMCA membership informed and increase the membership's access to the Executive Board.

Lastly, with the challenges we face during the ongoing COVID-19 pandemic and the adjustments we make to ensure the core functions of our offices continue to serve the citizenship, I want to encourage everyone to share your ideas and process improvements to the benefit of the statewide membership. I know we can overcome the challenges we currently face by continuing to work together as a united team.

Sincerely,

Rhonda Geriminsky
AMCA President

2020-2021

President

Rhonda Geriminsky, MMC
City Clerk, Peoria

Vice President

Teresa Riza, CMC
OML & Council Support
Supervisor, Phoenix

Treasurer

Darcie McCracken, MMC
City Clerk, Goodyear

Secretary

Jennifer Pena, CMC
City Clerk, City of Apache Junction

AMCA Past President

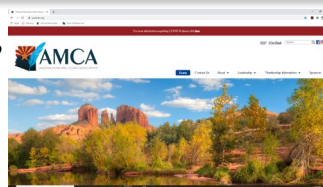
Lisa Maxwell, CRM, MMC
Town Clerk, Gilbert

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Have suggestions, questions or concerns for the AMCA Board?

You can email Board members individually or use the [comment form on the AMCA Website!](#)



Committee Updates

The Executive Board held their first Board Retreat on August 6, 2020 to discuss Board positions and responsibilities, Committee liaisons and Committee assignments, review the FY2020/2021 budget, and goals for the year. At their August 20 meeting, the Executive Board reviewed the AMCA Strategic Plan and assigned outstanding objectives to various Committees and the Executive Board.

The Communications Committee will be posting weekly discussion topics on Facebook to encourage social engagement, especially during these days of limited interaction. We look forward to hearing from everyone! We would also love to hear from your organization on a "Best Practice" that we can feature, something you do that may be helpful or that you are proud of. We welcome you to send in submissions at any time throughout the year.



The Education Committee had their first meeting on August 26, 2020 at which time the committee members started the process of preparing for future Athenian Dialogues, Best Practices, Institute and Academy and Conference trainings for the 2020/21 years. *Stay tuned for updates on more learning opportunities to come!*



The Elections Committee's three part online Elections Training has been very well received. The final 2020 Elections Training will be on September 9th from 8:00 a.m. to 12:00 p.m.

The Legislative Committee would like clerks who were concerned with the AZ State Library funding to know that the Governor signed an executive order extending the Arizona State Library's funding until March 31, 2021. ([Link to executive order](#))

The Records Management Committee will be welcoming new and returning members as it holds its first meeting for the new fiscal year in late September 2020. The Committee continues to work on the following projects:

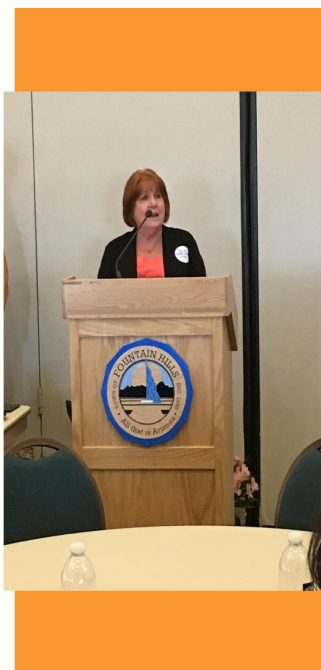
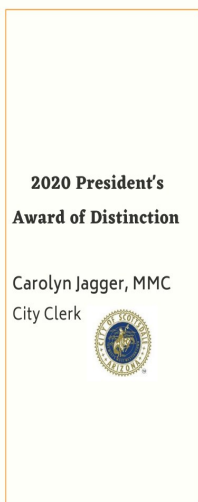
- * Policy for Social Media Records
- * Best Practices for involving and motivating staff outside the Clerk's Office who deal with records management
- * Strategic Preservation Policy – suggestions on how to preserve / display gifts given to your Mayor and Council after those individuals leave office
- * Partnering with the State Library and Archives on the development of engineering record series

The Membership/Mentoring/Region Leaders Committee will hold their first meeting September 10, 2020 with a heavy agenda and objective to develop an implementation plan for the committee and FY 20/21.





AMCA President's Award of Distinction 2020 — Carolyn Jagger



Carolyn began her career with the City of Scottsdale in October 2002 as the Deputy City Clerk. During her tenure as Deputy, she managed the department's technology and passport services sections. She also served as a staff liaison to the Council's District Advisory Task Force and Charter Review Task Force. In September 2003, she was appointed City Clerk.

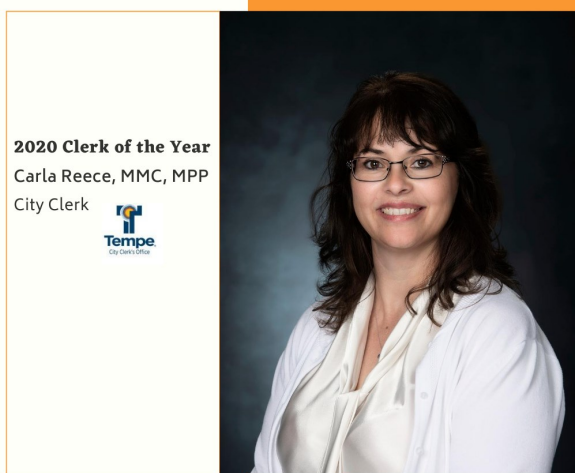
Before relocating to Scottsdale, Carolyn was the Flagstaff City Clerk for five and a half years and served as Executive Assistant to the Flagstaff City Manager for six and a half years.

Carolyn holds the CMC (Certified Municipal Clerk) and MMC (Master Municipal Clerk) designations, earned through the International Institute of Municipal Clerks (IIMC). Carolyn has been a member of IIMC and the Arizona Municipal Clerk's Association (AMCA) since 1997, and has served as its Webmaster, Region 1 Leader, Region 5 Leader, Legislative Committee Chair, and as a member of the Election Certification and Mentoring committees.

Carolyn plans to retire on December 31, 2020 and is looking forward to sharing retirement with her husband and soulmate of forty-three years and spending more time with her family. Carolyn feels that her dreams of the future are bittersweet as she says goodbye to the organization that she loves with all her heart and the wonderful people who mean so much to her.

AMCA Clerk of the Year 2020 — Carla Reece

Carla is a 3rd generation Arizonan, born in Prescott, Arizona and grew up in the small mining community of Bagdad Arizona. She holds a Bachelor's degree in Legal Studies and a Master of Public Policy degree. She has spent 25 years in public service and began serving in the Clerk role in 2010, as a Special District Clerk. As a life-long learner, she holds her Certified Municipal Clerk, Master Municipal Clerk, Elections Officer and Municipal Elections Official credentials in addition to Human Resources, FEMA, and a variety of other credentials earned throughout her service in local government. She has also served a number of community volunteer roles as well as serving on a number of AMCA committees over the last decade. Carla would like to send a big thank you to AMCA for their support over the past ten years



Profession Designations & Certifications



Congratulations to the following individuals for completing their designation of Certified Municipal Clerk (CMC) or Master Municipal Clerk (MMC) from the International Institute of Municipal Clerks (IIMC). Both programs require an extensive educational component achieved by dedicating time and effort

Linda Mendenhall, MMC Deputy City Clerk, City of Avondale

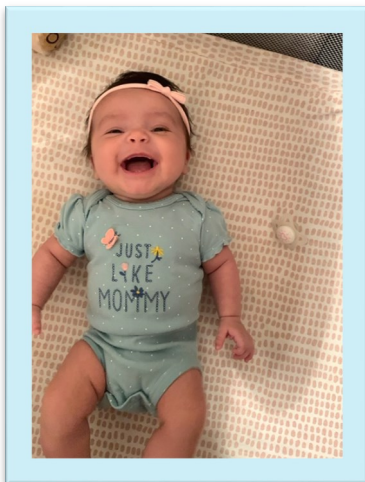


One of Linda’s hobbies is local theater; she is on the Board of Directors for the Ghostlight Theater in Sun City West. Along with that role, she has performed in numerous plays and musicals. She has directed many plays, set design and lights and sound. When appearing in a play, she finds it extremely rewarding to immerse yourself in a character, bring it to life and make the audience believe that you are that character. One role, in particular, she recalls, playing an unfaithful wife. As members of the audience were greeting the cast during the cast lineup after the show, they were saying things to her such as “I hope you are happy”, “ you homewrecker”, “I had a boring husband too, so I know how you feel,” etc. Linda said, “It was the biggest compliment because they believed my performance!” As a Director, Linda loves the ability to take the written word and bring it to life. Her goal is to give the audience an enjoyable experience while also taking them on a journey and leave them with a feeling that they were a part of the story. Hopefully, they forget about their troubles even if it is only for a short time.



Linda’s first exposure to the Clerk’s field was when she worked for Maricopa County and they offered an on-site educational opportunity through Rio Salado to obtain a certificate in Public Administration. One of her classmates was Pam Hanna, or at the time, Pam Oliviera, the City Clerk for the City of Glendale. Pam spoke so highly about the profession and stressed the importance of the duties of the position. One evening, the group got together to work on our project; Pam had some important tasks to do at the office, so we all met her there. After we finished working on our project, Pam gave us a tour of the office and the council chambers and told us about her role within the city. It was at that moment Linda knew she wanted to be a City Clerk.

Chaveli Herrera, MMC Deputy Town Clerk—Town of Gilbert



Fun fact: This year I became a new mom! I welcomed my daughter, Emery, back in May. I am also a huge animal lover! My husband often jokes that I am always bringing home new dogs. We have four large dogs already, so he isn’t necessarily wrong.



The best part about my job is the many different people I get to interact with on a daily basis, whether it be customers, Councilmembers, other Clerks or internal staff. I am constantly learning new things every single day and no two days are ever alike. I am so grateful for the relationships and camaraderie that exists within the AMCA community and the amount of support, insight and overall help and guidance that is always so freely offered, even at a moments notice.

Lindsay Daley, CMC
Clerk of the Board—Coconino County

Lindsay Daley was appointed Clerk by the Coconino County Board of Supervisors in September 2018. She began her service with Coconino County in 2003 while pursuing her Masters Degree in Public Administration at Northern Arizona University. The positions she has held in her 17 years working with Coconino County include Administrative Specialist in the Elections Department, Management Assistant in the County Manager's Office, Information Coordinator with the Public Works Department and Executive Assistant to County Supervisor Matt Ryan. She learned a lot about the Clerk position from former County Clerk, Wendy Escoffier, who also encouraged Lindsay to start trainings with the Arizona Municipal Clerks Association and the International Institute of Municipal Clerks, to work towards her CMC. Lindsay still feels like a newbie in the Clerk position and is thankful for the strong support she has received from her fellow County Clerks in Arizona, who she credits with helping her transition into the challenging position. She feels there is so much more to learn and is excited for the road ahead. Lindsay and her husband, Gregg, have two daughters (12 and 7 years old) and they enjoy attending live music shows (pre-COVID), hiking, and working in the yard together.



Michelle Stanley, CMC
Deputy Town Clerk — Town of Payson

One of the things that surprises me most about the Clerk profession is how diverse the job description is. One day we are searching for records going back to 1974 and the next day we are planning Council Meetings and soliciting public comments. I enjoy the ever-changing days and the constant learning required. It keeps me on my toes! When I am not at work my husband William and I love to go trail riding or to visit our twin girls in California, especially now that we are new grandparents!



A Fun Fact about me is that I was born in Belize, the only English speaking country in Central America. My Mom has a house on the beach and I spend most of my visits in a hammock watching “the coconut channel!”

Master Municipal Clerks (MMC's)

Sheryl Rabin, MMC

Deputy City Clerk—City of Glendale

Leah Rhodes, MMC

Deputy Town Clerk—Town of Sahuarita

Erica Smith, MMC

Management Assistant to City Clerk—
City of Scottsdale



Certified Municipal Clerks (CMC's)

Samantha Gesell, CMC

Planning Clerk—Town of Carefree



Welcome new AMCA Members!! New AMCA Members, July – August 2020

- Kristen Benavidez, Records Program Manager, City of Glendale
- Rosa Cays, Deputy Town Clerk, Town of Jerome
- Lindsay Daley, Clerk of the Board, Coconino County
- Christopher Feltz, Senior Administrative Assistant, City of Scottsdale
- Jessica Gerspach, City Clerk Assistant, City of Mesa
- Zijun Liang, Town Clerk, Town of Tusayan
- Irene Martinez, Administrative Support Specialist, City of Glendale
- Olga Pavone, Administrative Assistant, City of Surprise
- Kelsey Pickard, Deputy Clerk of the Board, Pinal County
- Priscilla Pina, City Clerk Specialist, City of Goodyear
- Marissa Romo, Records Manager, City of Litchfield Park
- Denise Ryan, Records Management Technician, Town of Prescott Valley
- Kristi Salskov, Assistant to the Town Clerk, Town of Pinetop-Lakeside
- Sharla Sanders, Administrative Assistant, City of Surprise



Work /Life Balance

COVID-19 has, and continues to be, challenging for most, and the physical distancing aspect of it has many of us feeling discombobulated, especially for those working at home. Understanding the differences of those you are working with may help you communicate more easily and effectively with each other.

Extraverts are generally energized by being around others. Extraverts thrive when working together and often seek out opportunities to work with and engage with others. In some extreme forms, extraverts may be uncomfortable being alone for extended periods of time. With COVID-19, extraverts feel the impact of missing the physical presence of coworkers, friends, and family. Living alone during this time can be especially challenging for an extravert. Video calls, phone calls, and virtual meetings may be important options to help an extravert get an energy lift.

Introverts are, you guessed it, the opposite of extraverts and are energized by being alone - and that is how they recharge. Although it seems as if COVID-19 would provide a reprieve for most introverts, it also poses new challenges. To an introvert, video calls may feel intrusive with too much face time, or even overwhelming in large group meeting situations. It may even feel hard to get alonetime during the pandemic for introverts. Consider phone calls, text messages, or e-mails as the best options for some of the video calls when it makes sense for the situation.

Unfortunately, there is no "one size fits all" solution, but there are three basic topics you can use.

1. Be aware of your own introversion/extraversion level and recognize that others will have different levels.
2. Develop a mix of communication and meeting types - and don't be afraid to informally ask others what their preference for meetings and communication are.
3. Encourage others to pace themselves and take care of themselves during this stressful time.

Adapted from SHRM Online *Viewpoint, Introverts and Extraverts in the Time of COVID-19*



Staying Connected During the Pandemic

[Temple Health full article here](#)

During the pandemic, we have been asked to socially, or physically, distance to slow the spread of the COVID-19 virus. For many people, keeping a distance from others can be tough medicine to take. The truth is, we all need contact with other people. Connections promote wellness. Human connection is essential for good health, especially when life presents situations that can cause increased anxiety.

The good news is that social distancing doesn't mean being alone. Here are tips for staying engaged and connecting with others to stay positive and healthy:

- ▶ **Connect Digitally.** Although Technology has taken its share of hits for causing isolation, during social distancing it can actually help build community and prevent feelings of loneliness. Be creative, have coffee together, do a movie review, read a story together, anything to stay connected.
- ▶ **Attend a class/event virtually.** Schools, gyms, yoga studios and local attractions such as zoos and museums are getting creative, offering opportunities for you to enjoy what they offer digitally. Better yet, do it with someone else.
- ▶ **Reconnect with family.** All those things you've put off because there was never time can move from your wish list to a to-do list. Cook together, play games, work on puzzles, video games, etc.
- ▶ **Have a neighborhood hangout...**distantly. Create drive way art with chalk, get together in your individual driveways, do a neighborhood scavenger hunt, the list of fun is endless.
- ▶ **Make a phone call.** Sounds simple, and a bit old school, but sometimes old school does the trick. Just hearing someone's voice can be enough to lift both your spirits. Asking someone how they're doing can also be all it takes to be honest about feeling isolated and lonely.

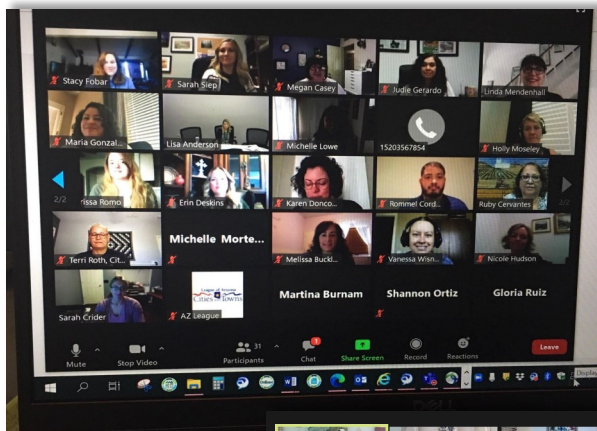
Election Certification/Recertification Program

The Certified Municipal Election Official designation was developed in 1993 by the Arizona Municipal Clerks' Association, in conjunction with the League of Arizona Cities and Towns, to provide training in the area of municipal election administration.

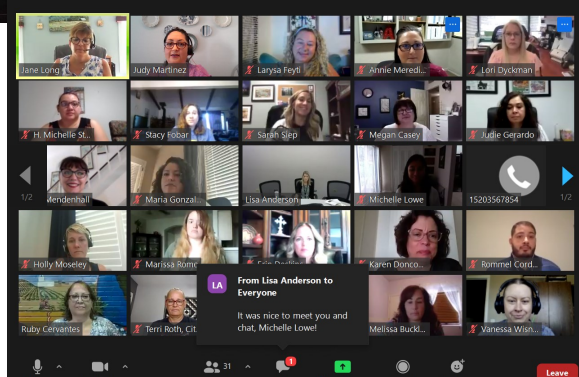
Initial Certification: The AMCA Election Training is provided once a year (usually for 1.5 days in conjunction with the AMCA Annual Conference). To become certified, a member has five years to complete 31.5 hours of election trainings* AND then complete the Election Exam with a 90% pass rate. Election Certification is valid for four years from the certification date.

Re-certification: For those seeking to maintain their AMCA certification status, within the four years after achieving Election Certification status, a member must complete one of the following: complete 21 hours of election trainings*; OR complete 10.5 hours of election trainings* AND take the AMCA Elections Exam with a 90% pass rate.

For more information and to fill out the necessary form to take the Election Certification Test, [click here](#).




The AMCA Athenian Dialogue of Option B by Sheryl Sandberg was held online via the Zoom Platform on July 22 and 23, 2020. The group had lively discussions on facing adversity, building resilience and finding joy. *(We also discovered Zoom meetings can split into intimate break-out groups for one on one conversations!!)*



2020 Summer Athenian Dialogue
 Wednesday, July 22, 2020 & Thursday, July 23, 2020—9:00 a.m. to 12:00 p.m.
 Dialogue Will Be Held Online Via Zoom Platform


Option B: Facing Adversity, Building Resilience and Finding Joy
 by Sheryl Sandberg



OPTION B

FACING ADVERSITY,
BUILDING RESILIENCE,
AND FINDING JOY

#1 NEW YORK TIMES BEST-SELLING AUTHORS
SHERYL SANDBERG
LEARN FROM
ADAM GRANT
ORIGINALS



After the sudden death of her husband, Sheryl Sandberg felt certain that she and her children would never feel pure joy again. "It was in the void," she writes, "a vast emptiness that fills your heart and lungs and restricts your ability to think or even breathe." Her friend Adam Grant, a psychologist at Wharton, told her there are concrete steps people can take to recover and rebound from life-shattering experiences. We are not born with a fixed amount of resilience; it is a muscle that everyone can build.


Option B combines Sheryl's personal insights with Adam's eye-opening research on finding strength in the face of adversity. Beginning with the gut-wrenching moment when she finds her husband, Dave Goldberg, collapsed on a gym floor, Sheryl opens up her heart—and her brain—to describe the acute grief and isolation she felt in the wake of his death. But Option B goes beyond: Sheryl's loss to explore how a broad range of people have overcome hardships including illness, job loss, sexual assault, natural disasters, and the violence of war. Their stories reveal the capacity of the human spirit to persevere—and to rediscover joy.

























Resilience comes from deep within us and from support outside us. Even after the most devastating events, it is possible to grow by finding deeper meaning and gaining greater appreciation in our lives. Option B illustrates how to help others in crisis, to develop compassion for ourselves, raise strong children, and create resilient strategies, communities, and workplaces. Many of these lessons can be applied to everyday struggles, allowing us to brave whatever lies ahead. Two weeks after losing her husband, Sheryl was preparing for a father-child activity. "I want Dave," she cried. Her friend replied, "Option A is not available," and then promised to help her make the most of Option B.

We all live some form of Option B. This book will help us all make the most of it.
(Excerpt from Amazon)

IIMC Learning Opportunities

The IIMC continuously strives to fulfill its mission of "promoting continuing education and certification through university and college-based institutes and providing networking solutions, services and benefits to our members worldwide" — even through a global pandemic.

 **2020 FALL VIRTUAL INSTITUTE**
IN COLLABORATION WITH:

 26 AUG	 Carl Vinson Institute of Governme. UNIVERSITY OF GEORGIA	 30 SEP	 WICHITA STATE UNIVERSITY OFFICE OF REGIONAL ENGAGEMENT AND ECONOMIC DEVELOPMENT Public Policy and Management Center	 4 NOV	
 2 SEP		 7 OCT		 18 NOV	
 9 SEP	 VCU	 14 OCT	 ASU Bob Ramsey Executive Education Arizona State University		
 16 SEP		 21 OCT	 Casper College Center for Training and Development		
 23 SEP		 28 OCT	 THE UNIVERSITY OF ALABAMA College of Continuing Studies Continuing Studies		

The IIMC Education Department is currently working on a second round of this program called the "Fall Virtual Institute." This series will be even bigger than the first with **12** Institutes on board from across the United States and 12 weeks of education provided for the membership.

Link to more info: <https://www.iimc.com/131/Online-Learning-Opportunities>

Interested in more Athenian Dialogues?

In collaboration with the IIMC, the Virginia Municipal Clerks Institute & Academy is offering an online series of Athenian Dialogues through October 2020. These pre-approved Athenian Dialogues are eligible for 3 CMC or 3 MMC points each, with the completion of the required learning assessments. Sessions are open to all IIMC members.

Registration Fee: \$75 for VMCA members; \$100 for Non-members (does not include cost of book)

Link: <https://ocpe.vcu.edu/vmca/athenian.html>



Best Practice Idea from the City of Flagstaff—Calendar for Council Transition

D R A F T 2018 CANDIDATE/COUNCIL PROCESS

STEP	TIMELINE
<p>Develop Handbook for all Official Candidates</p> <p>Include:</p> <ul style="list-style-type: none"> Charter Links to: City Code, Regional Plan, Budget Rules of Procedure Council Goals/Objectives One-Page Summary of Each Division Organizational Chart Budget Summary Calendar of Meetings Board/Commission Summary City’s Demographic Information List of Governmental Acronyms 	<p>02/28/2018</p>
<p>Provide Handbook to CVB for Finalization</p>	<p>03/01/2018 – 04/15/2018</p>
<p>Copying/Compilation of Final Document</p>	<p>04/15/2018 – 04/29/2018</p>
<p>Handbook Available for Official Candidates</p> <p>Obtain One-Page Sheet from Candidate for Pamphlet (PROPOSED)</p>	<p>04/30/2018</p>
<p>Council Candidate Orientation</p> <ul style="list-style-type: none"> Have City Manager introduce DCM’s Have DCM’s introduce their Divisions Division Summaries 	<p>05/30/2018 – 08/30/2018</p>
<p>ELECTION</p> <p>CANVASS</p>	<p>11/06/2018 11/12/2018 – 11/26/2018</p>
<p>Transition Team Meeting</p> <ul style="list-style-type: none"> Manager’s Office Council’s Office Clerk’s Office Facilities Communications Office Finance IT 	<p>11/07/2018 – 12/17/2018</p>
<p>Once Elected</p> <p>Add to Handbook:</p> <ul style="list-style-type: none"> Boards/Commission Manual and Current Rosters/Authorities Council Travel Policy Intergovernmental Priorities Council Goals Listing of Department Heads/Contact Info <p>Provide Copies of: (ask if they want electronic and/or hard copy)</p> <ul style="list-style-type: none"> Zoning Code, Regional Plan, Recent Budget Book 	

Once Elected continued...**Council/Mayor-Elect Meeting with Administrative Staff**

Obtain completed one-page summary of name for cards, email, social media
 Council Protocol with staff
 Meeting Process / Rules of Procedures (including motions)
 - ES held in Staff Conference Rooms
 - Meals between 4:30/6:00 pm meetings
 Agenda Process
 Security
 Public Records
 Dais Seating Process
 City Manager Awards - Council can nominate
 Common Conferences attended by Council (League)
 Trip to Washington DC and Phoenix for lobbying
 Description of Facilities - Meeting Rooms
 Parking Information
 Provide opportunity to meet with past councilmembers (if interested) (Celia willing)

Council/Mayor-Elect Meeting with Human Resources

Insurance
 457 Plan
 Payroll Process
Wellness Program

Council/Mayor-Elect Meeting with Legal Staff

OML and Recap of Public Records (ArchiveSocial)
 Legal Protocol

Council/Mayor-Elect Meeting with Finance

Color of Money
 Payroll - How it Works
 Travel Budget / Process / Mileage
 Schedule demo of OpenGov (if interested)

Council/Mayor-Elect Meeting with IT

iPad/Laptop?
 iAnnotate?
 Remote connections

BEGIN PLANNING FOR:**FAREWELL RECEPTION****12/11/2018**

To be held at the first Work Session in December
 Try to keep the agenda light
 Provide an opportunity for councilmembers and public to speak
 Prepare e-invitations - provide to councilmembers for circulation
 Promote within community

INSTALLATION RECEPTION**12/18/2018**

To be held on the same day as seating, but prior to Regular Meeting
 Try to keep the agenda light
 Provide an opportunity for councilmembers to speak
 Prepare e-invitations - provide to councilmembers-elect for circulation
 Promote within community

Best Practice Idea from the City of Tempe

Ombudsman Open Meeting Law presentation

The City of Tempe has kindly shared their WebEx video recording of the Ombudsman Open Meeting Law presentation given at the Tempe City Council's Retreat August 7, 2020. This is a must for new Council Members, and all committee and boardmembers!



[Link to presentation](#)



CARES

Act

FAQs

By: William Brewton, Marketing Specialist at Municode

The coronavirus pandemic has drastically shifted the way local governments operate. Municode applauds Clerks who have adapted during these times. Between moving services online, spreading accurate information, live streaming public meetings, or figuring out how to work safely and efficiently, you have made a difference to your community.

While your local government may have responded effectively, it is now time to shift into recovery. The CARES Act provides funding that can assist with covering costs that have arisen from the pandemic. These costs may also include software that increase efficiency, transparency and communication. Some examples include meeting and agenda management software, content management systems, website designs, digital publishing software, online municipal code platform, and more. Understanding the CARES Act can be tricky as you will need to know how to access funding and how to file grant applications. It is of the utmost importance to get this done fast in order to disperse funding where your local government needs it. Below you will find frequently asked questions on the CARES Act to ensure the process of securing funds goes as smoothly as possible.

NOTE: *The following information comes from the [United States Treasury's website](#). This is not intended as legal guidance and if you need more assistance, contact your state representatives.*

What is the CARES Act?

The Coronavirus Aid, Relief, and Economic Security (CARES) Act was signed into law on March 27, 2020. It provides economic relief to American workers and families, business and industry, and governments in the form of \$2 trillion dollars.

What expenses does the CARES Act Funding cover for local governments?

Per the United States Treasury,

"The CARES Act requires that the payments from the Coronavirus Relief Fund only be used to cover expenses that—

(Continued on page 13)

1. are necessary expenditures incurred due to the public health emergency with respect to the Coronavirus Disease 2019 (COVID-19);
2. were not accounted for in the budget most recently approved as of March 27, 2020 (the date of enactment of the CARES Act) for the State or government; and
3. were incurred during the period that begins on March 1, 2020, and ends on December 30, 2020." What justifies a "necessary expenditure?"

Any action that was taken to respond to the pandemic through addressing medical or public health needs or any second-order consequence of the emergency can be considered a necessary expenditure. Expenditures will be considered necessary by the government officials in charge of spending fund payments.

Can these funds be used to purchase software?

Yes. Social distancing and the need to work from home has increased the need for direct communication between communities and their local government as well as more online resources. CARES Act funds can be used for computer software and SaaS that were incurred and unbudgeted for.

Is my municipality eligible for CARES Act federal funding?

Local governments (county, municipality, town, township, borough, village, parish, etc) below the state level that exceed a population of 500,000 are eligible for federal funding. It was required for eligible governments to submit the certification required by the CARES Act to the treasury by 11:59 EDT on April 17, 2020.

My municipality did not receive federal funding. Can I still access these funds?

The federal government disbursed funds to each state which set their own processes for distributing funds to municipalities. Contact a state representative to find out how to access these funds. Chances are you will need to submit an application or grant.

What can I do to give my municipality the best chance of receiving funds?

Thoroughly explain the intended uses of the software and how the software caters to the needs of your municipality to provide more online resident communication and automate workflows for staff.

Are there other opportunities for local governments to receive funding for Covid-19 related expenses?

The federal government has several Covid-19 related grants:

1. Emergency Management Performance Grant (EMPG)
[>Read more here](#)
2. Guidance on Use of Hava Funds for Expenses Related to Covid-19
[>Read more here](#)
3. Homeland Security Grant
[>Read more here](#)



During these uncertain times, it is crucial to provide your staff and community with the best resources possible. The CARES Act is meant to allocate funds to assist Clerks with these resources. While this only covers sections of the CARES Act that relate to local government, we hope this helped with understanding the nuances of the bill. Even if you are not eligible for reimbursement, we'll work with your budget and timeline to help you meet your citizens' new expectations for online engagement and public service access. [Contact a representative at Municode to learn more.](#)

I own a small (22 employees) publishing company which I started more than 30 years ago. We provide codification services to more than 560 local government jurisdictions across the nation. When she heard the news of the COVID-19 as the cause of death of 35 individuals in a nursing home near Seattle, my CFO (Ashlee) told me we would have to have our employees work remotely. I initially scoffed at the idea, but she was adamant. I told her she was crazy, and this virus would be gone in a month (sound like someone else we know?). She sent one employee to the Microsoft store to buy as many Surface tablets as she could. I told Ashlee we should open only one of them for testing purposes. By the end of the second day the tester (an editor) said while they weren't perfect, we could use them. Because the nibs on the stylus pens seemed to break frequently, we stocked up on those as well as the tiny batteries which make the pens work. We sent everyone home less than a week after the purchase. Employees even took their telephones which we use when a customer calls and wants to discuss something with us. This all took place before the governor told us to stay home. Ashlee and our tech administrator have done a miraculous job of keeping the company going.

The coronavirus has caused many closures or disruptions of business and public services in the Seattle area. At Code Publishing we are taking a pro-active approach by enabling and encouraging our employees to work remotely from home. We combine cloud computing and local networking to make this possible. As much as possible we intend to maintain workflow and deliveries at our usual pace.

We understand that local governments will be under great stress. If in any way we can be helpful, let us know. Believe me we are empathetic with what you are or have been experiencing.

We are (were?) a paper-driven business. Materials in the form of ordinances are uploaded to our user portal by all of our customers, but we always printed them for the editors to mark up; new pages were printed for the proofreaders to indicate corrections, then given back to the editor. Some projects may have been printed two or three times before being deemed error free. That process no longer exists. Pages requiring changes are exported from a PDF file, the editors use the tablets to show changes, save the PDF file then provide that for a proofreader. It goes on from there, but there's no paper.

There was a learning curve; editors and proofreaders are used to touching paper to make changes. This may be a thing of the past.

We have been able to keep our staff busy and working full-time. There are always things we can do to make our company more paper-free and perhaps more efficient. Presumably, local government will remain a fixture in our nation. Let's hope so.



Margaret Bustion,
President, Code Publishing LLC

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