

April 17, 2024



**Virginia Beach Retired Employees Association
Minutes of the Board of Directors
April 17, 2024
at 9:30 a.m.
Large Conference Room
Agricultural Building**

Email: vbrea.webmaster@gmail.com

Website: vbrea.org

Board of Directors:

President – Pete Leavitt

Vice President – Joelle Talbot

Secretary – Louise Pesnicak

Treasurer – Donna Brehm

Members – Twila Leavitt, Nancy Moore, Margaret Sullivan-Rucka, Cathy Morse, Kathy Smith

Welcome:

The President welcomed all present.

Reports of Board Members:

President – Pete Leavitt

- Pete reported his personal e-mail server has changed and is working on getting the bugs out. As a result, his e-mails may be delayed.

Vice President – Joelle Talbot

- No Report

Secretary – Louise Pesnicak

- March minutes approved by e-mail.

Treasurer – Donna Brehm

- Nancy moved and Margaret seconded to approve the March Treasurer's Report as presented. Approved.
- Approximately 40% response to dues renewal letters that were sent out.
- Report attached to these minutes.

Reports of Committees:

Benefits/Wellness – Chair Vacant

- No report.

Communications – Twila Leavitt

- 5 letters were sent in March to new retirees.
- Website visits trending down.
- Graphics changed to spring motif and meeting dates updated on the website. Survey results posted.
- Website and committee reports attached to these minutes.

Questions regarding items discussed in these minutes should be sent via email to vbrea.webmaster@gmail.com.

Involvement – Nancy Moore

- March luncheon well received at Reginella's. Approximately 31 members attended.
- Picnic date changed to a week earlier due to city holiday.
- Central Library booked for our annual meeting. Motion made by Margaret and seconded by Donna to check out prices for a luncheon-motion carried. To be discussed at next BOD meeting as well as possible speaker for the meeting.
- Report attached to these minutes.

Finance – Donna Brehm

- Donna presented the updated Income and Expense Report for the current fiscal year.
- Report attached to these minutes.

Membership – Donna Brehm

- New list of active members has been distributed to the board.

Unfinished Business

- Health Insurance Credit –To be discussed further at May meeting.
- By-Laws committee presented recommended changes and reviewed by Board. Copy of revised By-laws to be posted for general review by members for two weeks as noted in our By-laws.

New Business

- Kathy Smith identified need for our membership form to be updated. Where to mail the form needs to be relocated on the form.
- Issue of printing documents for Board meeting introduced by Donna. Decided that each member would print out their own documents as needed.

There being no further business, the meeting was adjourned at 11:15 A.M. followed by the meeting at Dockside.

Respectfully submitted by,

Louise Pesnicak

VBREA TREASURER'S REPORT - APRIL 17, 2024				
REPORT PERIOD:	MARCH 1-31, 2024			
VA BEACH CREDIT UNION CHECKING				
		STARTING BALANCE:		\$117.48
	CREDITS			
	Monthly Interest	\$0.00		\$0.00
	Dues- 2 Renewals, 3 New	\$60.00		\$60.00
	March 50/50 proceeds	\$38.00		\$38.00
	Dues-renewals	\$108.00		\$108.00
	DEBITS			
	Member Ties-annual renewal	\$75.00		\$75.00
RECONCILED BALANCE WITH MARCH 31 STATEMENT				
				\$248.48
VA. BEACH CREDIT UNION SAVINGS				
		STARTING BALANCE		\$1,783.73
	CREDITS			
	Monthly Interest	\$0.23		\$0.23
	DEBITS			
		\$0.00		
RECONCILED BALANCE WITH MARCH 31 STATEMENT				
				\$1,783.96
VA. BEACH CREDIT UNION MONEY MARKET ACCT.				
		STARTING BALANCE		\$5,055.89
	CREDITS			
	Monthly Interest	\$2.58		\$2.58
	DEBITS			
		\$0.00		
RECONCILED BALANCE WITH MARCH 31 STATEMENT				
				\$5,058.47
TOTAL ASSETS AS OF MARCH 31, 2024				
				\$7,090.91

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VBREA Communications Committee

April 10, 2024

The Communications Committee met April 10, 2024 at 9:30 a.m. at Brick House Diner, 941 Providence Square.

Those present were Twila Leavitt, Chairman; Phillip White, Cathy Morse, Stan Morse, and Mary Cardwell. Pete Leavitt was a guest.

Twila welcomed everyone.

Membership and Retirement Letters and Member Information: Phillip sent five letters to new retirees for March.

Greeting cards: Three thinking of you cards were sent.

Member information and Website: Cathy Morse stated the new visitors are down. Site traffic shows increased activity on the majority of our pages. Cathy updated the website. She sent three email blasts.

Mary reported information on a Mystery Movie at Regal Columbus and Regal Strawbridge. It begins at 7 P.M. on Mondays. The cost is \$5.00 for the movie only or \$9.00 for the movie, small popcorn, and drink.

Old Business:

New members for the Communications Committee assist and backup for different duties. Twila will point this out at the monthly meetings.

New Business:

The next meeting will be May 8, 2024 at 9:30 a.m. at Brick House Diner.

The meeting adjourned at 10:25 a.m.

Respectfully submitted,

Twila Leavitt, Chairman

Mary Cardwell, Secretary

**Webmaster Report – Cathy & Stan Morse
Virginia Beach Retired Employees Association
April 10, 2024**

Our site is: www.vbrea.org

Our email is: vbrea.webmaster@gmail.com

**Webmaster Dashboard Unique Visitors Report
March 10, 2024 – April 8, 2024**

Unique Visitors: Every computer has its unique code so individual computer visits are only once during a week from a Monday through a Sunday no matter how many times that individual computer visits.

Mar 10 – Mar 24	Unique Visitors	Page Views
10	1	1
11	6	9
12	7	23
13	6	6
14	1	3
15	1	2
16	4	12
17	4	8
18	7	9
19	6	11
20	8	19
21	6	7
22	4	9
23	2	3
24	9	16

Mar 25 – Apr 8	Unique Visitors	Page Views
Mar 25	9	21
26	2	6
27	5	20
28	3	7
29	3	6
30	1	1
31	4	6
Apr 1	0	0
2	11	18
3	6	12
4	11	17
5	13	20
6	4	11
7	4	7
8	5	9

The table above reflects the past 30 days. For this reporting period, unique visits and page views are down, and overall activity has dipped slightly down. Updates to the website include: Replaced St. Patrick’s Day graphics with spring flowers on entire website; on the HOME page posted the information for the March 2024 General Membership Meeting with RSVP instructions and the April 2024 General Membership Meeting, posted the VBREA survey results from the survey distributed in 2023 with dues statements; on the OUR PRESIDENT page, updated the President’s message; on the CALENDAR page updated upcoming meetings; updated CVB-PT-POSITIONS-SPOTLIGHT page; added March 2024 retirees to NEW-RETIRES page; on the STAY-CONNECTED page added the February 2024 and March 2024 Board Meeting minutes.

The dotted lines on the first graphic (on the next page) of the Webmaster Views Report show the previous 30 days for comparison. According to Weebly analytics, there were 153 unique visits, which is down 10% over the last 30 days than from the previous 30 days. There were 299 page views, which is down 8% from the previous 30 days. Unique visits viewed an average of 1.9387 pages, which is up 9%. Although unique visits and page views are down, site traffic (second graphic on next page) shows increased activity on the majority of our pages.

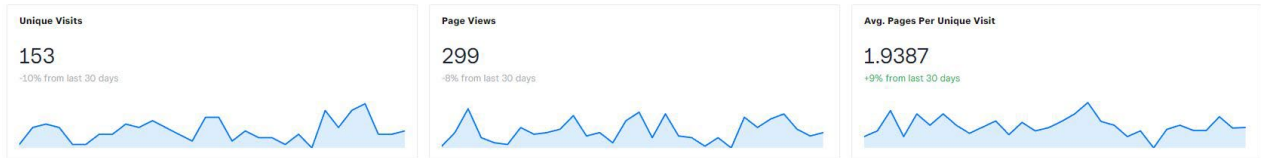
Questions regarding items discussed in these minutes should be sent via email to vbrea.webmaster@gmail.com.

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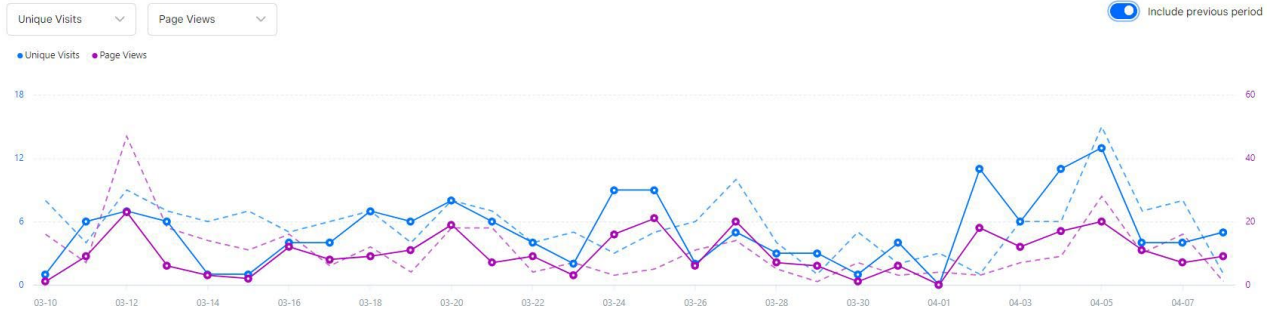
Webmaster Views Report March 10, 2024 – April 8, 2024

Overview

Daily March 10, 2024 - April 8, 2024



Compare your data



Top Pages Reviewed: The figures indicate which pages had more “interest” for viewers.

Page Name	Views past 30 days	Vs Previous 30 days
/ (home page)	46	+37.4%
/about-us.html	1	+4.0%
/benefits-and-you.html	2	+33.33%
/calendar.html	2	+33.33%
/cvb-pt-positions-spotlight.html	2	+28.57%
/in-gratitude.html	-	-
/local-commerce.html	-	-
/membership.html	6	+30.0%
/new-retirees.html	32	+43.84%
/our-president.html	2	+66.67%
/services-opportunities.html	1	+14.29%
/stay-connected.html	-	-
/vbrea-events.html	-	-

Since the last report in March, three email blasts were sent to the membership: one about the March membership meeting date, location, and RSVP instructions, and two about the April membership meeting information. The second email about the April membership meeting was sent out to correct the date from the first.

*Questions regarding items discussed in these minutes should be sent via email to
vbrea.webmaster@gmail.com.*

Involvement Committee
Meeting Minutes
April 2, 2024 10:00 am
Large Conference Room
Agricultural Building
Virginia Beach, VA

Present were Nancy Moore, Louise Pesnicak, Roberta Snyder, Joelle Talbot, Ilene Snyder. Absent were Rose Dawley, Pat Hamm, Joyce Wilson, Pete Leavitt, Sue Sullivan and Jean Marshall

March meeting at Reginella's Italian Restaurant went good. Had 31 attend. Food and service were good. Will go again.

Discussed the June picnic. Need to change the date due to a City holiday. Changed to June 12 (second Wednesday). Will advise the members when sending out the April luncheon information.

Have Ilene check library or do November meeting at a restaurant. Will discuss further with the Board.

Brought before board on paying in advance for tickets to Little Theater. Board did not want to pay in advance for tickets. Find a date and arrange discount for tickets. Need to have 20 to get a discount.

April 17 – Dockside Restaurant located off Shore Drive. Do not need any reservations.

May 15 – A J Gators on Holland Road – Will have Pat check to make sure the date is good.

June 12 (new date) – Annual picnic at the Farmers Market – Nancy asked Ilene to get in touch with Jenny to make sure we are on the calendar for this date.

July 17 – Taco Loco on VB Blvd.

August – No meeting.

September 18 – Possibly Golden Corral – possible speaker from Credit Union

October 16 – Golden Corral – possible speaker – Al Chewning

November 20 – Central Library if available; if meet at the library or church – have lunch; premade sandwich tray (turkey, tuna salad, chicken salad). Check with Board on restaurant or provide food.

December 11 – VB National Golf Club

Discussed the June picnic further – Pollards – Nancy will contact Pollards to get on their calendars. Party Buffet #1, add a tray of barbeque, 2 unsweet teas and one sweet, water, Cookies. Nancy will check the box for cups, napkins, paper towels, small plates, ziplock bags, table cloths.

Next meeting on May 7, 2024 at 10:00 in the small conference room, Agricultural Building.

Meeting adjourned at 11:37 am.

VBREA ANNUAL RECORD OF INCOME AND EXPENSES FOR 2023/2024 FISCAL YEAR

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	TOTAL TO DATE
INCOME													
DUES-NEW AND RENEWAL	\$6.00	\$6.00	\$0.00	\$18.00	\$1,602.00	\$498.00	\$123.00	\$42.00					\$2,295.00
50/50 RAFFLES	\$31.00		\$34.00	\$30.00	\$26.00	\$55.00	\$36.00	\$13.00					\$225.00
RAFFLE PROCEEDS DESIGNATED FOR DOOR PRIZES						\$580.00		\$10.00					\$13.00
RECEIPTS FOR HOLIDAY LUNCHEON-MEMBERS AND GUESTS								\$10.00					\$590.00
RECEIPTS FOR SPRING PICNIC-GUESTS	\$2.83	\$2.84	\$2.74	\$2.83	\$2.76	\$2.86	\$2.82	\$2.64					\$0.00
INTEREST FOR ALL ACCOUNTS													\$22.32
TOTAL INCOME TO DATE	\$39.83	\$8.84	\$36.74	\$50.83	\$1,630.76	\$1,135.86	\$161.82	\$80.64	\$0.00	\$0.00	\$0.00	\$0.00	\$3,145.32
EXPENSES													
HOLIDAY LUNCHEON-ALL EXPENSES													\$2,018.86
ANNUAL MEETING-ALL EXPENSES				\$136.47	\$67.10	\$1,997.87							\$203.57
SPRING PICNIC-ALL EXPENSES	\$29.27												\$29.27
SUPPLIES FOR NEW MEMBER MAILOUTS				\$209.28	\$49.76			\$68.00					\$68.00
SUPPLIES FOR ANNUAL DUES AND MARCH REMINDER			\$19.95		\$144.00								\$259.04
WEBSITE AND MEMBER TIES ANNUAL FEES						\$500.00							\$1,000.00
ANNUAL GIFTS TO CHARITIES-TOTAL FOR ALL CHARITIES							\$85.86						\$1,000.00
MISC. OFFICE SUPPLIES AND EXPENSES													\$85.86
GUEST SPEAKER MEALS													\$0.00
DOOR PRIZE EXPENSES													\$0.00
TOTAL EXPENSES TO DATE	\$29.27	\$0.00	\$19.95	\$345.75	\$281.85	\$2,497.87	\$85.86	\$568.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,828.55
NET (Income-Expenses)													-\$683.23

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