



**Virginia Beach Retired Employees Association
Minutes of the Board of Directors
November 18, 2020 at 11:00 AM
Gus and George's Spaghetti and Steakhouse**

Email: vbrea.webmaster@gmail.com

Website: vbrea.org

Board of Directors Present:

President – Pete Leavitt
Vice President – Phillip White
Secretary – Kathy Smith
Treasurer – Donna Brehm
Members – Rose Dawley, Twila Leavitt, Nancy Moore
Webmasters – Cathy and Stan Morse

Welcome:

Pete Leavitt called the meeting to order and welcomed everyone.

Report of Board Members:

President – Pete Leavitt

- He announced a virtual pre-retirement seminar was held on November 13th. 2021 dates are currently unknown.

Vice President – Phillip White

- Phillip stated no responses were received from the membership to serve on the Board.
- He recommended that an invitation to attend a Board meeting be added to the welcome letter.

Secretary – Kathy Smith

- October 21, 2020 Board minutes were previously approved via email to the Board and posted on VBREA website.

Treasurer – Donna Brehm

- Donna reported the Weebly software subscription has been renewed.
- Phillip moved, Twila seconded that the Treasurer's Report of November 18, 2020 be approve. Motion carried.
- Report attached to these minutes.

Report of Committees:

Benefits/Wellness – Rose Dawley

- Questions regarding benefits should be directed to the Consolidated Benefits Office.

Communications – Twila Leavitt

- Twila will contact Sam in Payroll to understand the discrepancies between reports recently received.
- Committee still looking for new members.
- Report attached to these minutes.

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

Involvement Committee – Nancy Moore

- Due to the COVID-19 Pandemic, Kathy moved, Phillip seconded that the December general membership Christmas holiday luncheon and meeting be cancelled this year. Motion carried.
- The Board will monitor the Pandemic on a month-by-month basis to determine when general membership luncheons/meetings can be held.
- Report attached to these minutes.

Finance Committee – Donna Brehm

- No activity.

Membership Committee – Donna Brehm

- Donna disseminated to the Board a current membership list.

Webmaster – Cathy & Stan Morse

- Website traffic has decreased.
- Pete to prepare a new message for “Our President” page.
- “Welcome New Retirees” list will be added to the website.
- Cathy to contact businesses on the “Commerce” page semi-annually to verify the information is still correct.
- Report attached to these minutes.

Unfinished Business:

Proposed Change:

4.11 Webmaster

The Webmaster is responsible for designing the organization’s website that supports the needs of the board and membership while maintaining system and content functionality. The Webmaster is appointed by the Board of Directors and may be a **voting** member of the Board.

Intent: To allow the webmaster to be a full member of the Board. The way it is worded it sounds like they cannot be a full member of the Board.

Decision: Twila moved, Donna seconded that the aforementioned proposed Bylaws change be posted on the VBREA website, an email blast be sent to all members requesting for their comments and the Board will vote on the change at November’s meeting. *No action taken*

New Business:

Twila moved, Nancy seconded that our annual donations be distributed as follows:

- | | |
|-------------------------------------|----------|
| • Farmer’s Market Children’s Garden | \$100.00 |
| • Senior Services | \$100.00 |
| • Project Life Saver | \$350.00 |

Donna will prepare a letter to each of the organizations to attach to the checks.

Next Board meeting will be held December 19, 2020 at Gus and George’s Spaghetti and Steakhouse at 11:00 a.m. subject to Governor’s Executive Order. Due to the Pandemic, there will be no general membership luncheon and meeting in December.

There being no further business, the meeting of the Board of Directors was adjourned at 12:10 p.m. followed by lunch and the meeting of the general membership.

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Respectfully submitted,

Kathy Smith

Kathy Smith

Board Secretary

Virginia Beach Retired Employees Association (VBREA)

Minutes Approved Electronically - Pending

Reports Attached

MEETING OF THE GENERAL MEMBERSHIP

November 18, 2020

Phillip White, Chair of Nominations, thanked Bettye J. White and Timothy Ferguson for serving on this committee. The following names were placed in nomination:

- Director---Cathy Morse
- Director---Nancy Moore
- Director---Twila Leavitt
- Director---Rose Reason
- Director---Vacant

Kathy Smith moved, Donna Brehm seconded that the aforementioned names be accepted for the term of January 2021 to December 2022. Motion carried.

VBREA TREASURER'S REPORT - NOVEMBER 18, 2020

REPORT PERIOD: October 1-31

WELLS FARGO CHECKING: STARTING BALANCE:	\$1,057.19
CREDITS	
DEBITS Weebly subscription	0
RECONCILED CHECKING BALANCE WITH OCTOBER 31 STATEMENT	\$1,057.19
Debit-Nov. 7 Weebly Subs.	\$144.00
Debit-Nov. 5 Member Ties Subs.	\$99.00
ACTUAL CHECKING BALANCE AS OF November 18, 2020	\$814.19
WELLS FARGO SAVINGS: STARTING BALANCE:	\$5,087.88
CREDITS INTEREST: \$0.05	
DEBITS	
RECONCILED SAVINGS BALANCE WITH OCTOBER 31 STATEMENT	\$5,087.97
ACTUAL SAVINGS BALANCE AS OF November 18, 2020	\$5,087.97
VA BEACH CREDIT UNION CHECKING STARTING BALANCE:	\$3,430.72
DEPOSITS 5 renewals \$60.00	\$60.00
DIVIDENDS \$0.15	\$0.15
DEBITS 0 \$0.00	\$0.00
RECONCILED CHECKING BALANCE WITH OCTOBER 31 STATEMENT	\$3,490.87
Deposit 11-02-20. 2020 renewals	\$36.00
ACTUAL VBCU CHECKING BALANCE AS OF November 18, 2020	\$3,526.87
VBCU SAVINGS BALANCE ON OCTOBER 31, 2020	\$9.00
TOTAL ASSETS OF VBREA TO DATE	\$9,438.03

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**Communication Committee Meeting Minutes
November 10, 2020**

The Communication Committee met November 10, 2020 at 9:00 a.m. at Brick House Diner at 941 Providence Square shopping Center.

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

Twila welcomed everyone.

Twila sent four e-mails last month. She will be sending an e-mail seeking members for the committee and backups for her job with e-mails and Maggie's job with sending letters.

Due to Maggie's accident, Twila sent the retirement letters this month. There were five.

Phillip suggested asking members to send appropriate information to be emailed to the membership.

We will continue to remind people to check the Website when emails go out.

The next meeting will be December 8, 2020 at 9:00 a.m. at Brick House Diner, 941 Providence Square Shopping Center.

The meeting adjourned at 9:55 A.M.

**Involvement Committee
Meeting Minutes
Monday, November 2, 2020
Sage Kitchen, Virginia Beach, VA**

Present were: Nancy Moore, Pete Leavitt

Absent were: Ilene Snyder, Roberta Snyder, Rose Dawley and Joelle Talbot, Pat Hamm, Louise Pesnicak, Jean Marshall, and Sue Shipp Sullivan

Unfortunately, Pete and Nancy were the only ones that were able to make the meeting. But had a good discussion.

Nancy advised Louise had not heard from Lynn Hightower as to why he did not show up at the October meeting. Maybe we can attempt to have him again when we can get back to a regular schedule of meetings.

Nancy had received emails from committee members about not having a Christmas meeting and may be not meet till around March, depending on the spread of the COVID-19 virus.

Pat Hamm had advised Nancy that Karen Fortier did not feel comfortable speaking at the November meeting so there will be no speaker.

Joelle did pass on information pertaining to the Christmas luncheon if it were to be held at the golf course. She spoke with the catering manager and was advised they would be happy to hold the luncheon there and it would be the same as last year. Same food and same price. The catering manager has penciled us in on December 16, 2020, at 12:00 (noon). Nancy will ask Joelle to check and see how they will handle the buffet. Will they serve us or will we have to make sure people don't handle the same serving utensils.

Pete stated the Christmas meeting can be brought up at the November Board meeting and discussed with the board to see what they recommend. Nancy suggested we hold a discussion with the members present at the November meeting to see how they feel about meeting in December and future meetings. We want to get the input of the membership.

For the November 18th meeting it will be the same as the October meeting. Only 40 members will be allowed to attend in order to maintain social distancing. Deadline for RSVPs will be Friday, November 13, 2020 to Nancy at ncmoore27@gmail.com. Also, Monday, November 16th will be the deadline for advising if members will not be able to attend. Just in case there is a waiting list.

Nancy will send information to Twila for emailing to the members.

Meeting adjourned 1:30 p.m.

There is no date for the next meeting. A December committee meeting may be held depending on what the decision is for the Christmas meeting.

Reported by:
Nancy Moore, Chair
Involvement Committee

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**Website Report – Cathy & Stan Morse
Virginia Beach Retired Employees Association
Board of Directors Meeting: November 18,
2020 11:00 a.m. - Gus & George’s Restaurant**

Our site is: www.vbrea.org

Our email is: vbrea.webmaster@gmail.com

Webmaster Dashboard Unique Visitors Report October 19, 2020 – November 17, 2020

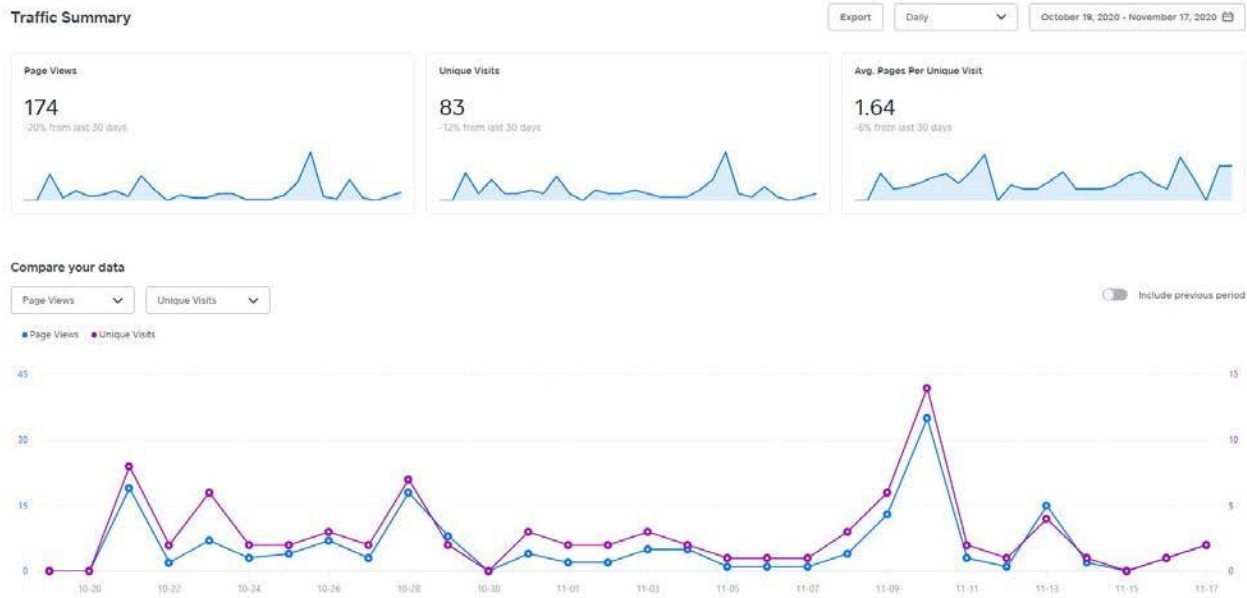
Unique Visitors: Every computer has its unique code so individual computer visits are only once during a week from a Monday through a Sunday no matter how many times that individual computer visits.

Oct 19 – Nov 2	Unique Visitors	Page Views	Nov 3 – Nov 17	Unique Visitors	Page Views
19	0	0	3	3	5
20	0	0	4	2	5
21	8	19	5	1	1
22	2	2	6	1	1
23	6	7	7	1	1
24	2	3	8	3	4
25	2	4	9	6	13
26	3	7	10	14	35
27	2	3	11	2	3
28	7	18	12	1	1
29	2	8	13	4	15
30	0	0	14	1	2
31	3	4	15	0	0
1	2	2	16	3	1
2	2	2	17	6	2

Table above reflects the past 30 days. Activity on the website has been down most of this reporting period. There was a peak on the 10th of the month, possibly members seeking information on the next meeting. Updates to the website in the last month: Added information on front page on 2020 Voter Information and added a banner on the top of every page to remind our members to vote, then removed this after the election passed; removed Open Enrollment information after the deadline passed; Added November Annual Membership Meeting information; Posted proposed ByLaws Amendments; On Commerce page updated Farmers’ Market calendar, posted Agriculture Department 4th Qtr newsletter, added Fall Carnival info, added verbiage to members with business cards posted to contact webmaster when their business card is no longer valid and that webmaster will contact these members in January and July of every year to insure validity. Have not yet added the page we discussed at the last Board meeting to list new retirees. Need to fine tune logistics of insuring validity of names, dates, and getting a list of department codes.

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Webmaster Views Report October 19, 2020 through November 17, 2020



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

Page Name	Views past 30 days	Vs Previous 30 days
/	39	+67.24%
/about-us.html	7	+50.00%
/benefits-and-you.html	2	+9.09%
/calendar.html	8	+80.00%
/in-gratitude.html	0	0.00%
/index.html	0	0.00%
/local-commerce.html	15	+375.00%
/membership.html	4	+33.33%
/our-president.html	5	+62.50%
/services-opportunities.html	3	+150.00%
/stay-connected.html	4	+80.00%
/vbrea-events.html	7	+140.00%

According to Weebly analytics, there were 174 page views, down 20% over the last 30 days than from the previous 30 days. Unique visits were also down to 83, 12% less than the previous 30 days. Unique visits viewed an average of 1.64 pages, which is a decrease of just 6%. However, you will see in the chart above that there was a continued increase in views to almost all pages of our website from the previous 30 days which indicates those viewing are spending more time on the site. We’d like this to continue by insuring we have timely information and frequent updates.

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