



**Virginia Beach Retired Employees Association  
Minutes of the Board of Directors  
December 16, 2020 at 11:00 AM  
Gus and George's Spaghetti and Steakhouse**

**Email: [vbrea.webmaster@gmail.com](mailto:vbrea.webmaster@gmail.com)**

**Website: [vbrea.org](http://vbrea.org)**

**Board of Directors Present:**

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

**Welcome:**

Pete Leavitt called the meeting to order and welcomed everyone.

**Report of Board Members:**

President – Pete Leavitt

- The email he received from the city regarding defer comp has been posted on our website.
- Read the thank you note received from the Children's Garden for our donation. It will be posted on our website.
- Reported the discrepancies among the various lists of new retirees received from Sam has been resolved. Kathy suggested that only one list be generated by Sam and emailed to Pete. Pete will then forward the list to those members who need the information. Since Sam's list does not confirm actual date of separation, Cathy will reach out to someone in the Finance department to get a list of separation dates for new and future retirees.
- He has not heard from the city's Memorial committee. He follow-up after the holidays to ascertain if he can attend their next meeting.

Vice President – Phillip White

- No activity

Secretary – Kathy Smith

- November 18, 2020 Board minutes were previously approved via Board email and posted on VBREA website.

Treasurer – Donna Brehm (absent)

- Treasurer report was disseminated. There were a couple of concerns related to the format of some of the data. Cathy related the concerns to Donna who modified the report.
- Revised Treasurer Report was approved via Board email.
- Report attached to these minutes.

**Report of Committees:**

Benefits/Wellness – Rose Dawley (absent)

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Communications – Twila Leavitt (absent)

Involvement Committee – Nancy Moore (absent)

- Received the following via email to Board - Due to the COVID-19 Pandemic, “the Involvement Committee did not meet in December and probably will not meet in January. But I would like to suggest we don’t have a meeting in January either due to the new restrictions. Hopefully, if not February we can start back up in the spring.”

Finance Committee – Donna Brehm (absent)

- No activity.

Membership Committee – Donna Brehm (absent)

- She has received 2020 dues from a few members.

Webmaster – Cathy & Stan Morse

- Website traffic has decreased possibly due to close of health insurance sign-up period and no membership activities due to COVID-19 Pandemic.
- “Our President” page has been updated.
- “Welcome New Retirees” list will be added to the website soon.
- 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.

Phillip moved, Kathy seconded that the aforementioned proposed Bylaws change be approved. Motion carried.

#### **New Business:**

Next Board meeting will be held January 20, 2021 at Gus and George’s Spaghetti and Steakhouse at 11:00 a.m. Due to the Pandemic, there will be no general membership luncheon and meeting in January.

There being no further business, the meeting of the Board of Directors was adjourned at 12:00 p.m. followed by lunch.

Respectfully submitted,

*Kathy Smith*

Kathy Smith

Board Secretary

Virginia Beach Retired Employees Association (VBREA)

Minutes Approved Electronically  
Reports Attached

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## VBREA TREASURER'S REPORT - DECEMBER 16, 2020

**REPORT PERIOD: November 1-30**

<b>WELLS FARGO CHECKING: STARTING BALANCE:</b>	<b>\$1,057.19</b>
CREDITS	0
DEBITS	
11/4 Stamps	\$11.00
11/6 Member Ties Database License	\$99.00
11/9 Weebly	\$144.00
<b>RECONCILED CHECKING BALANCE WITH NOVEMBER 30 STATEMENT</b>	<b>\$803.19</b>
<b>ACTUAL CHECKING BALANCE AS OF December 16, 2020</b>	<b>\$803.19</b>

<b>WELLS FARGO SAVINGS: STARTING BALANCE:</b>	<b>\$5,087.97</b>
CREDITS	
INTEREST: \$0.04	0.04
DEBITS	
<b>RECONCILED SAVINGS BALANCE WITH NOVEMBER 30 STATEMENT</b>	<b>\$5,088.01</b>
<b>ACTUAL SAVINGS BALANCE AS OF December 16, 2020</b>	<b>\$5,088.01</b>

<b>VA BEACH CREDIT UNION CHECKING</b>	<b>STARTING BALANCE:</b>	<b>\$3,490.87</b>
DEPOSITS		
3 renewals	\$36.00	\$36.00
DIVIDENDS	\$0.14	\$0.14
DEBITS	0	\$0.00
<b>RECONCILED CHECKING BALANCE WITH NOVEMBER 30 STATEMENT</b>		<b>\$3,527.01</b>
Deposit	12-15-20. renewals	\$72.00
		\$72.00
<b>ACTUAL VBCU CHECKING BALANCE AS OF December 16, 2020</b>		<b>\$3,599.01</b>

<b>VBCU SAVINGS BALANCE ON NOVEMBER 30, 2020</b>	<b>\$9.00</b>
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<b>TOTAL ASSETS OF VBREA TO DATE</b>	<b>\$9,499.21</b>
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**Website Report – Cathy & Stan Morse**  
**Virginia Beach Retired Employees Association**  
**Board of Directors Meeting: December 16, 2020**  
**11:00 a.m. - Gus & George’s Restaurant**

Our site is: [www.vbrea.org](http://www.vbrea.org)

Our email is: [vbrea.webmaster@gmail.com](mailto:vbrea.webmaster@gmail.com)

**Webmaster Dashboard Unique Visitors Report**  
**November 16, 2020 – December 15, 2020**

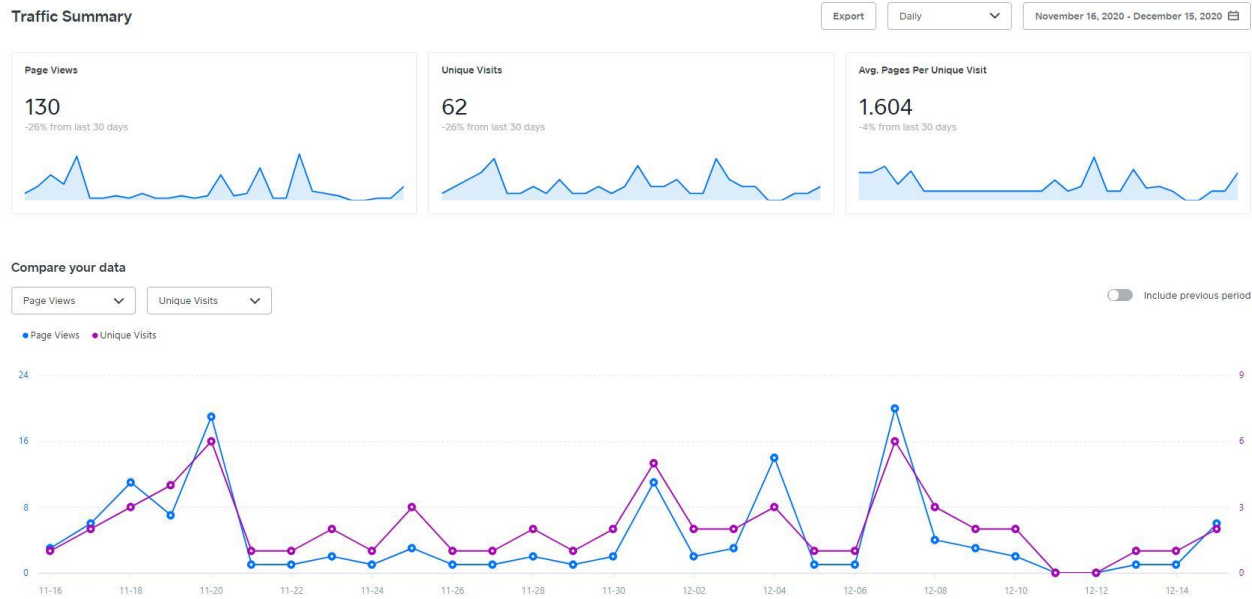
Unique Visitors: Every computer has its unique code so individual computer visits are only once during a week from a Monday through a Sunday no matter how many times that individual computer visits.

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

Table above reflects the past 30 days. Activity on the website, again, has been down most of this reporting period. With the current restrictions and numbers spiking, I believe our members are being more cautious about venturing out, so they are not looking to see if we are having meetings or events. There were a few small peaks the first week of December, possibly a few members seeking information on future meetings. Updates to the website in the last month: Added Holiday banners to all pages; On front page, posted cancellation of Annual Holiday Luncheon, updated date for voting on proposed ByLaws amendments to December 15; on About Us page posted elected Directors for 2021-2022 term; updated President’s letter; updated Benefits page to include info on VRS DCP (deferred comp). Have not yet added the page we discussed at previous Board meetings to list new retirees. Need to fine tune logistics of insuring validity of names, dates, and getting a list of department codes. Pete reached out to Sam, but she said she did not have a list of those that officially retired, just those who have filed paperwork. We are reaching out to some people we know who work for Finance to see if they can find out who can generate this list and if it can be sent to us.

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## Webmaster Views Report November 16, 2020 through December 15, 2020



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

Page Name	Views past 30 days	Vs Previous 30 days
/	23	+38.98%
/about-us.html	4	+40.00%
/benefits-and-you.html	5	+166.67%
/calendar.html	6	+50.00%
/in-gratitude.html	4	+400.00%
/index.html	0	0.00%
/local-commerce.html	2	+11.76%
/membership.html	6	+85.71%
/our-president.html	13	+130.00%
/services-opportunities.html	1	+20.00%
/stay-connected.html	4	+66.67%
/vbrea-events.html	6	+54.55%

According to Weebly analytics, there were 130 page views, down 26% over the last 30 days than from the previous 30 days. Unique visits were also down to 62, also 26% less than the previous 30 days. Unique visits viewed an average of 1.604 pages, which is a decrease of just 4%. 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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