



Virginia Beach Retired Employees Association

Minutes of the Board of Directors

January 20, 2021 at 11:30 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 (absent)

Treasurer – Donna Brehm

Members – Twila Leavitt (absent), Nancy Moore, Cathy Morse, Rose Jones-Reason

Welcome:

Pete Leavitt called the meeting to order at 11:34 a.m. and welcomed everyone.

Report of Board Members:

President – Pete Leavitt

- No activity

Vice President – Phillip White

- No activity

Secretary – Kathy Smith (absent)

- December 16, 2020 Board minutes were previously approved via Board email and posted on the VBREA website.
- VBREA ByLaws were revised to incorporate the approved amendments and emailed to all Board members January 19, 2021. Cathy Morse asked everyone to please review and advise Kathy Smith of any corrections by Friday, January 22, 2021, prior to her posting the newest version on the website.

Treasurer – Donna Brehm

- Treasurer report was disseminated.
- Donna indicated two corrections to be made will be to include the balance of \$9.00 in the savings account at the Beach Municipal Credit Union and change the number of new renewals from 3 to 6.
- Nancy Moore made the motion to approve the Treasurer report with the above corrections. Motion seconded by Phillip White and carried by the Board. Report attached to these minutes.
- Donna reported a fee assessed by Wells Fargo because our account went below the required \$500 minimum. She then proposed the idea of closing the Wells Fargo account and only having the Beach Municipal account. There is no required minimum at Beach Municipal Credit Union. In order to close this account, she will have to obtain a debit card from Beach Municipal Credit Union as the current debit card is with Wells Fargo. Once the new debit card is received, she can close the Wells Fargo account. Donna made a motion to move forward with the process to close the Wells Fargo account by obtaining the new debit card from Beach Municipal Credit Union then, once received, close the Wells Fargo account, and place all monies into the checking account at Beach Municipal Credit Union. Rose Jones-Reason seconded the motion, and the motion was carried by the Board. Donna will update the Board with the status of this by email.

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

- *Post meeting, Donna spoke with Beach Municipal Credit Union. They are requiring documentation that the Board has approved the authorization of both Pete and Donna obtaining debit cards individually tied to our Credit Union checking account. Donna has revised her motion to move forward with the process to close the Wells Fargo accounts by obtaining new Beach Municipal debits cards individually for Pete Leavitt and Donna Brehm as authorized by our VBREA ByLaws, then, once received, close the Wells Fargo accounts and place all monies into the checking account at Beach Municipal Credit Union. The amended motion was, again, seconded by Rose, and the motion was carried via email.*

Report of Committees:

Benefits/Wellness – Rose Jones-Reason

- Rose will assume the duties vacated by outgoing Director Rose Dawley.

Communications – Twila Leavitt

- No activity

Involvement Committee – Nancy Moore

- No meeting held in January.
- Waiting to see if anything changes with the Executive Order on how many can gather before determining next meeting.
- Nancy asked all if they have any speaker ideas to send to her so she can compile for when we are able to have General Membership meetings.

Membership Committee – Donna Brehm

- Donna emailed the most current membership list to the Board on January 7, 2021.

Webmaster – Cathy & Stan Morse

- Website traffic increased. Although “unique” (or new) visitors to the website were down during this reporting period, those that have already visited are re-visiting and spending more time on the site.
- Cathy has contacted a couple of people who work for Finance and Payroll to see if they can assist with where we can get a list of confirmed retirees. As soon as she can get this list on a regular basis, she will create a section on the website to post names of new retirees monthly.
- Report attached to these minutes.

Unfinished Business:

None

New Business:

A discussion was held on what information should be disseminated via email blast or posted on the website. Examples are events or news that may be of interest to our members. It was decided this was the responsibility of the Communications Committee. Any information received by any member that can be shared with the membership should be sent to Twila Leavitt as she is the head of the Communications Committee. She will confer with Pete and, if warranted, will decide if it should be sent out to the members via an email blast, posted on the website, or both.

The next Board meeting will be held February 17, 2021 at Gus and George’s Spaghetti and Steakhouse at 11:30 a.m. Due to the Pandemic, there will be no General Membership luncheon and meeting in February.

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

Respectfully submitted,

Cathy Morse

Cathy Morse

Director-At-Large (filling in for Board Secretary)

Virginia Beach Retired Employee Association (VBREA)

Minutes Approved Electronically
Reports Attached

VBREA TREASURER'S REPORT - January 20, 2021

REPORT PERIOD: December 1-31, 2020

WELLS FARGO CHECKING: STARTING BALANCE:			\$803.19
CREDITS			0
DEBITS	Check 2151		\$375.00
	Check 2152		\$100.00
	Check 2153		\$100.00
	USPS-stamps		\$22.00
	Service fee		\$10.00
RECONCILED CHECKING BALANCE WITH DECEMBER 31 STATEMENT			\$196.19

WELLS FARGO SAVINGS: STARTING BALANCE:			\$5,088.01
CREDITS	INTEREST:	\$0.04	0.04
DEBITS			
RECONCILED SAVINGS BALANCE WITH DECEMBER 31 STATEMENT			\$5,088.05

VA BEACH CREDIT UNION CHECKING	STARTING BALANCE:		\$3,527.01
DEPOSITS	6 renewals	\$72.00	\$72.00
DIVIDENDS		\$0.15	\$0.15
DEBITS		0	
RECONCILED CHECKING BALANCE WITH DECEMBER 31 STATEMENT			\$3,599.16

VBCU SAVINGS BALANCE ON DECEMBER 31, 2020	(NO CHANGE)		\$9.00
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TOTAL ASSETS OF VBREA TO DATE			\$8,892.40
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**Website Report – Cathy & Stan Morse
Virginia Beach Retired Employees Association
Board of Directors Meeting: January 20, 2021
11:30 a.m. - Gus & George’s Restaurant**

Our site is: www.vbrea.org

Our email is: vbrea.webmaster@gmail.com

**Webmaster Dashboard Unique Visitors Report
December 21, 2020 – January 19, 2021**

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.

Dec 21 – Jan 4	Unique Visitors	Page Views
21	5	9
22	1	1
23	2	3
24	2	2
25	2	2
26	2	2
27	2	2
28	0	0
29	4	12
30	3	11
31	1	4
Jan 1	3	7
2	1	1
3	1	6
4	5	19

Jan 5 – Jan 19	Unique Visitors	Page Views
5	0	0
6	0	0
7	3	7
8	2	2
9	1	1
10	1	1
11	2	16
12	0	0
13	3	6
14	1	1
15	2	5
16	3	4
17	2	2
18	3	11
19	0	0

Table above reflects the past 30 days as of 10:00 p.m. January 19, 2021. Activity on the website is actually up for the first time in a few months. Updates to the website in the last month: Changed Holiday banners to New Year’s and 2021 banners on all pages; On front page, posted cancellation of General Membership meetings until further notice; updated About Us page to reflect 2021-2022 Directors; updated Calendar page to inform that General Membership Meetings are cancelled until further notice; updated Benefits page with updated graphics from the 2021 Benefits Guide, added the 2021 Benefits Guide, 1st Quarter 2021 Retiree Newsletter, and the 1st Quarter 2021 BeWell BEAT; removed 2020 Benefits Guide and 2019 newsletters; on Local Commerce page posted 1st Quarter 2021 Newsletter from Agriculture Department. Have not yet added the page we discussed at previous Board meetings to list new retirees. Still attempting to find out how we can get a report of confirmed retirees, not just those who have filed paperwork as we are currently receiving.

Webmaster Views Report

December 21, 2020 through January 19, 2021

Overview

Daily December 21, 2020 - January 19, 2021



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
/	38	+63.33%
/about-us.html	7	+100.00%
/benefits-and-you.html	4	+44.44%
/calendar.html	6	+85.71
/in-gratitude.html	4	+57.14
/index.html	1	+100.00%
/local-commerce.html	4	+80.00%
/membership.html	9	+81.82%
/our-president.html	7	+43.75%
/services-opportunities.html	1	+25.00%
/stay-connected.html	6	+66.67%
/vbrea-events.html	2	+22.22%

According to Weebly analytics, there were 137 page views, up 11% over the last 30 days than from the previous 30 days. Unique visits were down to 57, 11% less than the previous 30 days. Unique visits viewed an average of 1.898 pages, which is an increase 34%. The decrease in unique visits indicates less “new” visits to our site, but the increase in page views indicates previous visitors revisiting and spending more time on the site. The chart above also 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.