



## Virginia Beach Retired Employees Association

### Minutes of the Board of Directors

May 19, 2021 at 11:30 AM

Gus and George's Spaghetti and Steak House

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

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

#### Board of Directors Present:

President – Pete Leavitt (absent)

Vice President – Phillip White

Secretary – Kathy Smith (absent)

Treasurer – Donna Brehm

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

#### Welcome:

In Pete's absence, Vice President Phillip White called the meeting to order at 11:33 a.m. and welcomed everyone.

#### Report of Board Members:

President – Pete Leavitt (absent)

- No activity

Vice President – Phillip White

- No activity

Secretary – Kathy Smith (absent)

- April 21, 2021 Board minutes were previously approved via Board email and posted on the VBREA website.

Treasurer – Donna Brehm

- Treasurer report was disseminated.
- Donna indicated she transferred \$1000 to the checking account for the debit cards since this is the account the cards draw from.
- Donna reported that she has received letters from Wells Fargo indicating all VBREA accounts are now officially closed. These letters will be included in the yearly audit.
- Nancy Moore made the motion to approve the Treasurer report. Motion seconded by Rose Jones-Reason and carried by the Board. Report attached to these minutes.

#### Report of Committees:

Benefits/Wellness – Rose Jones-Reason

- Rose checked the VRS website and found their most recent newsletter. She asked if this is something we should share with the membership. The Webmasters reported that there is a link to this on the VBREA website.
- Rose also reported that her husband has an active City account that she will get his assistance to check the Benefits website for anything that can be reported back to the membership.
- Cathy Morse attended the City's webinar on "2022 Health Plan Enhancements" on May 4, 2021. The City taped this webinar and posted a link on their website for anyone who would like to view. This link is now also on our VBREA website's BENEFITS & YOU page.

Communications – Twila Leavitt (absent)

- As Twila will be unavailable due to medical reasons, Cathy Morse will call Sam Brigman to see if she will email the list of employees who have filed their paperwork to retire to her.

*Questions regarding items discussed in these minutes should be sent via email to [vbrea.webmaster@gmail.com](mailto:vbrea.webmaster@gmail.com)*

- Phillip White will ask Pete Leavitt if he can provide a copy of the letter Twila sends to employees who have filed their paperwork to retire so he can continue to send out these emails in Twila's absence.
- As Board members and committee members were giving their report, Phillip suggested that perhaps we should send an email out to the membership monthly with these updates. It was suggested that Phillip, as part of the Communications Committee, write up the update and send to the Webmasters to send as a mass email to the membership.

#### Involvement Committee – Nancy Moore

- The Involvement Committee met on May 13, 2021, at YNot Italian Restaurant. (Minutes attached.)
- The committee made plans for the Annual Membership Picnic to be held on June 16, 2021, at Farmers Market. The committee discussed the possibility of capping the number of attendees to 50. However, after checking with Jenny McPherson at the Farmers Market who confirmed they could accommodate more, the Board decided to not place a cap on the number of attendees. There will be no cost, as usual, for members. In the past there was a \$5 charge per guest. However, this does not, and did not the last time we held a picnic in 2019, cover the entire cost of each person. The Board discussed changing this charge to \$10 to cover the cost of the meal plus tip. Nancy Moore motioned to adjust the charge per guest from \$5 to \$10 so it will now cover the full cost of the guest meal plus tip. Motion was seconded by Donna Brehm and carried by the Board. RSVPs to Nancy Moore will be required. The deadline for RSVPs and money for guests was set for June 11, 2021.
- Nancy confirmed with Gus & George's for the July General Membership meeting to be held on July 21, 2021. She also informed them that the Board will not be meeting at the restaurant in June because of the picnic.

#### Finance Committee – Donna Brehm

- The Finance Committee will meet for the annual audit either by the July Board meeting or, if not, it will be by the August meeting.

#### Membership Committee – Donna Brehm

- Donna reported the addition of 1 new member.

#### Webmaster – Cathy & Stan Morse

- Website traffic continues to increase. As restrictions have begun to ease, they feel the increase in website traffic could be members looking to see if VBREA meetings will resume or if there are any other VBREA events scheduled.
- A link to the "Love for VB" site with 2021 Remembrance activities was placed on the HOME page of the website to remind members "Together We Remember 5.31.2019."
- Report attached to these minutes.

#### Unfinished Business:

- The proposed amendment to the Bylaws to include verbiage of the Membership laptop was posted to the website on April 21, 2021, to give members the opportunity to review and comment. Donna Brehm made the motion to approve the amendment to the Bylaws. Motion was seconded by Rose Jones-Reason and carried the Board. Kathy Smith will make the amendment to the Bylaws. There was a discussion about whether or not the Board should physically sign on the signature page of the Bylaws instead of electronic signatures. After Kathy updates the Bylaws with this amendment, the Board will physically sign the signature page and this update will be posted on the website.
- Cathy Morse was successful in creating an email distribution list within the official VBREA email ([vbrea.webmaster@gmail.com](mailto:vbrea.webmaster@gmail.com)) from an Excel list Donna Brehm exported from the official VBREA

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membership database. The “maiden voyage” of the first mass email distribution will happen this week when Cathy will email the picnic information and flyer to the membership from the VBREA Involvement Committee.

**New Business:**

None

The next Board meeting will be held on June 16, 2021, at 11:00 a.m. at the Virginia Beach Farmers Market prior to the Annual Membership Picnic.

There being no further business, the meeting of the Board of Directors was adjourned at 12:14 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 - MAY 19, 2021

REPORT PERIOD: April 1-30, 2021

<b>VA BEACH CREDIT UNION CHECKING</b>			
		<b>STARTING BALANCE:</b>	<b>\$3,372.13</b>
<b>CREDITS</b>	DIVIDENDS	\$0.08	\$0.08
	TRANS. FRM SAV	\$1,000.00	\$1,000.00
<b>DEBITS</b>	TRANS TO MN MRKT	3,000.00	\$3,000.00
<b>RECONCILED CHECKING BALANCE WITH APRIL 30 STATEMENT</b>			<b>\$1,372.21</b>

<b>VA. BEACH CREDIT UNION SAVINGS</b>			
		<b>STARTING BALANCE</b>	<b>\$5,238.73</b>
<b>CREDITS</b>	3 NEW MEMBERS	\$36.00	\$36.00
	INTEREST	\$0.38	\$0.38
<b>DEBITS</b>	TRANS TO MN MRKT	\$2,000.00	\$2,000.00
	TRANS TO CHKG	\$1,000.00	\$1,000.00
<b>RECONCILED VBCU SAVINGS BALANCE ON APRIL 30, 2021</b>			<b>\$2,275.11</b>

<b>VA. BEACH CREDIT UNION MONEY MARKET ACCT.</b>			
		<b>STARTING BALANCE</b>	<b>0</b>
<b>CREDITS</b>	TRNS FRM CKNG	\$3,000.00	\$3,000.00
	TRNS FRM SVNGS	\$2,000.00	\$2,000.00
	INTEREST	\$0.60	\$0.60
<b>RECONCILED VBCU MONEY MARKET BALANCE ON APRIL 30, 2021</b>			<b>\$5,000.60</b>

<b>TOTAL ASSETS OF VBREA TO DATE</b>	<b>\$8,647.92</b>
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**Involvement Committee  
Meeting Minutes  
Thursday, May 13, 2021  
Y-Not Italian restaurant, Virginia Beach, VA**

Present were, Nancy Moore, Roberta Snyder and Pat Hamm

Absent were Louise Pesnicak, Jean Marshall, Sue Shipp Sullivan, Ilene Snyder, Pete Leavitt, Rose Dawley, and Joelle Talbot

The committee discussed the picnic for June 16, 2021. Nancy spoke with Jenny McPherson with Farmers Market and they are able to have the picnic. It was decided to cap the number to attend to 50 just to make sure there can be distancing. This will be discussed with the board.

It was discussed to possibly send out an email to the members to see if they are interested in attending. They would have to RSVP and if they wanted to bring a guest it would be \$5 – free for members. This will be discussed with the board also to see if they want to go ahead with the picnic or get feedback from members.

Nancy will check on the Pollards website to see how much it is per person. The menu will include:

Chicken

BBQ

Baked beans

Potato salad

Coleslaw

Rolls

Ice tea – one gallon sweet and one gallon unsweet

Nancy stated she will have committee members serve the food so no one has to touch the serving utensils just to make it easier.

The committee will provide: cups, ice, cookies. Probably extra napkins and plates.

The next committee meeting will be Tuesday, June 8, 2021 at 11:30 am at Sage Kitchen which is in Andersen's.

Reported by:

Nancy Moore, Chair  
Involvement Committee

**Website Report – Cathy & Stan Morse  
Virginia Beach Retired Employees Association  
Board of Directors Meeting: May 19, 2021  
11:30 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  
April 19, 2021 – May 18, 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.

Apr 19 – May 3	Unique Visitors	Page Views	May 4 – May 18	Unique Visitors	Page Views
19	5	41	4	3	15
20	4	45	5	4	13
21	5	22	6	2	3
22	1	1	7	1	1
23	1	3	8	1	1
24	4	4	9	0	0
25	1	2	10	0	0
26	5	9	11	2	2
27	1	1	12	1	2
28	4	5	13	0	0
29	4	4	14	2	14
30	1	12	15	1	1
May 1	3	8	16	3	10
2	2	6	17	2	6
3	2	2	18	1	8

Table above reflects the past 30 days. Activity on the website is continuing to trend up this reporting period. Updates to the website in the last month include: Added a link on the HOME page to the Love for VB site for 2021 Remembrance Events and the proposed amendment to the VBREA Bylaws regarding the membership laptop; updated Donna’s email address on the MEMBERSHIP page to the new VBREA Treasurer email; Updated the webinar information on the BENEFITS & YOU page to include a link to a recording of the webinar held on May 4, 2021, on Enhancements to the Health Plan for 2022; added April Board Meeting Minutes, posted a note that only 2 years of minutes are available online and to contact Webmaster if other minutes are needed, and removed the outdated VBREA newsletters and replaced with a comment that we are looking for volunteers to do the newsletter to the STAY CONNECTED page.

# Webmaster Views Report

## April 19, 2021 – May 18, 2021

Overview

Daily

April 19, 2021 - May 18, 2021



Compare your data

Unique Visits Page Views

Include previous period



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

Page Name	Views past 30 days	Vs Previous 30 days
/	33	+45.83%
/about-us.html	14	+87.50%
/benefits-and-you.html	2	+9.52%
/calendar.html	7	+30.43%
/in-gratitude.html	3	+21.43%
/local-commerce.html	3	+42.86%
/membership.html	7	+30.43%
/new-retirees.html	7	+35.00%
/our-president.html	9	+50.00%
/services-opportunities.html	1	+9.09%
/stay-connected.html	7	+33.33%
/vbrea-events.html	4	+28.57%

According to Weebly analytics, there were 66 unique visits, which is up 6% over the last 30 days than from the previous 30 days. There were 241 page views, 15% more than the previous 30 days. Unique visits viewed an average of 3.055 pages, which is an increase of 31%. The dotted lines on the graphic above show the previous 30 days to show the comparison. Activity on each page has increased as well, as shown on the second chart above, which indicates those that are visiting are spending more time looking through the pages of our site. As we see restrictions continuing to ease, we believe we will continue to see an increase in site visits of members checking for announcements of future meetings and events.