



**Virginia Beach Retired Employees Association
Minutes of the Board of Directors
June 16, 2021 at 11:00 AM
Virginia Beach Farmers' Market**

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 – Twila Leavitt (absent), Nancy Moore, Rose Jones-Reason
Webmasters – Cathy and Stan Morse

Welcome:

President Pete Leavitt called the meeting to order and welcomed everyone.

Report of Board Members:

President – Pete Leavitt

- He announced that Twila Leavitt is greatly improving.
- The city needs substitute school crossing guards. They report to the VBPD and not to VBCPS.

Vice President – Phillip White

- No report

Secretary – Kathy Smith

- Minutes of May 19, 2021, were approved electronically and posted on the VBREA website.

Treasurer – Donna Brehm

- Nancy Moore moved, and Phillip White seconded to accept the Treasurer report. Motion carried by the Board. Report attached to these minutes.

Report of Committees:

Benefits/Wellness – Rose Jones-Reason

- No report.

Communications – Twila Leavitt (absent)

- No report.
- Phillip, acting chair, will announce at today's General Membership meeting the need for committee members, especially with computer skills.

Finance – Donna Brehm

- She will contact Donna Vaughan to schedule the annual audit in July. Pete stated he will make himself available to attend.

Involvement Committee – Nancy Moore

- The Involvement Committee met on June 8, 2021. Report attached to these minutes.
- The annual membership picnic today anticipates the attendance of 66 people at Farmers Market.

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

- Donna moved, and Phillip seconded that a \$100.00 donation be made to the general fund of the Farmers' Market for the use of their picnic area. Motion carried by the Board.
- Nancy confirmed with Gus & George's for the July General Membership meeting to be held on July 21, 2021.
- She reported that the Department of Agriculture's small conference is available for use by her committee. She will ascertain if the large conference room is available for the Board meetings.
- She announced that Ilene Snyder's husband is associated with Cinema Café and offered to host our annual meeting in November. She will ascertain the pleasure of the General Membership at July's meeting.
- The committee will be discussing ideas for the annual Christmas General Membership luncheon.

Membership Committee – Donna Brehm

- Donna reported the addition of 1 new member in May.
- She will need assistance in late October to stuff the envelopes for the 2022 dues notices.

Webmaster – Cathy & Stan Morse

- Website traffic continues to increase with large visits on the Membership page. 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.
- Report attached to these minutes.

Unfinished Business:

- Kathy Smith will make the amendment (Membership laptop) to the Bylaws.
- There was a discussion about whether 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.

New Business:

- All members of the Board should review the Duties and Responsibilities Guidelines document for modification at a future meeting.

The next Board meeting will be held on July 21, 2021, at 11:00 a.m. at Gus and George's Spaghetti and Steakhouse Restaurant.

There being no further business, the meeting of the Board of Directors was adjourned at 11:40 a.m. followed by the General Membership picnic.

Respectfully submitted,

Kathy Smith

Board Secretary

Virginia Beach Retired Employees Association (VBREA)

Minutes Approved by the Board via Email
Reports Attached

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

VBREA TREASURER'S REPORT - JUNE 16, 2021				
REPORT PERIOD:	May 1-31, 2021			
VA BEACH CREDIT UNION CHECKING ACCOUNT STARTING BALANCE:				
				\$1,372.21
CREDITS	DIVIDENDS	\$0.06		\$0.06
	New Member	\$12.00		\$12.00
DEBITS		0.00		
RECONCILED CHECKING BALANCE WITH MAY 31 STATEMENT				\$1,384.27
VA. BEACH CREDIT UNION SAVINGS ACCOUNT STARTING BALANCE				
				\$2,275.11
CREDITS	INTEREST	0.29		\$0.29
DEBITS		0		
RECONCILED CHECKING BALANCE WITH MAY 31 STATEMENT				\$2,275.40
VA. BEACH CREDIT UNION MONEY MARKET ACCT.				
			STARTING BALANCE	\$5,000.60
CREDITS	INTEREST	0.85		\$0.85
DEBITS		0		
RECONCILED CHECKING BALANCE WITH MAY 31 STATEMENT				\$5,001.45
TOTAL ASSETS OF VBREA AS OF MAY 31, 2021				\$8,661.12

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**Involvement Committee
Meeting Minutes
Tuesday, June 8, 2021
Boardwok restaurant, Virginia Beach, VA**

Present were: Nancy Moore, Ilene Snyder, Louise Pesnicak and Rose Dawley

Absent were: Jean Marshall, Sue Shipp Sullivan, Pete Leavitt, Joelle Talbot, Roberta Snyder and Pat Hamm

The committee discussed the picnic for June 16, 2021. Deadline is June 11, 2021. As of this date there were about 55 people signed up.

Nancy checked with Pollards catering and they have put us on the schedule. Will call back on Monday, June 14, 2021 with count.

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 ask Pollards if it might be better to order the \$7.99 per person plate and add a couple of pounds of barbeque or just do the \$10.39 person plate that includes barbeque and hushpuppies.

Ilene will get cookies, Joelle has cups, Roberta will bring some plastic storage bags, and Pat Hamm will have paper towels. Nancy will bring ice, sweetener, water and a cooler

Nancy has 3 table cloths if we want to use them on the food tables.

It was decided to check with the members before beginning the picnic if they wanted to serve themselves or have the committee do it. Nancy stated she will bring extra utensils and gloves to use if needed.

Nancy asked the committee members to be there by 11:45 to help set up. She will see about having Pollards deliver right around 12.

It was also discussed to wait and have a speaker later in the year. July General Meeting is already set for Gus and George's. Possibly skip August and return in September. Maybe try Golden Corral on Independence. This will be discussed at the July Committee meeting.

The next committee meeting will be Tuesday, July 6, 2021 at 10:00 am if we can have it at the small conference room in the Agriculture building. Nancy will check with Jody and let the committee know. If not, then the meeting will be at 11:30 at a local restaurant.

Reported by:

Nancy Moore, Chair
Involvement Committee

**Website Report – Cathy & Stan Morse
Virginia Beach Retired Employees Association
Board of Directors Meeting: June 16, 2021
11:00 a.m. – Virginia Beach Farmers’ Market**

Our site is: www.vbrea.org

Our email is: vbrea.webmaster@gmail.com

Webmaster Dashboard Unique Visitors Report May 17 – June 15, 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.

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

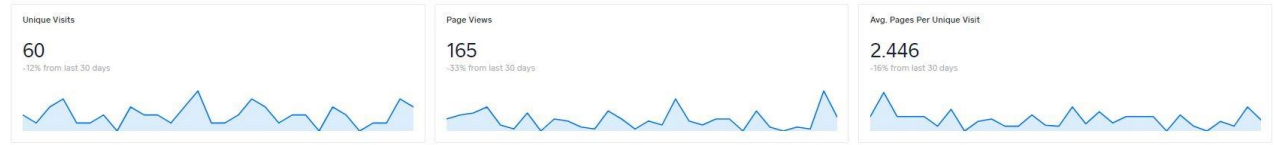
Table above reflects the past 30 days. Activity on the website is trending down this reporting period. Updates to the website in the last month include: On the HOME page, posted the 2021 Annual Picnic Flyer and added General Membership Meetings are back, added a reminder to email us if your email address has changed as there were 14 invalid emails from the mass email distribution of the picnic information, removed the link to the Love for VB site for 2021 Remembrance Events since this has passed; on the OUR PRESIDENT page made some minor changes to the President’s message to include upcoming events and meetings and to make it more current; on the BENEFITS & YOU page added the 2021 Open Enrollment dates, added dates for the Virtual Benefits Fair, removed outdated upcoming webinars; on the NEW RETIREES page added March, April, May, and June retirees; on the STAY CONNECTED page added May 2021 Board Meeting Minutes and removed May 2019 Board Meeting Minutes.

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Webmaster Views Report May 17 – June 15, 2021

Overview

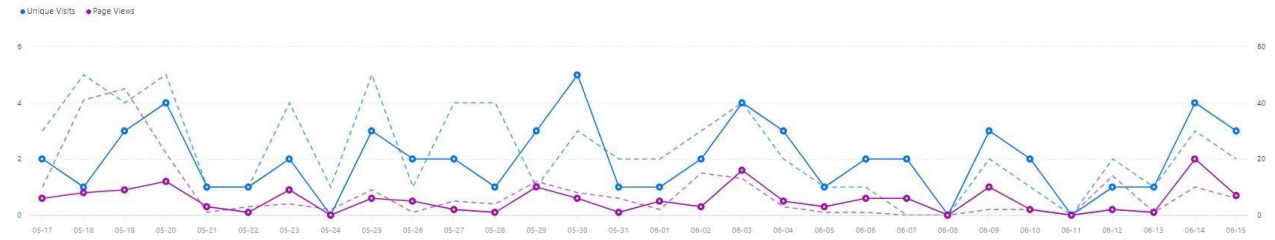
Daily May 17, 2021 - June 15, 2021



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
/	32	+55.17%
/about-us.html	5	+27.78%
/benefits-and-you.html	1	+33.33%
/calendar.html	15	+125.00%
/in-gratitude.html	0	0.00%
/local-commerce.html	1	+33.33%
/membership.html	12	+109.09%
/new-retirees.html	7	+41.18%
/our-president.html	6	+46.15%
/services-opportunities.html	0	0.00%
/stay-connected.html	3	+30.00%
/vbrea-events.html	4	+66.67%

According to Weebly analytics, there were 58 unique visits, which is down 13% over the last 30 days than from the previous 30 days. There were 159 page views, 35% less than the previous 30 days. Unique visits viewed an average of 2.346 pages, which is a decrease of 24%. The dotted lines on the graphic above show the previous 30 days to show the comparison. Although site activity is down, activity on most of our pages has increased, as shown on the second chart above, which indicates those that are visiting are spending more time looking through those specific pages (highlighted in yellow) of our site. In particular, the Calendar and Membership pages had the most activity. We believe this is the membership looking to see when we will be having events and meetings and checking on their membership. The VBREA email received questions from members asking how to either check to see if their membership is current or how to rejoin if it is not. This is probably due to the announcement of the annual picnic. Several of these members did not know the VBREA Board voted to waive dues for 2021 for those members in good standing and were worried because they did not remember paying their dues.

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