



**Virginia Beach Retired Employees Association  
Minutes of the Board of Directors  
January 19, 2022, at 9:30 a.m.**

**Agriculture Building Large Conference Room  
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  
Members – Twila Leavitt (absent), Nancy Moore  
Webmasters – Cathy and Stan Morse

**Welcome:**

The President welcomed everyone in attendance and gave a health update on Twila.

**Report of Board Members:**

President – Pete Leavitt

- Pre-retirement seminars for 2022 will be held March 1 (virtual), May 20 (in person) and November 2 (virtual).

Vice President – Phillip White (No report)

Secretary – Kathy Smith

- Minutes of November 17, 2021 was approved via email by the Board and posted on the VBREA website. There was no Board meeting in December due to VBREA Holiday luncheon.

Treasurer – Donna Brehm

- Nancy Moore moved, and Phillip White seconded to accept the December Treasurer Report. Motion carried.
- Nancy Moore moved, and Phillip White seconded to accept the January Treasurer Report as corrected. Motion carried.
- Reports attached to these minutes.

**Report of Committees:**

Benefits/Wellness – Chair Vacant

- Pete stated information received by the webmaster related to benefits for posting to the website is available from other sources including the [vbgov.com](http://vbgov.com) website and the benefits office.
- No report.

Communications – Phillip White, Acting Chair

- Thirteen letters were mailed to new retirees in December.
- Report attached to these minutes.

Finance – Donna Brehm

- Committee is dormant until July 2022 when the yearly audit will be performed.

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

## Involvement Committee – Nancy Moore

- Forty-five members and guests attended the annual holiday luncheon that was held at the VB National Golf Course on December 15<sup>th</sup> at noon.
- January's general membership meeting will be held at Golden Corral on Independence Boulevard.
- February's general membership meeting will also be held at Golden Corral.
- The committee will look into the Military Aviation Museum for our June picnic.
- A member suggested the location of Ocean Eddie's Seafood Restaurant. The committee will investigate this place to see if it meets the following criteria.
- If anyone knows of a meeting place, let the committee know. The criteria include:
  - Sufficient parking
  - Parking close to the door
  - Seating for 40+ people
- Report attached to these minutes.

## Nominating Committee – Phillip White

- Committee is dormant until November 2022 when the yearly elections will be performed.

## Membership Committee – Donna Brehm

- The Association has 303 regular members. Donna disseminated to Board members the current contact membership list.
- The Board to reexamine how one is chosen for Honorary Membership.

## Webmaster – Cathy &amp; Stan Morse

- Traffic to the website continues to increase.
- A link to the CDC will be added to the website's home page.
- Kathy moved and Nancy seconded to suspend the newsletter as the information is on the website. Cathy amended and Kathy seconded to amend the original motion to "eliminate" the newsletter. Motion carried.
- Report attached to these minutes.

**Unfinished Business:**

- None

**New Business:**

- There is a low rate of retirees joining VBREA versus the number of invitation letters sent out. A discussion involved a more economical approach to the mail out process currently in place. The current process is a single sheet letter from the VBREA president and a full color tri-fold application, so, two pieces of paper were being mailed. Suggestions to reduce paper and printing expenses were discussed. The letter will be modified so that the application form could be added to the bottom. Donna to work out the draft and send to the Board for approval.

The next Board and general membership meetings will be held on February 16, 2022 at 9:00 a.m.

There being no further business, the meeting was adjourned at 11:10 a.m. followed by general members' lunch and meeting at the Golden Corral.

Respectfully submitted,

*Kathy Smith*

Board Secretary

Virginia Beach Retired Employees Association (VBREA)

Minutes approved as corrected via email by each member of the Board  
Reports Attached

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**VBREA TREASURER'S REPORT - DECEMBER 15, 2021**

REPORT PERIOD: OCTOBER 31-NOVEMBER 30, 2021

|  |                                     |                          |                   |
|--|-------------------------------------|--------------------------|-------------------|
| <b>VA BEACH CREDIT UNION CHECKING</b>                |                                     | <b>STARTING BALANCE:</b> | <b>\$304.67</b>   |
| <b>CREDITS</b>                                       | Dues-24-2022, 1-2023                | \$288.00                 |                   |
|  | Dues-41-2022                        | \$492.00                 |                   |
|  | Dues-49-2022, 2-2023                | \$612.00                 |                   |
|  | Dues-11-2022, return of \$20 cash   | \$161.00                 |                   |
|  | Dues-41-2022, 2-2023                | \$516.00                 |                   |
|  | Interest                            | \$0.06                   |                   |
| <b>DEBITS</b>  | Weebly site fee-via debit card      | \$144.00                 |                   |
|  | Cash for Annual Meeting             | \$20.00                  |                   |
|  | Check # 1004-Phil- Office Supplies  | \$121.36                 |                   |
|  | Check # 1005-Donation to United Way | \$500.00                 |                   |
| <b>RECONCILED BALANCE WITH NOVEMBER 30 STATEMENT</b> |                                     |                          | <b>\$1,588.37</b> |
| <b>VA. BEACH CREDIT UNION SAVINGS</b>                |                                     | <b>STARTING BALANCE</b>  | <b>\$2,276.83</b> |
| <b>CREDITS</b>                                       | INTEREST-NOVEMBER                   | \$0.28                   | \$0.28            |
| <b>DEBITS</b>  |                                     | \$0.00                   |                   |
| <b>RECONCILED BALANCE WITH NOVEMBER 30 STATEMENT</b> |                                     |                          | <b>\$2,277.11</b> |
| <b>VA. BEACH CREDIT UNION MONEY MARKET ACCT.</b>     |                                     | <b>STARTING BALANCE</b>  | <b>\$5,005.64</b> |
| <b>CREDITS</b>                                       | INTEREST-NOVEMBER                   | \$0.82                   | \$0.82            |
| <b>DEBITS</b>  |                                     | \$0.00                   |                   |
| <b>RECONCILED BALANCE WITH NOVEMBER 30 STATEMENT</b> |                                     |                          | <b>\$5,006.46</b> |
| <b>TOTAL ASSETS OF VBREA AS OF NOVEMBER 30, 2021</b> |                                     |                          | <b>\$8,871.94</b> |

**VBREA TREASURER'S REPORT - JANUARY 19, 2022**

REPORT PERIOD: DECEMBER 1-31, 2021

|  |   |                          |                   |
|--|---|--------------------------|-------------------|
| <b>VA BEACH CREDIT UNION CHECKING</b>                |   | <b>STARTING BALANCE:</b> | <b>\$1,588.37</b> |
| <b>CREDITS</b>                                       | Dues-23-2022, 1-New Member-2022         | \$288.00                 |                   |
|  | Dues-13-2022, 1-2023                    | \$168.00                 |                   |
|  | 6Dues-6-2022, 1-2023, 1 New Member      | \$90.00                  |                   |
|  | Holiday Luncheon Guest Payment          | \$25.00                  |                   |
|  | Holiday Luncheon Guest Payments         | \$100.00                 |                   |
|  | Dues-4-2022                             | \$48.00                  |                   |
|  | Dues-2-2022, \$51 from the 50/50 raffle | \$87.00                  |                   |
|  | Dues-4-2022                             | \$48.00                  |                   |
|  | Interest-Monthly                        | \$0.07                   |                   |
| <b>DEBITS</b>  | Check # 1008: VB National for Banquet   | \$1,058.05               |                   |
|  | Check # 1009 to Louise Pesnicak-Cake    | \$44.06                  |                   |
| <b>RECONCILED BALANCE WITH DECEMBER 31 STATEMENT</b> |   |                          | <b>\$1,340.33</b> |
| <b>VA. BEACH CREDIT UNION SAVINGS</b>                |   | <b>STARTING BALANCE</b>  | <b>\$2,277.11</b> |
| <b>CREDITS</b>                                       | INTEREST-Monthly                        | \$0.29                   | \$0.29            |
| <b>DEBITS</b>  |   | \$0.00                   |                   |
| <b>RECONCILED BALANCE WITH DECEMBER 31 STATEMENT</b> |   |                          | <b>\$2,277.40</b> |
| <b>VA. BEACH CREDIT UNION MONEY MARKET ACCT.</b>     |   | <b>STARTING BALANCE</b>  | <b>\$5,006.46</b> |
| <b>CREDITS</b>                                       | INTEREST-Monthly                        | \$0.85                   | \$0.85            |
| <b>DEBITS</b>  |   | \$0.00                   |                   |
| <b>RECONCILED BALANCE WITH DECEMBER 31 STATEMENT</b> |   |                          | <b>\$5,007.31</b> |
| <b>TOTAL ASSETS OF VBREA AS OF DECEMBER 31, 2021</b> |   |                          | <b>\$8,625.04</b> |

**VBREA COMMUNICATION COMMITTEE MINUTES**

The Communication Committee met January 11, 2022, at 9 A.M. at Brick House Diner, 941 Providence Road, VB

Those present were Phillip White, Acting Chairman, Mary Cardwell, Maggie Saunders, Cathy Morse, and Stan Morse. Amber Morse was a guest.

Phillip welcomed everyone to the meeting and thanked them for showing up on this cold day.

After breakfast, a discussion was held regarding the newsletter and the need for one. Currently, we do not have anyone with the communication skills to put together and publish the newsletter. It was decided that since our Webmaster is providing updates to our website, that should be sufficient. For the members who do not have an email address or did not wish to provide it, we could just send them recaps of the updates that are put on the VBREA Website.

The retirement letters for December 2021 were not mailed yet because of the possible change in policy. That is to mail out post cards instead. Cathy Morse is doing research of that possibility and will provide her research information to the Board next Wednesday. Her preliminary research is showing that there may not be a great amount of saving if we change to post cards.

While discussing the possible change to sending out post cards the comment was made that it would require a change to our Duties and Responsibilities. Cathy made the comment that we still have to ratify the proposed changes to the Duties and Responsibilities that were suggested last fall. Phillip indicated that he would recommend adding this to the Board's agenda for next week.

Bill the owner was asked if his conference could accommodate 40 people and he said that at this time he is booked up for the third Wednesdays of the month and could not entertain our request. The Brick House Diner is a great place to have breakfast, lunch and dinner as their menus are wide and varied.

The next meeting will be February 8, 2022, at 9 A.M. at Brick House Diner.

The meeting adjourned at 9:55 A.M.

Mary Cardwell, Secretary/ Phillip J. White, VP and Acting Chair of the Committee

**The Involvement Committee**

Meeting Minutes

Tuesday, January 4, 2022

10:00 a.m.

Agricultural Building

Virginia Beach, VA

Present were: Nancy Moore, Ilene Snyder and Louise Pesnicak

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

December Christmas Luncheon had 45 people attend. Everyone was pleased with the food. Will probably hold it at VB National again next year. Suggested maybe serving cupcakes instead of cake.

Possible locations for the General meetings:

January 19 – Golden Corral – Independence Blvd.

February 16 – YNot – Landstown Shopping Center

March 16 – Golden Corral

April 20 – location TBD – possibly Dockside, Gus and George's or Bubbas or Taco Loco near Sam's Club

May 18 – Gus and George's

June 15 – Picnic at Farmer's Market

July 20 – location TBD

August – no meeting

September 21 – Golden Corral

October 19 – location TBD

November – 16 – Annual meeting – possibly at Golden Corral

December – 21 or change to 14<sup>th</sup> – Christmas luncheon – VB National Golf Course

February meeting may be at YNot. They can serve a buffet. We would need to do an RSVP since it is a small area. Amount to charge will depend on what we pick for the buffet and how many come. RSVP is supposed to be 2 weeks before the meeting. This will need to be discussed with YNot and see if we can give them a count a week before. There are also questions about is gratuity included, drinks included and how to pay. Nancy will get with Pat Hamm who had contacted YNot and meet there to get further information.

Nancy will also discuss with the board if the association can pay the bill and money would be collected and reimburse the association. More will be known after meeting at YNot.

Will also look into having speakers again probably around April or May depending on how the pandemic goes.

Next meeting will be Tuesday, February 1, 2022, at 10:00 a.m. in small conference room in the Agriculture Building.

**Webmaster Report – Cathy & Stan Morse**  
**Virginia Beach Retired Employees Association**  
**Board of Directors Meeting – January 19, 2022**  
**9:30 a.m. – Virginia Beach Agriculture Dept. Conference Room**

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**  
**December 19, 2021 – January 17, 2022**

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 19 – Jan 2 | Unique Visitors | Page Views |
|----------------|-----------------|------------|
| 19             | 1               | 6          |
| 20             | 0               | 0          |
| 21             | 0               | 0          |
| 22             | 1               | 4          |
| 23             | 3               | 16         |
| 24             | 1               | 3          |
| 25             | 1               | 1          |
| 26             | 2               | 20         |
| 27             | 3               | 8          |
| 28             | 2               | 4          |
| 29             | 1               | 1          |
| 30             | 1               | 1          |
| 31             | 1               | 5          |
| Jan 1          | 1               | 1          |
| 2              | 0               | 0          |

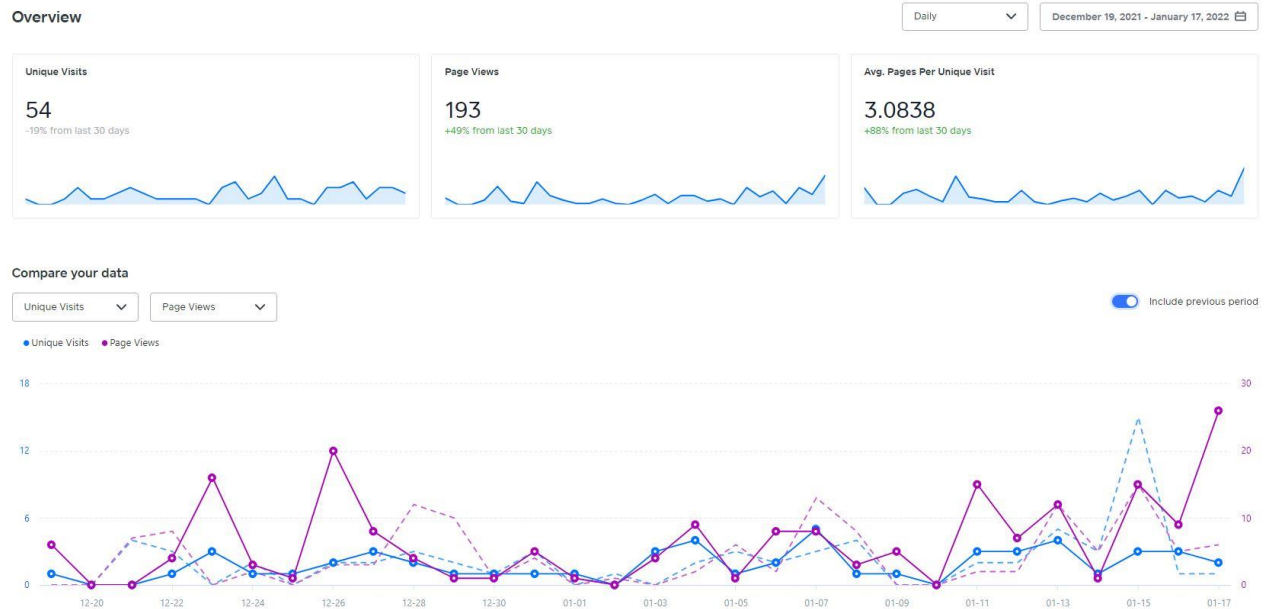
| Jan 3 – Jan 17 | Unique Visitors | Page Views |
|----------------|-----------------|------------|
| 3              | 3               | 4          |
| 4              | 4               | 9          |
| 5              | 1               | 1          |
| 6              | 2               | 8          |
| 7              | 5               | 8          |
| 8              | 1               | 3          |
| 9              | 1               | 5          |
| 10             | 0               | 0          |
| 11             | 3               | 15         |
| 12             | 3               | 7          |
| 13             | 4               | 12         |
| 14             | 1               | 1          |
| 15             | 3               | 15         |
| 16             | 3               | 9          |
| 17             | 2               | 26         |

Table above reflects the past 30 days. Activity on the website continues to trend upwards, although unique visits are down. This indicates less new visitors and more previous visitors are returning to the site spending more time visiting all pages. Updates to the website include: Updated all graphics to New Years; On the HOME page, posted the location of the January 2022 General Membership meeting; on OUR PRESIDENT page updated the President's Message; on the CALENDAR and the BENEFITS & YOU pages updated upcoming events and removed past events, added 1<sup>st</sup> Quarter 2022 Retiree Newsletter and BeWell BEAT Newsletter; on the VBREA EVENTS page added picture slideshow of the 2021 Annual Holiday Luncheon; on the CVB-PT-POSITIONS-SPOTLIGHT removed expired job postings; on the NEW RETIREES page added CVB retirees from December 1, 2021; on the LOCAL COMMERCE page added the 2022 Virginia Beach Farmers Market calendar and the 1<sup>st</sup> Quarter Agriculture Newsletter.

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# Webmaster Views Report

## December 19, 2021 – January 17, 2022



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

| Page Name                        | Views past 30 days | Vs Previous 30 days |
|----------------------------------|--------------------|---------------------|
| /                                | 35                 | +74.47%             |
| /about-us.html                   | 4                  | +57.14%             |
| /benefits-and-you.html           | 5                  | +125.00%            |
| /calendar.html                   | 11                 | +110.00%            |
| /cvb-pt-positions-spotlight.html | 4                  | +57.14%             |
| /in-gratitude.html               | 3                  | +150.00%            |
| /local-commerce.html             | 2                  | +100.00%            |
| /membership.html                 | 7                  | +41.18%             |
| /new-retirees.html               | 26                 | +104.00%            |
| /our-president.html              | 6                  | +85.71%             |
| /services-opportunities.html     | 3                  | +75.00%             |
| /stay-connected.html             | 6                  | +150.00%            |
| /vbrea-events.html               | 12                 | +109.09%            |

According to Weebly analytics, there were 54 unique visits, which is down 19% over the last 30 days than from the previous 30 days. There were 193 page views, 46% more than the previous 30 days. Unique visits viewed an average of 3.0838 pages, which is an increase of 88%. The dotted lines on the graphic above show the previous 30 days for comparison. There was a peak over the past week, which could indicate members checking for information on our next meeting date and site. Activity on the majority of our pages continues to increase, as shown on the second chart above, which indicates those that are visiting are spending more time looking through all the pages of our site.

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