



Virginia Beach Retired Employees Association
Minutes of the Board of Directors
March 16, 2022, at 9:30 a.m.
Agriculture Building Large Conference Room
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
Webmasters – Cathy Morse (absent), Stan Morse (absent)

Welcome:

The President welcomed everyone in attendance.

Report of Board Members:

President – Pete Leavitt

- The pre-retirement packages will continue to have the VBREA business card only (no brochure or letter). The letter will be mailed to new retirees by the Communications Committee.

Vice President – Phillip White (No report)

Secretary – Kathy Smith

- Approved by the Board via email and has been posted on vbrea.org website.

Treasurer – Donna Brehm

- Donna reported our donation check to Project Lifesaver has been deposited. Therefore, our current balance is \$8,332.52.
- Nancy moved, and Phillip seconded to accept the Treasurer Report. Motion carried.
- Report attached to these minutes.

Report of Committees:

Benefits/Wellness – Chair Vacant

- No report.

Communications – Phillip White, Acting Chair

- The revised letter sent to new retirees is now in use.
- He will ask the Webmaster to post on the website the need for a volunteer for social media.
- Webmaster's report is attached to the Communications report.
- 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.

Involvement Committee – Nancy Moore

- The annual picnic in June will be held at the Military Aviation Museum. Lunch will be catered by Pollards Chicken. The museum tour group rate is \$14.30 (tax included) which will be paid by the Association, in addition to lunch, for current members only. Guests are welcome; however, guests' cost for museum tour and lunch is \$20.00, lunch only is \$10.00. More information to follow.
- Nancy moved and Donna seconded that a \$100.00 donation be presented to the Military Aviation Museum at the June picnic. Motion carried.
- Report attached to these minutes.

Nominating Committee – Phillip White

- Committee is dormant until September 2022 when they prepare for the yearly elections.

Membership Committee – Donna Brehm

- Reminder notices for the 68 members who have not paid their 2022 dues have been mailed advising the dues are to be paid by June 1, 2022.

Unfinished Business:

- Duties and Responsibilities document was reviewed for final modifications. Minor changes were made to the document. The Board will take a final vote of the document at their April meeting.
- Positions on the Board are still available.

New Business:

- None

The next Board meeting will be held on April 20, 2022 at 9:30 a.m. followed by the general membership lunch and meeting at 12 noon.

There being no further business, the meeting was adjourned at 10:30 a.m. followed by general membership lunch and meeting at Gus and George's Steakhouse.

Respectfully submitted,

Kathy Smith

Board Secretary

Virginia Beach Retired Employees Association (VBREA)

Reports Attached

Minutes approved as corrected by the Board electronically via email.

VBREA TREASURER'S REPORT - MARCH 16, 2022

REPORT PERIOD: FEBRUARY 1-28, 2022

VA BEACH CREDIT UNION CHECKING	STARTING BALANCE		\$1,429.39
CREDITS Dues renewal	\$12.00		\$12.00
Interest-Monthly	\$0.05		\$0.05
DEBITS Check 1010	\$34.80		\$34.80
RECONCILED BALANCE WITH FEBUARY 28 STATEMENT			\$1,406.64
VA. BEACH CREDIT UNION SAVINGS	STARTING BALANCE		\$2,277.69
CREDITS INTEREST-Monthly	\$0.26		\$0.26
DEBITS	\$0.00		
RECONCILED BALANCE WITH FEBUARY 28 STATEMENT			\$2,277.95
VA. BEACH CREDIT UNION MONEY MARKET ACCT.	STARTING BALANCE		\$5,008.16
CREDITS INTEREST-Monthly	\$0.77		\$0.77
DEBITS	\$0.00		
RECONCILED BALANCE WITH FEBUARY 28 STATEMENT			\$5,008.93
TOTAL ASSETS OF VBREA AS OF FEBRUARY 28, 2022			\$8,693.52

NOTES: PROJECT LIFESAVER CHECK FOR \$385 HAS CLEARED

VBREA COMMUNICATION COMMITTEE MARCH MEETING MINUTES

The Communication Committee met March 8, 2022 at 9:00 A.M. at Brick House Diner, 941 Providence Square Shopping Square.

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

Phillip welcomed everyone.

Breakfast was enjoyed by all.

Old business:

Maggie sent 61 retirement letters in January and 19 retirement letters in February for a total of 80 letters. The process was much easier now since the Board agreed to the last changes to this process. Thanks to the Board!

The Webmaster reported that she should receive the March verified retiree list after the 15th of the month.

New business:

The Webmaster report is to be included in these minutes (copy attached). Cathy reviewed the report to the committee.

Cathy stated we need a social media site and should continue to advertise for someone in the organization to assist the committee with this venture.

Maggie indicated that she will send a "get well" card to Janice Eaton from our committee who recently had knee surgery. The committee members present signed the card.

The next meeting will be April 12, 2022 at 9 A.M. at Brick House Diner.

The meeting adjourned at 9:55 A.M.

Respectfully submitted,

Mary Cardwell, Secretary Phillip J. White, Acting Chair

Webmaster Report – Cathy & Stan Morse
Virginia Beach Retired Employees Association
Communications Committee Meeting – March 7, 2022
9:00 a.m. – Brick House Diner

Our site is: www.vbrea.org

Our email is: vbrea.webmaster@gmail.com

Webmaster Dashboard Unique Visitors Report
February 5, 2022 – March 6, 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.

Feb 5 – Feb 19	Unique Visitors	Page Views
5	5	9
6	2	2
7	0	0
8	2	2
9	2	3
10	1	1
11	4	13
12	1	4
13	2	2
14	4	14
15	4	8
16	2	32
17	1	3
18	3	15
19	0	0

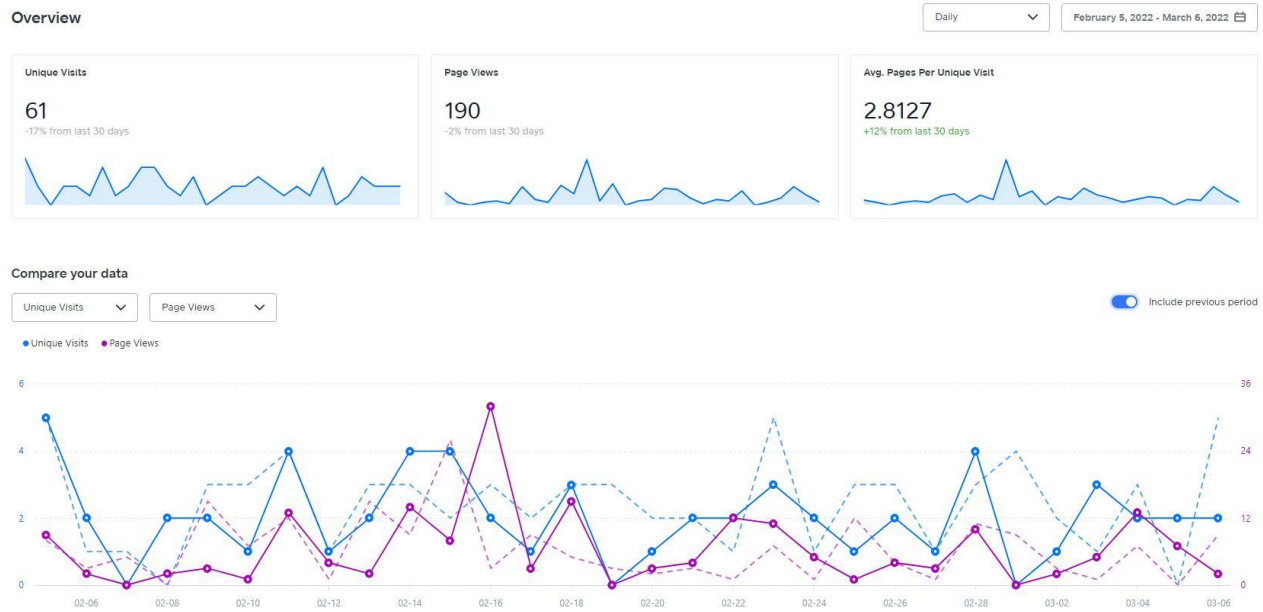
Feb 20 – Mar 6	Unique Visitors	Page Views
20	1	3
21	2	4
22	2	12
23	3	11
24	2	5
25	1	1
26	2	4
27	1	3
28	4	10
Mar 1	0	0
2	1	2
3	3	5
4	2	13
5	2	7
6	2	2

Table above reflects the past 30 days. Activity on the website was down, although the average number of pages per unique visits was up indicating those visiting the site are viewing more pages. Updates to the website include: On the HOME page, posted the location of the March 2022 General Membership meeting, placed a notice to those members who have not yet submitted their 2022 dues payment that they will be receiving a reminder via mail (also on MEMBERSHIP page); on OUR PRESIDENT page updated the President's Message; on the CALENDAR page updated the March 2022 General Membership Meeting date and location; on the BENEFITS & YOU pages updated upcoming events and removed past events; on the CVB-PT-POSITIONS-SPOTLIGHT removed expired and added some new job postings; on the NEW RETIREES page added CVB retirees from February 1, 2022; on the STAY CONNECTED page added Board Meeting Minutes from January and February 2022, removed the reference to the VBREA Newsletter since the Board voted to discontinue this and maintain the website and seek a volunteer to maintain and administer an official VBREA social media presence.

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

Webmaster Views Report

February 5, 2022 – March 6, 2022



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

Page Name	Views past 30 days	Vs Previous 30 days
/	10	+15.63%
/about-us.html	1	+8.33%
/benefits-and-you.html	2	+18.18%
/calendar.html	2	+18.18%
/cvb-pt-positions-spotlight.html	3	+300.00%
/in-gratitude.html	0	-
/local-commerce.html	0	-
/membership.html	2	+33.33%
/new-retirees.html	5	+17.24%
/our-president.html	1	+6.25%
/services-opportunities.html	1	+33.33%
/stay-connected.html	1	+16.67%
/vbrea-events.html	1	+11.11%

According to Weebly analytics, there were 61 unique visits, which is down 17% over the last 30 days than from the previous 30 days. There were 190 page views, 2% less than the previous 30 days. Unique visits viewed an average of 2.8127 pages, which is an increase of 12%. The dotted lines on the graphic above show the previous 30 days for comparison. There was a peak in the middle of February, as it tends to every month, 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 these pages of our site. However, there was no activity whatsoever on 2 of our pages over the past 30 days. These 2 pages tend to have little to no change, so it is not surprising.

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

The Involvement Committee
Meeting Minutes
Tuesday, March 1, 2022
10:00 a.m.
Agricultural Building
Virginia Beach, VA

Present were, Nancy Moore, Pat Hamm, Ilene Snyder and Louise Pesnicak. Absent were Pete Leavitt, Rose Dawley, Roberta Snyder, Joelle Talbot, and Jean Marshall, Sue Shipp Sullivan.

Locations for lunches in 2022 were discussed and the following is the schedule for the rest of the year:

March 16, 2022 – Gus and George’s

April 20 – Dockside on Vista Circle, off Shore Drive

May 18 – Tentatively, Liz’s Kitchen. Nancy will look into this location and the Committee will decide if it is suitable.

June 15 - Annual picnic. We are looking into The Aviation Museum in Pungo. The Committee will go to the Museum on Thursday, March 10th to see if this will be a good location and the cost. The Board voted for the organization to pay for the picnic and tour for members. The committee discussed charging guests \$10.00 (to cover the price of the tour). This may change due to the price of the tour. Reservations will be needed. Deadline for reservations will be Friday, June 10, 2020. Picnic will be catered by Pollards. If this location does not meet standards then the picnic will again be at The Farmers Market.

July 20 – Golden Corral

August – vacation month, no lunch meeting.

September 21 – Possible location, Taco Loco located on Virginia Beach Blvd. near Bone Fish Restaurant.

October 19 – TBD

November 16 - Annual meeting, location to be determined.

December 14 – Annual Christmas lunch at the VB National Golf Course.

At the next meeting we will look into possible speakers for future lunches.

The meeting adjourned at 11:15 PM. Next meeting will be Tuesday, April 5, at 10:00 AM at this same location.