



**Virginia Beach Retired Employees Association
Minutes of the Board of Directors
April 20, 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 (absent)
Secretary – Kathy Smith
Treasurer – Donna Brehm
Members – Twila Leavitt (via video phone), Nancy Moore (absent)
Webmasters – Cathy Morse, Stan Morse (absent)

Welcome:

The President welcomed everyone in attendance.

Report of Board Members:

President – Pete Leavitt

- No report

Vice President – Phillip White (absent)

Secretary – Kathy Smith

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

Treasurer – Donna Brehm

- Cathy moved, and Kathy 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 (absent)

- After discussion, the Webmaster will send an email blast to all members identifying the Board vacancies, the need for a social media presence, notify vbrea.webmaster@gmail.com on the death or relocation of any retired employee, and suggestions for locations and speakers for general membership luncheons.
- Report attached to these minutes.
- Webmaster's report is 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 (absent)

- Pete announced today's general membership luncheon will be at Dockside Restaurant.
- Report attached to these minutes.

Nominating Committee – Phillip White (absent)

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

Membership Committee – Donna Brehm

- Some 2022 dues have come in because of the reminder letters. The 2022 dues are to be paid by June 1, 2022.

Unfinished Business:

- Donna moved and Cathy seconded that the Duties and Responsibilities document be accepted as amended pending the general membership's approval of the revised Bylaws. Motion carried.
- Nancy will chair the Bylaws committee.

New Business:

- Donna agreed to be the coordinator for VBREA on the United Way.

The next Board meeting will be held on May 18, 2022 at 9:30 a.m. followed by the general membership lunch and meeting at 12 noon at tentatively at Liz's Kitchen.

There being no further business, the meeting was adjourned at 10:45 a.m. followed by general membership lunch and meeting at Dockside Restaurant.

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 - APRIL 20, 2022

REPORT PERIOD: MARCH 1-31, 2022

VA BEACH CREDIT UNION CHECKING			
	STARTING BALANCE:		\$1,406.64
CREDITS			
2022 dues renewal-4	\$36.00		\$36.00
2023 and 2024 renewal-1	\$24.00		\$24.00
New members-1	\$12.00		\$12.00
50/50 deposit for Feb. and March	\$36.00		\$36.00
Interest-Monthly	\$0.05		\$0.05
DEBITS			
Check # 2006-Project Lifesaver	\$385.00	\$385.00	
Debit card-Member Ties Database Renew	\$69.00	\$69.00	
RECONCILED BALANCE WITH MARCH 31 STATEMENT			\$1,060.69

VA. BEACH CREDIT UNION SAVINGS			
	STARTING BALANCE		\$2,277.95
CREDITS			
INTEREST-Monthly	\$0.29		\$0.29
DEBITS	\$0.00		
RECONCILED BALANCE WITH MARCH 31 STATEMENT			\$2,278.24

VA. BEACH CREDIT UNION MONEY MARKET ACCT.			
	STARTING BALANCE		\$5,008.93
CREDITS			
INTEREST-Monthly	\$0.85		\$0.85
DEBITS	\$0.00		
RECONCILED BALANCE WITH MARCH 31 STATEMENT			\$5,009.78

TOTAL ASSETS OF VBREA AS OF MARCH 31, 2022 RECENT TRANSACTIONS: \$8,348.71

CHECKING CREDITS: DUES (INCLUDES 2 NEW MEMBERS) \$198.00 ACTUAL CHECKING BALANCE (4-18-22) \$1,258.69

The Involvement Committee
Meeting Minutes
Tuesday, April 5, 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, Jean Marshall, and Sue Shipp Sullivan.

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

April 20 – Dockside on Vista Circle, off Shore Drive. We will send out an email asking how many may attend just to give Dockside a heads up on the number since they do not take reservations.

May 18 – Tentatively, Liz's Kitchen. The Committee went there after the meeting to see if it would be a good location but the restaurant is closed on Monday and Tuesday.

June 15 - Annual picnic. The picnic will be at The Aviation Museum in Pungo. Pollards will cater. The Board voted the organization will pay for the picnic and tour for members. Guests will be \$20 (\$10.00 for the picnic and \$10.00 for the tour). Therefore, RSVPs will be needed. Deadline will be June 10, 2022. Nancy will send information to the Webmaster for posting to the VBREA website.

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. Committee decided to have a lunch at the usual time instead of a morning meeting.

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

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

We will try and have speakers again starting in July and/or September. A few people were discussed and will we will decide more about speakers at future meetings.

The meeting adjourned at 11:15 PM. **Next meeting will be Tuesday, May 3, at 10:00 AM** at this same location. It was also decided the June committee meeting will actually be held on Tuesday, May 31 to give time to make sure everything is set for the June picnic.

VBREA COMMUNICATION COMMITTEE APRIL MEETING MINUTES

The Communication Committee met April 12, 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 11 retirement letters to March 2022 retirees. Maggie did not report any problems with the revised system initiated last month. Things are going smoothly.

The Webmaster reviewed her March report with the committee and this report is attached to the minutes.

The Webmaster also stated that we should send out another blast requesting a volunteer to head our social media campaign. This will be discussed with the Board at the next meeting to see if any other requests should be included in that blast.

Rusty has agreed to send out any sympathy cards to deceased members family when the committee is notified.

New business: None

The next meeting will be May 10, 2022, at 9 A.M. at Brick House Diner.

The meeting adjourned at 9:45 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 – April 12, 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
March 13, 2022 – April 11, 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.

Mar 13 – Mar 27	Unique Visitors	Page Views
13	1	2
14	6	14
15	2	4
16	3	4
17	2	10
18	1	2
19	6	10
20	2	10
21	4	7
22	1	2
23	3	11
24	4	7
25	4	8
26	3	4
27	2	3

Mar 28 – Apr 11	Unique Visitors	Page Views
28	2	8
29	2	3
30	1	1
31	0	0
Apr 1	1	7
2	2	7
3	0	0
4	4	7
5	4	7
6	4	12
7	0	0
8	5	13
9	0	0
10	3	3
11	2	20

Table above reflects the past 30 days. New unique visits to the website is up, although the average number of pages per unique visits was down indicating those new visitors to the site are viewing less pages per visit. Updates to the website include: On all pages changed graphics to spring flowers; on the HOME page, posted the location of the April 2022 General Membership meeting, created a "Save the Date" flyer for the 2022 Annual Picnic; on OUR PRESIDENT page updated the President's Message; on the CALENDAR page updated the April 2022 General Membership Meeting date and location, added the "Save the Date" info for the 2022 Annual Picnic in June; 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 March 1, 2022; on the STAY CONNECTED page added Board Meeting Minutes from March.

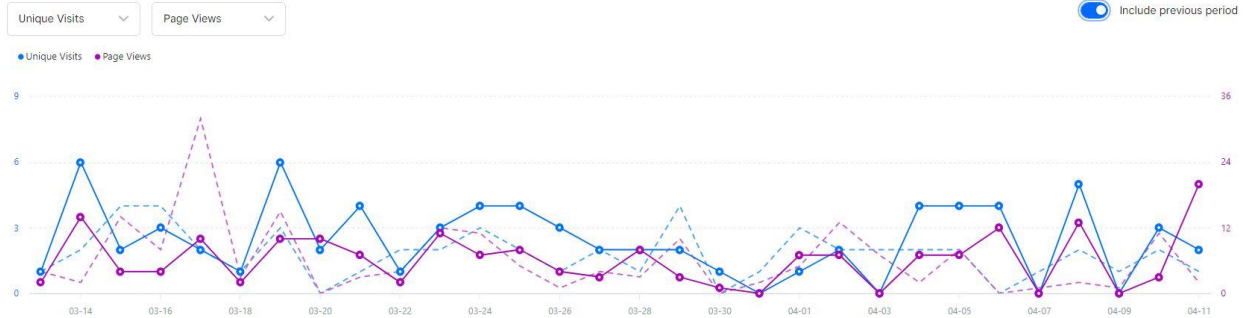
Webmaster Views Report March 13, 2022 – April 11, 2022

Overview

Daily March 13, 2022 - April 11, 2022



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
/	24	+36.36%
/about-us.html	3	+27.27%
/benefits-and-you.html	4	+44.44%
/calendar.html	8	+80.00%
/cvb-pt-positions-spotlight.html	3	+60.00%
/in-gratitude.html	1	+50.00%
/local-commerce.html	0	-
/membership.html	3	+33.33%
/new-retirees.html	18	+58.06%
/our-president.html	5	+55.56%
/services-opportunities.html	2	+200.00%
/stay-connected.html	3	+75.00%
/vbrea-events.html	2	+40.00%

According to Weebly analytics, there were 74 unique visits, which is up 37% over the last 30 days than from the previous 30 days. There were 186 page views, same as the previous 30 days. Unique visits viewed an average of 2.4144 pages, which is a decrease of 19%. The dotted lines on the graphic above show the previous 30 days for comparison. Peaks continue to occur around the first of the month and again in the middle of the month. This could indicate new retirees checking out our website and members checking for meeting dates and locations. 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 1 page (Local Commerce) over

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the past 30 days. This page tends to have little to no change, so it is not surprising. Would like to ask the Board to mention at the General Membership meeting that this page is available free of charge to any members who would like to advertise their business.