



**Virginia Beach Retired Employees Association
Minutes of the Board of Directors
September 21, 2022, at 9:30 a.m.
Agriculture Director's Conference Room**

Email: vbrea.webmaster@gmail.com

Website: vbrea.org

Board of Directors:

President – Pete Leavitt

Vice President – Phillip White

Secretary – Kathy Smith

Treasurer – Donna Brehm

Members – Twila Leavitt, Nancy Moore

Webmasters – Cathy Morse, Stan Morse (absent)

Welcome:

The President welcomed everyone all present.

Reports of Board Members:

President – Pete Leavitt

- Next pre-retirement seminar will be in-person on November 2, 2022.

Vice President – Phillip White

- No Report

Secretary – Kathy Smith

- The minutes were approved via email and posted on the website.

Treasurer – Donna Brehm

- Moved by Nancy Moore and seconded by Twila Leavitt to accept the Treasurer Report. Motion Carried
- Report attached to these minutes.

Reports of Committees:

Benefits/Wellness – Chair Vacant

- Website has been updated with 2023 health insurance information.
- No Report

Communications – Twila Leavitt

- No newsletter will be available until a new member willing to undertake this task joins the committee.
- Twila to work with webmaster to spotlight a retiree on the website by-monthly.
- Reports are attached to these minutes.

Finance – Donna Brehm

- No activity until June 2023.

Involvement Committee – Nancy Moore

- Thirty RSVPs received for today's general luncheon at Taco Loco.
- October 19 – either Gus and George's or Golden Corral.

- November 16 – Annual Meeting will be held at Haygood Methodist Church, 4713 Haygood Road, Virginia Beach. The committee will provide light breakfast refreshments.
- December 14 – The Annual Christmas lunch will be held at VB National Golf Club is available for the. The cost has increased to \$27.00 per person. On behalf of the committee, Nancy moved and Phillip seconded that members pay \$25.00 and guests pay \$20.00; the association will pay the excess. Motion carried. Pete to formally invite the city manager to the luncheon.
- Committee to look into a members' gathering at the Virginia Aquarium.
- Report attached to these minutes.

Nominating Committee – Phillip White

- There are five At-Large Directors positions. Twila, Nancy, and Cathy have agreed to stay in their positions. Two of the positions are vacant. All five positions are up for election. This will take place at November's annual meeting.

Membership Committee – Donna Brehm

- Dues notices will be mailed to members before November.

Unfinished Business:

- Donna researched options for accepting payments for dues. After discussion, Donna moved, and Twila seconded that we continue to accept payments via cash or check only. Motion carried.
- United Way campaign information will be available soon.

New Business:

- With recent changes to the Bylaws, the organization chart needs to be updated.

The next Board meeting will be held on October 19, 2022 at 9:30 a.m. followed by the general membership lunch and meeting at 12 noon at Gus and George's Steak and Seafood Restaurant.

There being no further business, the meeting was adjourned at 11:15 a.m. followed by the general membership lunch and meeting at the Taco Loco.

Respectfully submitted by,
Kathy Smith
Secretary

Reports Attached; Minutes approved by the Board.

VBREA TREASURER'S REPORT - September 21, 2022

REPORT PERIOD: July 1-September 21, 2022 (no meeting in August)

VA BEACH CREDIT UNION CHECKING		STARTING BALANCE:	\$98.56
CREDITS	Guest picnic fee and 50/50 revenue	\$33.00	\$33.00
	1new at reduced rate, one renewal -2 yrs.	\$30.00	\$30.00
DEBITS			
RECONCILED BALANCE WITH AUGUST 31 STATEMENT			\$161.56
VA. BEACH CREDIT UNION SAVINGS		STARTING BALANCE	\$2,279.09
CREDITS	INTEREST-Monthly-July and August	\$0.58	\$0.58
DEBITS		\$0.00	
RECONCILED BALANCE WITH AUGUST 31 STATEMENT			\$2,279.67
VA. BEACH CREDIT UNION MONEY MARKET ACCT.		STARTING BALANCE	\$5,012.27
CREDITS	INTEREST-Monthly-July and August	\$2.13	\$2.13
DEBITS		\$0.00	
RECONCILED BALANCE WITH AUGUST 31 STATEMENT			\$5,014.40
TOTAL ASSETS OF AUGUST 31, 2022			\$7,455.63

Checking account activity since August 31, 2022

Purchase for envelopes-annual dues mailout (# 10 window)	30.73
Deposit Dues-4 new members and one renewal	54.00
Deposit Transfer: savings to checking to cover annual mailout	500.00
Purchase for #9 size envelopes for annual dues mailout	19.36
VBREA ASSETS-OVERALL BALANCE AS OF 09-21-2022	7459.54

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

VBREA Communications Committee

September 13, 2022

Attendees: Twila Leavitt, Phillip White, Cathy Morse and Mary Cardwell. Pete Leavitt was a guest.

The meeting was held at Brick House Diner at 9 a.m.

Twila welcomed everyone.

Retirement letters: Eleven were sent out for July retirees and seven have been sent recently for August.

Greeting cards: Rusty will continue to send cards.

Website: Cathy said we had an increase in visits. She sent one blast out regarding the meeting on September 21.

Mary stated a program "Prohibition in Princess Anne County, hosted by the Princess Anne County/Virginia Beach Historical Society" will be presented October 2 at 2:30 p.m. at Scott Memorial United Methodist Church, 409 First Colonial Road, Va. Beach. It is free, open to the public.

Old Business:

Facebook page for VBREA: It will be for members only. Pete has set it up but we are not going to advertise it to members until we have a member of the Committee that will take over the administration of the page.

New members for the Communications Committee, other committees, and the Board: Twila will write an article as time allows regarding this to be posted on the Website.

New Business:

Maggie's status: We are not certain of her return. Phillip will take over the sending of letters for the immediate future. Pete met with her husband to get the supplies and stamps.

The next meeting will be October 11, 2022 at 9 a.m. at Brick House Diner.

The meeting adjourned at 10:05 a.m.

Respectfully submitted,

Twila Leavitt, Chairman

Mary Cardwell, Secretary

The Involvement Committee
Meeting Minutes
Tuesday, September 7, 2022
10:00 a.m.
Agricultural Building
Virginia Beach, VA

Present were, Nancy Moore, Pat Hamm, Louise Pesnicak, Ilene Snyder, Roberta Snyder and Joelle Talbot.

Absent were Rose Dawley, Pete Leavitt, 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:

September 21 – Committee members went to Taco Loco Restaurant, Virginia Beach Blvd. in August and it was decided to have the meeting there. Checked out the back room and it should be big enough. Will have the members RSVP so we can give a count to the restaurant.

October 19 – Gus and George's

November 16 - Annual meeting will be held at the Haygood Methodist Church on Haygood Road. It will be a morning meeting starting at 10:00 AM. Coffee, tea and breakfast items will be discussed at next meeting. Nancy will get in touch with Gary Zalas from TRIAD to see if he will be available to be the speaker. TRIAD is an organization that deals with senior concerns and information.

December 14 – Annual Christmas lunch at the VB National Golf Course. Joelle contacted the catering manager and made arrangements for the holiday lunch. Costs have gone up and will be \$27.70 per member (this includes tax and gratuity). The committee discussed to charge members \$15.00 and guests \$20.00. Reservations will be required.

The committee also discussed Founders Inn for the Christmas luncheon. One of the members said that another organization she belongs to said the price for the Christmas buffet will be about \$30 per person. Committee decided to keep this year's luncheon at Virginia Beach National Golf Course.

Committee members will of check out Rib City Bar-B-Q, Brickhouse Grill and other places for future sites for monthly meetings/lunch. Possible speakers for future lunches were discussed and names mentioned were an FBI agent and President of the ILR. We will try and have speakers again starting in January.

The meeting adjourned at 11:15 PM. Next meeting will be on Tuesday, October 4 at this same location.

Webmaster Report – Cathy & Stan Morse
Virginia Beach Retired Employees Association
Communications Committee Meeting – September 13, 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
August 13, 2022 – September 11, 2022

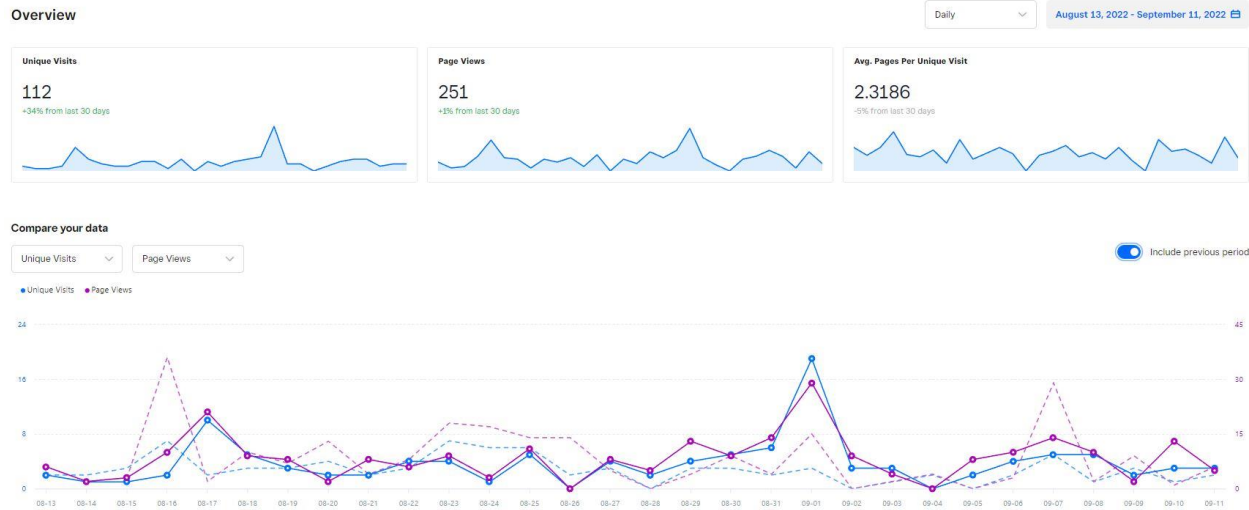
Unique Visitors: Every computer has its unique code so individual computer visits are only once during a week from a Monday through a Sunday no matter how many times that individual computer visits.

Aug 13 – Aug 27	Unique Visitors	Page Views
13	2	6
14	1	2
15	1	3
16	2	10
17	10	21
18	5	9
19	3	8
20	2	2
21	2	8
22	4	6
23	4	9
24	1	3
25	5	11
26	0	0
27	4	8

Aug 28 – Sep 11	Unique Visitors	Page Views
28	2	5
29	4	13
30	5	9
31	6	14
1	19	29
2	3	9
3	3	4
4	0	0
5	2	8
6	4	10
7	5	14
8	5	10
9	2	2
10	3	13
11	3	5

Table above reflects the past 30 days. Overall activity on our website is up for this reporting period. Updates to the website include: On entire site, replaced spring flowers with summer/beach graphics; on the HOME page added the date and location for the September General Membership Meeting, removed the proposed Bylaws amendments, and did some general cleanup; on the ABOUT US page removed and replaced with updated VBREA Bylaws and the VBREA Duties and Responsibilities documents; on OUR PRESIDENT page updated the President's Message with the September meeting information; on the CALENDAR page updated the September 2022 General Membership Meeting date and location; on the BENEFITS & YOU pages added additional information about the 2023 Open Enrollment being a passive enrollment, 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 July and August retirees.

Webmaster Views Report August 13, 2022 – September 11, 2022



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

Page Name	Views past 30 days	Vs Previous 30 days
/	30	+34.88%
/about-us.html	2	+40.00%
/benefits-and-you.html	-	-
/calendar.html	8	+53.33%
/cvb-pt-positions-spotlight.html	10	+142.86%
/in-gratitude.html	-	-
/local-commerce.html	3	+150.00%
/membership.html	2	+28.57%
/new-retirees.html	29	+51.79%
/our-president.html	3	+27.27%
/services-opportunities.html	6	+100.00%
/stay-connected.html	1	+33.33%
/vbrea-events.html	10	+62.50%

According to Weebly analytics, there were 112 unique visits, which is up 34% over the last 30 days than from the previous 30 days. There were 251 page views, which is up just 1% from the previous 30 days. Unique visits viewed an average of 2.3186 pages, which is actually a decrease of just 5%. Activity on each page, however, is up as indicated in the 2nd graphic above indicating those visiting spending more time on the majority of our pages. The dotted lines on the 1st graphic above show the previous 30 days for comparison. There were some peaks over the past week. We believe this could be members looking for the location of our September meeting. We also believe a slight increase in activity could be with July being the month with the largest number of new retirees they are visiting our site to see what we are about.

One email blast sent out to the membership regarding the September General Membership Meeting.