



**Virginia Beach Retired Employees Association  
Minutes of the Board of Directors  
October 19, 2022, at 9:30 a.m.  
Agriculture Director's Conference Room**

**Email:** [vbrea.webmaster@gmail.com](mailto:vbrea.webmaster@gmail.com)

**Website:** [vbrea.org](http://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 all present.

**Reports of Board Members:**

President – Pete Leavitt

- Next pre-retirement seminar will be November 2, 2022. This and future seminars will be virtual.

Vice President – Phillip White

- No Report

Secretary – Kathy Smith

- Donna Brehm moved, and Phillip White seconded the September minutes be approved with noted changes. Motion carried.

Treasurer – Donna Brehm

- Nancy Moore moved, and second by Twila Leavitt the Treasurer Report was approved. Motion Carried.
- Report attached to these minutes.

**Reports of Committees:**

Benefits/Wellness – Chair Vacant

- Website has been updated.
- No Report

Communications – Twila Leavitt

- Reports attached to these minutes.

Finance – Donna Brehm

- No report until July 2023.

Involvement Committee – Nancy Moore

- October 19 – general membership and lunch at Gus and George's Steak and Spaghetti Restaurant.
- 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 for members is \$20.00 and guests pay \$25.00; the association will pay the excess.

- Nancy Moore moved, and Twila Leavitt seconded that Pete to formally invite the city manager and mayor to our December luncheon as VBREA guests. Motion carried.
- Report attached to these minutes.

#### Nominating Committee – Phillip White

- Phillip reported he has been unable to find volunteers to serve on the committee.
- There are five At-Large Directors positions up for election. Elections will take place at November's annual meeting.
- Nancy Moore suggested an email blast to members letting members know without their service on the Board and committees, the future of VBREA looks bleak.

#### Membership Committee – Donna Brehm

- 2023 dues notices will be mailed to members this week.

#### Unfinished Business:

- Donna Brehm reported an email was sent to members regarding the United Way campaign. Deadline is November 17<sup>th</sup>. Information and forms are available on the home page of VBREA website.
- Cathy Morse moved, and Donna Brehm seconded that \$1,000 be allocated for 2022 charities. \$500 will be donated via the United Way to the 5/31 Tragedy Fund with the remainder funds to be divided among other charities as determined by the Board. Motion carried.

#### New Business:

- With recent changes to the Bylaws, the organization chart has been modified and will be posted on the website.
- The Board will prepare a yearly budget to reflect the previous year's actual expenditures and the next year's proposed expenditures and revenue. This will be a usual tool for planning outings and donations.
- A PowerPoint document of accomplishments and financial health of the organization will be presented at the annual meetings then posted on the website.
- Cathy Morse moved, and Nancy Moore seconded that we do not move forward with an additional fall event as approved in June 15, 2022 minutes. Motion carried.

Due to the general membership annual meeting on November 16<sup>th</sup> to be held at Haygood United Methodist Church, there will be no Board meeting in November.

There being no further business, the meeting was adjourned at 11:35 a.m. followed by the general membership lunch and meeting at the Gus and George's Steak and Seafood Restaurant.

Respectfully submitted by,

**Kathy Smith**

Secretary

Reports Attached

Minutes approved by the Board via email

## VBREA TREASURER'S REPORT - October 19, 2022

REPORT PERIOD: September 1-30, 2022

VA BEACH CREDIT UNION CHECKING			STARTING BALANCE:	\$161.56
<b>CREDITS</b>	Transfer of funds from VBREA Savings	\$500.00		\$500.00
	4 New and 1 renewal memberships	\$54.00		\$54.00
	September meeting 50/50 raffle proceeds	\$29.00		\$29.00
	Interest for September	\$0.02		\$0.02
<b>DEBITS</b>	Stamps for new retiree letters	\$24.00		\$24.00
	#9 Envelopes for dues mailout	\$19.36		\$19.36
	#10 window Envelopes for dues mailout	\$30.73		\$30.73
	Weebly-annual domain registration	\$19.95		\$19.95
<b>RECONCILED BALANCE WITH SEPTEMBER 30 STATEMENT</b>				<b>\$650.54</b>
VA. BEACH CREDIT UNION SAVINGS			STARTING BALANCE	\$2,279.67
<b>CREDITS</b>	INTEREST-September	\$0.25		\$0.25
<b>DEBITS</b>	Transfer to VBREA Checking	\$500.00		\$500.00
<b>RECONCILED BALANCE WITH SEPTEMBER 30 STATEMENT</b>				<b>\$1,779.92</b>
VA. BEACH CREDIT UNION MONEY MARKET ACCT.			STARTING BALANCE	\$5,014.40
<b>CREDITS</b>	INTEREST-September	\$1.24		\$1.24
<b>DEBITS</b>		\$0.00		
<b>RECONCILED BALANCE WITH SEPTEMBER 30 STATEMENT</b>				<b>\$5,015.64</b>
<b>TOTAL ASSETS AS OF SEPTEMBER 30, 2022</b>				<b>\$7,446.10</b>

Checking account activity since September 30, 2022

Debit card \$180.00 300 stamps for dues mailout

VBREA ASSETS-OVERALL BALANCE AS OF 10-19-2022 **\$7,266.10**

## VBREA Communications Committee

October 11, 2022

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

The meeting was held at Brickhouse Diner at 9 a.m.

Twila welcomed everyone.

Retirement letters: Cathy will send the list to Phillip. There are 14 letters to be sent for September 1 retirees.

Greeting cards: Twila will call Rusty regarding cards sent.

Website: Cathy said we had a decrease in visits.

Mary stated there will be a dedication of Patriots Park at 403 S. Witchduck Road at 10 a.m. on Saturday, October 22.

Old Business:

Facebook page for VBREA: Need Facebook administrator.

New members for the Communications Committee: Twila will write an article regarding this.

Maggies status: She is still recuperating.

New business:

Annual meeting PowerPoint-Communications Committee:

Critical need for new committee members.

- Meetings are the second Tuesday at 9:00 a.m.
- Major need is to train backup members to carry on when needed due to illness, etc.
- Help sending letters to new retirees.
- Facebook administrator

Letters to new retirees concerning membership.

- As of October 1, 2022, 223 letters have been sent to new retirees this calendar year with 14 letters to be sent for September 1 retirees.

Get well and sympathy cards.

- There have only been a few cards sent out this year. Members need to report when they hear of a member or family members of a deceased member need a card.

E-mail communications to members.

- Cathy reported the emails number of e-mails sent out were unknown. There were meeting reminders, several By-Laws changes, volunteer requests sent out. Numbers will be tracked for the next year.

VBREA Website.

- Cathy will report on visits to the Website and which pages were visited most. Will need information for the Powerpoint.

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

The next meeting will be November 8, 2022 at 9 a.m. at Brick House Diner.

The meeting adjourned at 10:15

Respectfully submitted

Twila Leavitt, Chairman

Mary Cardwell, Secretary

The Involvement Committee  
Meeting Minutes  
Tuesday, October 4, 2022  
10:00 a.m.  
Agricultural Building  
Virginia Beach, VA

Present were, Nancy Moore, Pat Hamm, Louise Pesnicak, Ilene Snyder, and Pete Leavitt. Absent were 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: September 21 at Taco Loco Restaurant was well attended and everyone seemed pleased with the food and service.

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 and decided who will bring what at next meeting. Nancy was in touch with Gary Zalas from Triad and he will not be available to be the speaker because of knee surgery. We will try and schedule him for some time in 2023. Pete will see if either Mayor Dyer or City Manager Patrick Duhaney might be available to say a few words. Nancy will check the box she has for any supplies needed and any we do not have will be purchases. Pete will contact the church to see how many coffee pots we can use and if they take big filters. Final details will be discussed at the November committee meeting.

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. It was discussed at the Board meeting and decided to charge members \$20.00 and guests \$25.00. Reservations will be required. It was also suggested that if the mayor and/or city manager cannot make the Annual Meeting in November, one or both of them may be available for the holiday lunch.

January 18, 2023 – Golden Corral with possible speaker.

Committee members will keep checking out 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. Pat will get in touch with the ILR and see if someone would be available to speak at the January meeting.

Nancy will get in contact with the Aquarium for possible meeting in the spring. Picnic will be in June and possibly an Octoberfest theme for a picnic at the Farmers Market.

The meeting adjourned at 11:15 PM. Next meeting will be on Tuesday, November 1 at this same location.

**Webmaster Report – Cathy & Stan Morse  
Virginia Beach Retired Employees Association  
Communications Committee Meeting – October 11, 2022  
9:00 a.m. – Brick House Diner**

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  
September 10, 2022 – October 9, 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.

Sep 10 – Sep 24	Unique Visitors	Page Views
Sep 10	3	13
11	3	5
12	5	15
13	2	5
14	1	1
15	3	3
16	1	3
17	5	7
18	1	4
19	0	0
20	3	3
21	6	10
22	8	23
23	7	31
24	2	4

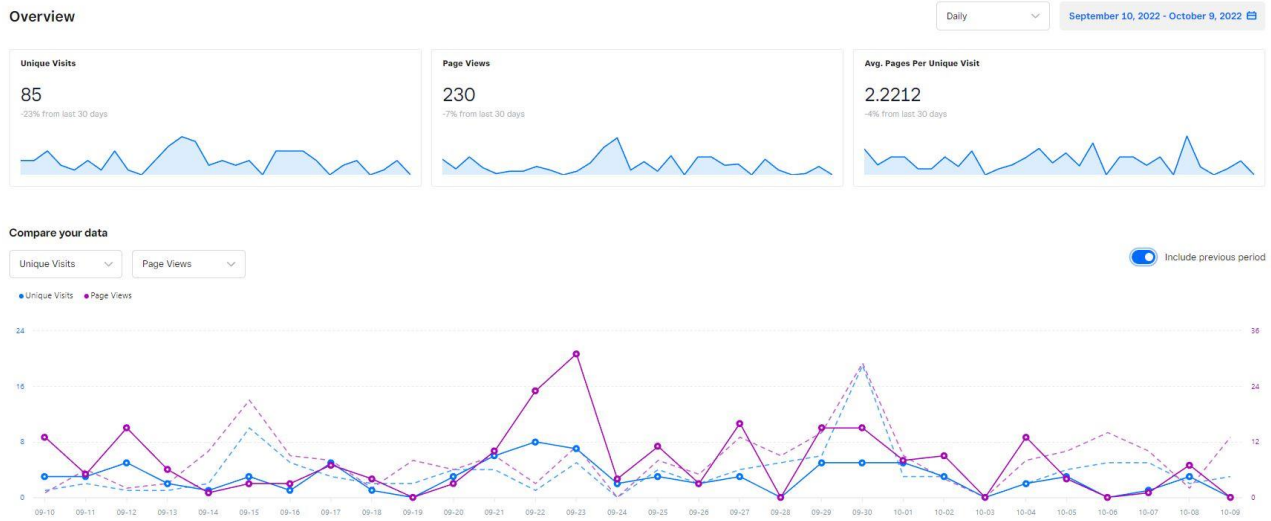
Sep 25 – Oct 9	Unique Visitors	Page Views
25	3	11
26	2	3
27	3	16
28	0	0
29	5	15
30	5	15
Oct 1	5	8
2	3	9
3	0	0
4	2	13
5	3	4
6	0	0
7	1	1
8	3	7
9	0	0

Table above reflects the past 30 days. Overall activity on our website is down for this reporting period. Updates to the website include: On the HOME page added a link to the MEMBERSHIP page so new members can navigate to it easier to download the application to join, added the October 2022 General Membership date and location, removed the notice of the July 1 COLA, removed the links to the CDC; updated the President’s message with the October 2022 General Membership meeting date and location; updated the CALENDAR page with locations for the remainder of 2022; on BENEFITS & YOU page updated Open Enrollment 2022 information, added link to 2023 Retiree Benefits Plan Changes document, added link to 2023 Retiree Benefits Guide, added link to 4<sup>th</sup> Quarter Retiree Newsletter, added link to 4<sup>th</sup> Quarter BeWell newsletter, updated Webinars and Events; updated positions on CVB-PT-POSITIONS-SPOTLIGHT page; added September retirees to NEW RETIREES page; added 4<sup>th</sup> Quarter Agriculture Newsletter to LOCAL COMMERCE page.

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

# Webmaster Views Report

## September 10, 2022 – October 9, 2022



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

Page Name	Views past 30 days	Vs Previous 30 days
/	18	+20.69%
/about-us.html	1	+9.09%
/benefits-and-you.html	3	+60.00%
/calendar.html	2	+11.76%
/cvb-pt-positions-spotlight.html	1	+5.88%
/in-gratitude.html	-	-
/local-commerce.html	-	-
/membership.html	1	+7.14%
/new-retirees.html	4	+7.41%
/our-president.html	1	+7.14%
/services-opportunities.html	1	+9.09%
/stay-connected.html	4	+30.77%
/vbrea-events.html	6	+27.27%

According to Weebly analytics, there were 85 unique visits, which is down 23% over the last 30 days than from the previous 30 days. There were 230 page views, which is down 7% from the previous 30 days. Unique visits viewed an average of 2.2212 pages, which is actually a decrease of just 4%. Activity on each page, however, is still slightly up as indicated in the 2<sup>nd</sup> 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.

One email blast will be sent out to the membership regarding the October General Membership Meeting.