



**Virginia Beach Retired Employees Association  
Minutes of the Board of Directors  
January 18, 2023, at 10:00 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 (absent)  
Members – Twila Leavitt (absent), Nancy Moore  
Webmasters – Cathy Morse, Stan Morse (absent)

**Welcome:**

The President welcomed all present.

**Reports of Board Members:**

President – Pete Leavitt

- No report

Vice President – Phillip White

- Reported the 2022 Christmas luncheon was enjoyed by all present.

Secretary – Kathy Smith

- Kathy Smith gave Cathy Morse a CD copy of all VBREA documents and pictures she has from 2017-2022 to retain as an off-site backup.

Treasurer – Donna Brehm

- Nancy Moore moved and Cathy Morse seconded to approve the Treasurer Report. Motion Carried.
- Report attached to these minutes.

**Reports of Committees:**

Benefits/Wellness – Chair Vacant

- Website has been updated.
- No Report

Communications – Phillip White

- Reports attached to these minutes.

Finance – Donna Brehm

- No report until July 2023.

Involvement Committee – Nancy Moore

- Nancy Moore stated the turnout for the annual Christmas luncheon at VB National Golf Club was small mainly due to illness, however, for those attending, it was well received.
- Today's general meeting will have a speaker, Gary Zalas of TRIAD.
- Report attached to these minutes.

Nominating Committee – Phillip White

- The committee is dormant until November 2023 when the yearly elections will be performed.

Membership Committee – Donna Brehm

- No report

**Unfinished Business:**

- The Board discussed the possibility of preparing a document, possibly a budget, to reflect previous year's actual revenues from dues and actual expenditures to assist with planning possible future VBREA events in addition to the annual picnic and annual holiday luncheon. This will assist the Board in determining how much VBREA can cover vs how nominal we can keep charges to the members for additional events. As the Treasurer was not present at the meeting, and information will need to come from the Treasurer, the discussion was tabled to be discussed at the next Board meeting.

**New Business:**

- The Board to discuss the preparation of a retention schedule for maintaining VBREA records (minutes, financial, committees).

There being no further business, the meeting was adjourned at 11:00 a.m. followed by the general membership lunch and meeting at the Golden Corral Restaurant.

Respectfully submitted by,

*Kathy Smith*

Secretary

Reports Attached

Minutes approved by the Board via email

## VBREA TREASURER'S REPORT - January 18, 2023

REPORT PERIOD:		November 1-December 31, 2022 (No report in December)		
<b>VA BEACH CREDIT UNION CHECKING</b>				
			<b>STARTING BALANCE:</b>	<b>\$559.55</b>
<b>CREDITS</b>	Dues Renewals		\$474.00	\$474.00
	Dues Renewals		\$480.00	\$480.00
	Dues Renewals		\$834.00	\$834.00
	Dues Renewals and 50/50-November		\$56.00	\$56.00
	Dues Renewals		\$72.00	\$72.00
	1 new member and Dues Renewals		\$174.00	\$174.00
	November Interest		\$0.07	\$0.07
	Dues Renewals		\$48.00	\$48.00
	Dues Renewals		\$180.00	\$180.00
	Dues Renewals		\$42.00	\$42.00
	50/50 (39) Dues (24), remainder Luncheon		\$613.00	\$613.00
	Dues Renewals		\$72.00	\$72.00
	Dues Renewals		\$48.00	\$48.00
	December interest		\$0.10	\$0.10
<b>DEBITS</b>	Weebly Website Software-draft		\$144.00	\$144.00
	Check # 1018-Ann. Mtg. supplies-Louise P		\$15.94	\$15.94
	Check # 1020-Ilene Snyder-Annual Mtg. food		\$50.58	\$50.58
	Check # 1019-Gift to Haygood Methodist Church		\$100.00	\$100.00
	Debit card draft-Senior Services		\$250.00	\$250.00
	Check # 1024-Joelle Talbot Holiday Decorations		\$95.27	\$95.27
	Check # 1025 -VB National for Luncheon food		\$778.73	\$778.73
	Check # 1022-United Way		\$500.00	\$500.00
<b>RECONCILED BALANCE WITH DECEMBER 31 STATEMENT</b>				<b>\$1,718.20</b>
<b>VA. BEACH CREDIT UNION SAVINGS</b>				
			<b>STARTING BALANCE</b>	<b>\$1,780.15</b>
<b>CREDITS</b>	Monthly Interest (.22 AND ..23)		\$0.45	\$0.45
<b>DEBITS</b>			\$0.00	
<b>RECONCILED BALANCE WITH DECEMBER 31 STATEMENT</b>				<b>\$1,780.60</b>
<b>VA. BEACH CREDIT UNION MONEY MARKET ACCT.</b>				
			<b>STARTING BALANCE</b>	<b>\$5,017.34</b>
<b>CREDITS</b>	Monthly Interest (1.65 AND 1.71)		\$3.36	\$3.36
<b>DEBITS</b>			\$0.00	
<b>RECONCILED BALANCE WITH DECEMBER 31 STATEMENT</b>				<b>\$5,020.70</b>
<b>TOTAL ASSETS AS OF DECEMBER 31, 2022</b>				<b>\$8,519.50</b>

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

Involvement Committee  
Meeting Minutes  
January 4, 2023  
10:00 am  
Agriculture Building  
Virginia Beach, VA

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

Absent were Ilene Snyder, Pete Leavitt, Rose Dawley, Roberta Snyder, Jean Marshall, and Sue Shipp Sullivan.

Reports were all positive about the annual Christmas lunch at the Virginia Beach National Golf Course. The attendance was small, 28 members. Was the fact that members had to pay \$20.00 the reason for the low attendance? This issue was discussed and will be talked about at a later date. The total cost for the lunch was about \$900 (this included reimbursement to committee members).

Location and dates for monthly meetings/lunches in 2023 are as follows:

January 18 – Golden Corral with Gary Zalas from TRIAD as guest speaker.

February 15 – Golden Corral with Linda Dye, President of ILR as guest speaker.

March 15 – Virginia Beach Aquarium as possible location. Nancy will get in touch with Caryl Thompson at the aquarium to see if this is possible.

April 19 – Dock Side Restaurant. This is also a possible location and will be decided at next meeting.

May 17 – Gus & George's Restaurant

June 21 – Annual picnic at the Farmers Market

July 19 – Taco Loco Restaurant

August – VACATION – no meeting this month

Rest of 2023 will be talked about at future meetings and place and speaker decided on. It was decided, unless something unforeseen happens or another place comes along, the 2023 Christmas lunch will again be at the VB Golf Club.

Committee members were given lists of possible locations and speakers for the coming months. The Committee will make the sacrifice of keep checking out other places for future sites for monthly meetings/lunch.

The committee discussed sending out a survey to all VBREA members asking questions such as what members would like to see the organization do, or not do, locations for meetings, speakers and topics, etc. Each committee member was asked to come up with questions to include in the survey and we will put the survey together in the next few months.

The meeting adjourned at 11:15 PM. February meeting will be on Tuesday, January 31 at this same location and time.

**VBREA Communications Committee  
January 11, 2023**

The Communications Committee met January 11, 2023 at 9 A.M. at Brick House Diner, 941 Providence Square.

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

Phillip welcomed every one.

Membership and retirement letters: Phillip will forward the list to Cathy to be confirmed.

Greeting cards: Rusty sent cards to the following: Roberta Snyder, Nancy Moore, Carol Holt, Louise Pesnick, and Twila Leavitt.

Pictures: We will ask Kathy Smith to send pictures from the Christmas luncheon to Cathy Morse for publication to the organization.

Mary stated the postage stamp prices are going up to sixty-three cents on January 22, 2023. She advised everyone to stock up on their stamps before the price hike.

Phil shared an update on Maggie's situation. Please keep her in your prayers.

Bettye is convalescing at home and Phil thanked everyone for their concern and support.

Webmaster's report:

Since the last report in November three blasts were sent out to the membership-first one on 11/25/2022 regarding the VBREA 2022 Annual Holiday Luncheon information, the second one on 12/4/2022 to remind the membership of the RSVP deadline for the 2022 Annual Holiday Luncheon, and the third on 1/6/2023 with the January 2023 General Membership Meeting information.

Although unique visits to our site is down, overall activity on our website is up for this reporting period.

Old Business:

Facebook page for VBREA: Waiting on a volunteer to manage it.

New members for the Communications Committee: No new members. We will continue to stress the need for new members.

The next meeting will be February 8, 2023 at 9 A.M. at Brick House Diner.

The meeting adjourned at 9:50 A.M.

Respectfully submitted,

Phillip J. White, Acting Chairman

Mary Cardwell, Secretary

## Webmaster Report – Cathy & Stan Morse

### Virginia Beach Retired Employees Association Communications Committee Meeting – January 11, 2023 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 December 11, 2022 – January 9, 2023

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 11 – Dec 25	Unique Visitors	Page Views
Dec 11	1	2
12	4	11
13	5	12
14	5	9
15	4	10
16	3	8
17	5	7
18	1	3
19	2	5
20	4	6
21	4	14
22	2	2
23	4	4
24	2	5
25	0	0

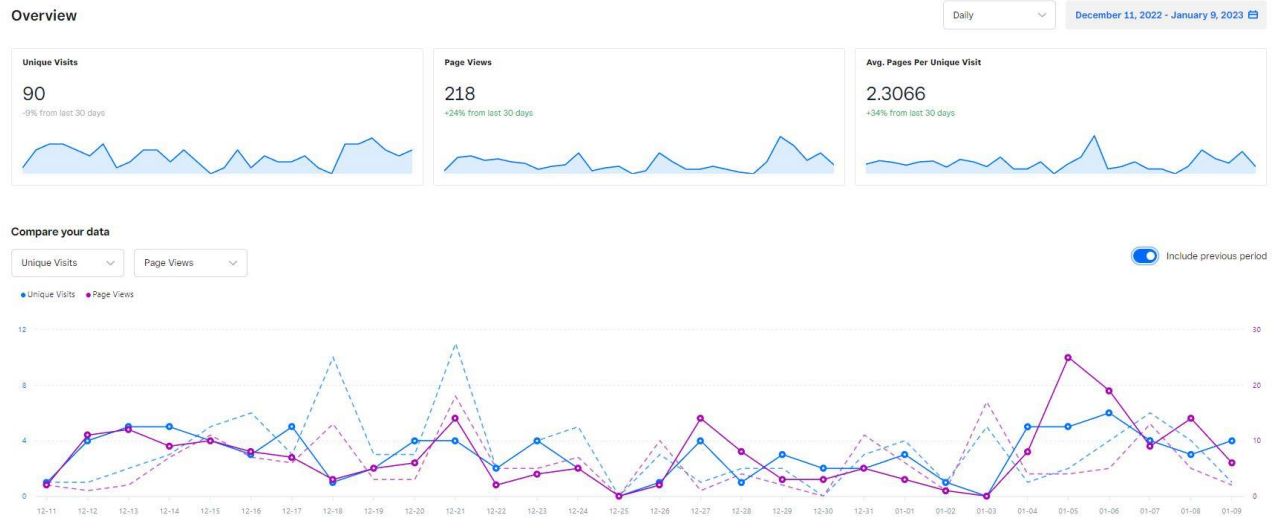
Dec 26 – Jan 9	Unique Visitors	Page Views
Dec 26	1	2
27	4	14
28	1	8
29	3	3
30	2	3
31	2	5
Jan 1	3	3
2	1	1
3	0	0
4	5	8
5	5	25
6	6	19
7	4	9
8	3	14
9	4	6

Table above reflects the past 30 days. Although unique visits to our site is down, overall activity on our website is up for this reporting period. Updates to the website include: In December changed top banner on all pages from Fall graphics to holiday graphics; in January changed top banner on all pages to New Year graphics; On the HOME page removed Holiday Luncheon info and replaced with January General Membership meeting info; on the OUR PRESIDENT page, updated the President's message; on the CALENDAR page updated upcoming meetings; on BENEFITS AND YOU page updated upcoming webinars and events, updated 2022 health plan documents to 2023 health plan documents, posted 1<sup>st</sup> quarter Retiree newsletter, posted 1<sup>st</sup> quarter BeWell newsletter; updated job listing on CVB-PT-POSITIONS-SPOTLIGHT page; added November retirees to NEW RETIREES page; added November 2022 minutes, deleted November 2020 minutes on STAY CONNECTED page; on the LOCAL COMMERCE page updated graphics to 2023 events, added 1<sup>st</sup> quarter Agriculture newsletter.

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## Webmaster Views Report

December 11, 2022 – January 9, 2023



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

Page Name	Views past 30 days	Vs Previous 30 days
/	26	+40.63%
/about-us.html	6	+66.67%
/benefits-and-you.html	4	+36.36%
/calendar.html	4	+40.00%
/cvb-pt-positions-spotlight.html	4	+80.00%
/in-gratitude.html	3	+150.00%
/local-commerce.html	1	0.00%
/membership.html	4	+44.44%
/new-retirees.html	24	+48.00%
/our-president.html	4	+100.00%
/services-opportunities.html	4	+133.33%
/stay-connected.html	2	+50.00%
/vbrea-events.html	11	+39.29%

The dotted lines on the 1st graphic above show the previous 30 days for comparison. According to Weebly analytics, there were 90 unique visits, which is down 9% over the last 30 days than from the previous 30 days. There were 218 page views, which is up 24% from the previous 30 days. Unique visits viewed an average of 2.3066 pages, which is an increase of 34%. Activity on each page is up as indicated in the 2<sup>nd</sup> graphic above indicating those visiting spending more time on the majority of our pages. Although new users visiting the website was down, repeat users visiting the website is up and they are visiting more pages.

Since the last report in November three blasts were sent out to the membership – first one on 11/25/2022 regarding the VBREA 2022 Annual Holiday Luncheon information, the second one on 12/4/2022 to remind the membership of the RSVP deadline for the 2022 Annual Holiday Luncheon, and the third on 1/6/2023 with the January 2023 General Membership Meeting information.

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