



**Virginia Beach Retired Employees Association
Minutes of the Board of Directors
February 15, 2023, 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 all present.

Reports of Board Members:

President – Pete Leavitt

- Next pre-retirement seminar to be held on February 16th will be virtual .

Vice President – Phillip White

- No report

Secretary – Kathy Smith

- Minutes were approved electronically.

Treasurer – Donna Brehm

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

Reports of Committees:

Benefits/Wellness – Chair Vacant

- An email was received from a retiree related to the difference paid for health insurance between the city and schools. This matter was discussed. VBREA does not have a say in this matter. Members should discuss the cost difference with their individual councilmember.

Communications – Twila Leavitt

- Reports attached to these minutes.

Finance – Donna Brehm

- No report until July 2023.

Involvement Committee – Nancy Moore

- Some retirees find it difficult to hear speakers at meetings. The committee will investigate the cost to purchase a portable microphone.
- The committee will research purchasing swag with our logo and website.
- The proposal to have lunch and tour at the VA Aquarium is on hold until 2024.
- Information to assist the Credit Union's Reality Store will be forthcoming.

- The committee anticipates providing a survey to members. The Board will review questions before it is sent to the members.
- 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

- Fifty-two members are in the rears for their 2022 dues. A follow-up letter will be mailed to these members around March 1st.
- Kathy suggested using a robocall system, known as PhoneVite, to keep non-email members up to date. Tabled.

Unfinished Business:

- The Board discussed preparing a financial planning document. The Treasurer agreed to prepare the document to reflect revenue and expenditures following the yearly audit.

New Business:

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

There being no further business, the meeting was adjourned at 11:25 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 - February 15, 2023

REPORT PERIOD: January 1-31, 2023

VA BEACH CREDIT UNION CHECKING	STARTING BALANCE:	\$1,718.20
CREDITS Dues-2 New members and 2 2023 renewals	\$48.00	\$48.00
Monthly Interest	\$0.07	\$0.07
DEBITS		\$0.00
RECONCILED BALANCE WITH JANUARY 31 STATEMENT		\$1,766.27
VA. BEACH CREDIT UNION SAVINGS	STARTING BALANCE	\$1,780.60
CREDITS Monthly Interest	\$0.23	\$0.23
DEBITS	\$0.00	
RECONCILED BALANCE WITH JANUARY 31 STATEMENT		\$1,780.83
VA. BEACH CREDIT UNION MONEY MARKET ACCT.	STARTING BALANCE	\$5,020.70
CREDITS Monthly Interest	\$2.56	\$2.56
DEBITS	\$0.00	
RECONCILED BALANCE WITH JANUARY 31 STATEMENT		\$5,023.26
TOTAL ASSETS AS OF JANUARY 31, 2023		\$8,570.36
ACTIVITY SINCE JAN. 31:		
CREDITDUES: 1 NEW MEMBER, 2 2023 RENEWALS	\$36.00	\$8,606.36

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

Involvement Committee
Meeting Minutes
February meeting held
January 31, 2023
10:00 am
Agriculture Building
Virginia Beach, VA

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

Absent were Pat Hamm, Pete Leavitt, Rose Dawley, Roberta Snyder, Jean Marshall, and Sue Shipp Sullivan. January meeting was pretty well attended with about 30 members. Gary Zalas was the speaker and spoke on TRIAD and also other organizations he is on the board of. We may have him back to speak on one of those organizations.

Louise said she had a hard time hearing him especially when he wasn't speaking directly that way. She asked if it might be possible for the organization to purchase a microphone system to have so no matter where we meet and we have a speaker everyone will be able to hear. She will look into cost.

Joelle asked about purchasing items like we used to have – pens, scrapers, letter openers, etc. She will look into the place the Credit Union uses to see what to cost is to set up graphics.

Discussed the Reality Store (information was provided to the committee members). Joelle will get with Diana Counts and maybe we could have her speak at a future meeting.

Meeting will be held at the Aquarium on Thursday, February 2, 2023 to discuss possibly meeting there.

Maybe a backstage tour and/or lunch. See if they have people that could come and do a "show and tell" instead of tour.

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

March 15 – Virginia Beach Aquarium as possible location. Will know more after the February 2nd meeting.

April 19 – Dock Side Restaurant. Louise will contact them and see if they take reservations or not. This is also a possible location and will be decided at next meeting.

May 17 – Possibly at Gus & George's Restaurant

June 21 – Annual picnic at the Farmers Market

July 19 – Taco Loco Restaurant

August – VACATION – no meeting this month

Still working on September – December meeting places.

Nancy asked the following committee members to contact locations and speakers:

Joelle – Diana Count and is looking into getting in touch with Al Chewing.

Ilene – Contact Jenny McPherson to get the June picnic on their calendar. She will also contact the libraries and see about getting a speaker regarding the Special Services Library. They have books on tape and devices to play them. Want to see how to qualify for them. This should be of interest to our members.

Louise – will contact Dockside. She will also look into music for our Christmas luncheon. Not a choir or chorale group but using a portable speaker and maybe music off of an iPhone or something like that. Also, pick 3 songs the attendees can sing after lunch and before the meeting and giveaways.

The meeting adjourned at 11:30 PM. March meeting will be on Wednesday, March 1 at this same location and time.

VBREA Communications Committee
February 8, 2023

The Communications Committee met February 8, 2023 at 9 A.M. at Brick House Diner, 941 Providence Square.

Those present were Twila Leavitt, Chairman; Phillip White, Cathy Morse, Stan Morse, and Mary Cardwell. Pete Leavitt was a guest.

Twila welcomed everyone. She suggested that we meet at 9:30 a.m. beginning in March to be able to be seated more quickly.

Membership and retirement letters: Phillip sent 25 retirement letters.

Greeting cards: Rusty sent no cards last month. Cathy will put a notice to members asking them to notify the Webmaster if they know of members needing a card to be sent to them.

Webmaster's report:

Cathy sent one email blast with the February 2023 General Membership Meeting information. The pictures from the holiday luncheon were posted. Overall activity on our website is up for January 8 –February 6. Updates to the website were reviewed by Cathy.

Old Business:

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

New members for the Communications Committee: We will continue to stress the need for new members.

Maggie's status: Maggie is recovering at home.

New Business:

The next meeting will be March 8, 2023 at 9:30 A.M. at Brick House Diner.

The meeting adjourned at 10:40 A.M.

Respectfully submitted,

Twila Leavitt, Chairman

Mary Cardwell, Secretary

Webmaster Report – Cathy & Stan Morse
Virginia Beach Retired Employees Association
Communications Committee Meeting – February 8, 2023
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
January 8, 2023 – February 6, 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.

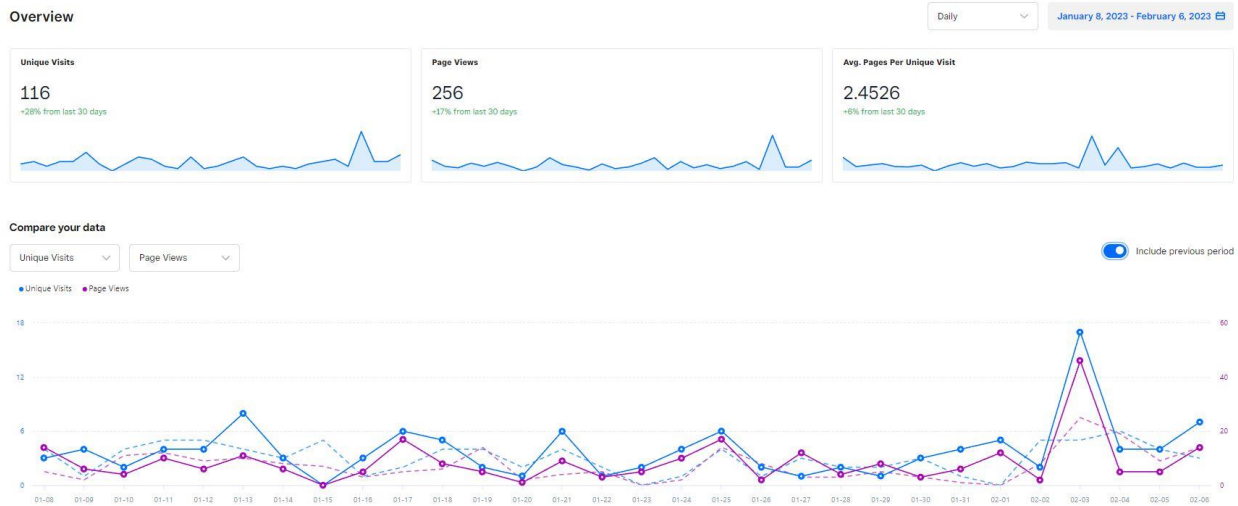
Jan 8 – Jan 22	Unique Visitors	Page Views	Jan 23 – Feb 6	Unique Visitors	Page Views
Jan 8	3	14	Jan 23	2	5
9	4	6	24	4	10
10	2	4	25	6	17
11	4	10	26	2	2
12	4	6	27	1	12
13	8	11	28	2	4
14	3	6	29	1	8
15	0	0	30	3	3
16	3	5	31	4	6
17	6	17	Feb 1	5	12
18	5	8	2	2	2
19	2	5	3	17	46
20	1	1	4	4	5
21	6	9	5	4	5
22	1	3	6	7	14

Table above reflects the past 30 days. 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 New Year graphics to Valentine's Day graphics; On the HOME page replaced January General Membership meeting info with February's; on the OUR PRESIDENT page, updated the President's message; on the CALENDAR page updated upcoming meetings; on VBREA-EVENTS page added pictures from the VBREA 2022 Annual Holiday Luncheon; updated job listings on CVB-PT-POSITIONS-SPOTLIGHT page; added December 2022 and January 2023 retirees to NEW RETIREES page; on the SERVICES-AND-OPPORTUNITIES page placed copies of the information shared with our members by our speaker, Gary Zalas, at the January membership meeting.

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Webmaster Views Report

January 8, 2023 – February 6, 2023



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

Page Name	Views past 30 days	Vs Previous 30 days
/	34	+47.89%
/about-us.html	4	+30.77%
/benefits-and-you.html	3	+30.00%
/calendar.html	2	+25.00%
/cvb-pt-positions-spotlight.html	2	+33.33%
/in-gratitude.html	2	+33.33%
/local-commerce.html	1	+50.00%
/membership.html	5	+45.45%
/new-retirees.html	18	+27.27%
/our-president.html	4	+33.33%
/services-opportunities.html	4	+57.14%
/stay-connected.html	2	+33.33%
/vbrea-events.html	3	+10.34%

The dotted lines on the 1st graphic above show the previous 30 days for comparison. According to Weebly analytics, there were 116 unique visits, which is up 28% over the last 30 days than from the previous 30 days. There were 256 page views, which is up 17% from the previous 30 days. Unique visits viewed an average of 2.4526 pages, which is an increase of 6%. There was a large spike at the beginning of the month. We are speculating this could be a combination of January retirees just receiving their letter from VBREA and new February retirees looking at our website to see what we’re about. Activity on each page is up as indicated in the 2nd graphic above indicating those visiting spending more time on the majority of our pages.

Since the last report in January, one email blast was sent out to the membership on 2/2/2023 with the February 2023 General Membership Meeting information.

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