



Virginia Beach Retired Employees Association

Minutes of the Board of Directors

March 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 (absent)

Secretary – Vacant

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

- The pre-retirement seminar held on February 16th was virtual.
- The next pre-retirement seminar is to be held on May 9 and should be live.

Vice President – Phillip White

- No report

Secretary – Vacant

- Minutes were approved electronically.

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

- An email was received from a retiree related to the difference paid for health insurance between the city and schools. This matter was discussed. The Board is researching how VBREA can support our members in this matter and will report back to the members.

Communications – Twila Leavitt

- Reports attached to these minutes.
- Website viewing is up. The pre-retirement seminar and emails seem to increase viewing.

Finance – Donna Brehm

- Income and Expense Report is attached. Audit Report available for July, 2023 Board meeting.

Involvement Committee – Nancy Moore

- Plans are to send a survey to members along with the dues letter. Questions for the survey are to be determined.
- 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

- There is one new member.
- Three members have returned from the letters that were sent to members that were in arrears.

Unfinished Business:

- The Board is scheduled to go through old records of the organization to decide what to retain and digitize or dispose on April 26.

New Business:

- A quarterly download of membership data to a flash drive in Excel to be retained in a separate location (President's residence) was discussed.
- The need to fill the Secretary position was discussed. Kathy Smith submitted her resignation due to personal issue.

There being no further business, the meeting was adjourned at 11:05 a.m. followed by the general membership lunch and meeting at the Golden Corral Restaurant. The speaker will be Carolyn Cox, a Life Safety Specialist with the Fire Department.

Respectfully submitted by,

Twila Leavitt

Reports Attached

Minutes approved by the Board via email

VBREA TREASURER'S REPORT - March 15, 2023

REPORT PERIOD: FEBRUARY 1-28, 2023

VA BEACH CREDIT UNION CHECKING	STARTING BALANCE:	\$1,766.27
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CREDITS	Dues-1 New member and 3 2023 renewals	\$48.00	\$48.00
	Monthly Interest	\$0.07	\$0.07
	50/50'S-- JAN (37.00) AND FEB. (31.00)	\$68.00	\$68.00
DEBITS	Reimburse Louise Pesnicak for Holiday Cake	\$28.69	\$28.69

RECONCILED BALANCE WITH FEBRUARY 28 STATEMENT	\$1,853.65
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VA. BEACH CREDIT UNION SAVINGS	STARTING BALANCE	\$1,780.83
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CREDITS	Monthly Interest	\$0.20	\$0.20
DEBITS		\$0.00	

RECONCILED BALANCE WITH FEBRUARY 28 STATEMENT	\$1,781.03
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VA. BEACH CREDIT UNION MONEY MARKET ACCT.	STARTING BALANCE	\$5,023.26
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CREDITS	Monthly Interest	\$2.31	\$2.31
DEBITS		\$0.00	

RECONCILED BALANCE WITH FEBRUARY 28 STATEMENT	\$5,025.57
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TOTAL ASSETS AS OF FEBRUARY 28, 2023	\$8,660.25
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ACTIVITY SINCE FEB. 28:

DEBIT	STAMPS FOR REMINDER LETTERS	\$63.00	\$8,597.25
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Involvement Committee
Meeting Minutes
March 1, 2023 10:00 am
Agriculture Building
Virginia Beach, VA

Present: Nancy Moore, Pat Hamm, Louise Pesnicak, Ilene Snyder, Pete Leavitt, and Joelle Talbot.

Absent: Rose Dawley, Roberta Snyder, Jean Marshall, and Sue Shipp Sullivan.

February meeting was well attended and the speaker was good.

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

March 15 –Golden Corral - Speaker will be Carolyn Cox, Life Safety Specialist, with the Virginia Beach Fire Dept.

April 19 – Dock Side Restaurant.

May 17 – Gus & George's Restaurant – possible speaker will be either Al Chewning or Diane Counts from the VB Municipal Federal Credit Union.

June 21 – Annual picnic at the Farmers Market – will get Pollards to cater.

July 19 – Taco Loco Restaurant

August – VACATION – no meeting

Sept. 20 – Golden Corral – possible speaker will be Kaitlyn Hodges from the VB Library Special Services. She will discuss the services available such as big print books and audible services.

Oct. 15 – New Realm Brewery possible site. Committee will look into this location.

Nov. 15 – Annual Meeting. Location has not been decided yet. Ilene will look into Central Library as site for meeting. Possible speaker mentioned is VB Chief of Police, Paul Neudigate.

Dec. 13 – Christmas lunch at VB National Golf Course. Committee will look into some type of music for the event.

Nancy will look further into the voice amplifying products (microphone) to use in facilities that may be hard for those hearing the speaker.

It was also discussed about getting items with the VBREA name on them. Maybe pens, scrapers and letters openers. Nancy will check on this.

Committee received some good questions to be used on the survey we are working on to send to all members. Nancy hopes to have the survey form complete to send out by mid-year. It will be discussed to send something out via email and use Survey Monkey (or similar program) or send something for the member to download, fill out and return to the association.

The meeting adjourned at 11:15 PM. Next meeting will be on Tuesday, April 4, at 10:00 am, at this same location.

**VBREA Communications Committee
March 8, 2023**

The Communications Committee met March 8, 2023 at 9:30 A.M. at Brick House Diner, 941 Providence Square.

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

Twila welcomed every one.

Membership and retirement letters: Phillip sent 14 retirement letters for March.

Greeting cards: Rusty sent no cards last month.

Webmaster's report:

Cathy stated viewership is up. Two email blasts were sent out. One was regarding input on the 5/31 memorial designs. The second was with the March and April General Membership meeting info and info from the Social Security Administration, from the Senior Resource Center on a Covid 19 vaccine clinic, and from Creeds Ruritan Club on their annual BBQ. Information from the February speaker was posted to the website.

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 April 12, 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 – March 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
February 5, 2023 – March 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.

Feb 5 – Feb 19	Unique Visitors	Page Views
Feb 5	4	5
6	7	14
7	3	20
8	4	9
9	6	10
10	5	7
11	1	1
12	1	4
13	1	2
14	4	6
15	9	27
16	8	26
17	3	9
18	4	8
19	3	3

Feb 20 – Mar 6	Unique Visitors	Page Views
Feb 20	1	13
21	0	0
22	4	9
23	6	26
24	6	12
25	6	18
26	4	6
27	3	5
28	2	2
Mar 1	1	2
2	7	17
3	1	4
4	6	14
5	3	3
6	1	1

Table above reflects the past 30 days. Overall activity on our website is up for this reporting period. Updates to the website include: Changed top banner on all pages from Valentine's Day graphics to St. Patrick's Day graphics; On the HOME page replaced February General Membership meeting info with March's; on the OUR PRESIDENT page, updated the President's message; on the CALENDAR page updated upcoming meetings; updated job listings on CVB-PT-POSITIONS-SPOTLIGHT page; added February 2023 retirees to NEW RETIREES page; information from the February speaker, Linda Dye with the Institute for Learning in Retirement, was posted to the SERVICES-AND-OPPORTUNITIES page.

The City of Virginia Beach's new website launched earlier this year and will be migrating information from the old website to the new website over the next few months. All links on the VBREA website to the City of Virginia Beach website will be checked and updated.

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

Overview



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

Page Name	Views past 30 days	Vs Previous 30 days
/	12	+13.33%
/about-us.html	1	+6.25%
/benefits-and-you.html	3	+15.79%
/calendar.html	8	+53.33%
/cvb-pt-positions-spotlight.html	1	+10.00%
/in-gratitude.html	2	+33.33%
/local-commerce.html	-	-
/membership.html	-	-
/new-retirees.html	10	+14.93%
/our-president.html	1	+7.69%
/services-opportunities.html	2	+22.22%
/stay-connected.html	-	-
/vbrea-events.html	2	+7.14%

The dotted lines on the first graphic above show the previous 30 days for comparison. According to Weebly analytics, there were 114 unique visits, which is almost the same over the last 30 days than from the previous 30 days. There were 283 page views, which is up 12% from the previous 30 days. Unique visits viewed an average of 2.5831 pages, which is an increase of 4%. 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. The highest increase in activity was to our CALENDAR page.

Since the last report in February, two email blasts were sent out to the membership. The first was sent on 3/4/2023 forwarding an email from Pete Leavitt to the membership regarding input on the 5/31 Memorial Designs. The second was sent on 3/5/2023 with the March and April 2023 General Membership Meeting information and info from Social Security Administration, from the Senior Resource Center on a Covid 19 vaccine clinic, and from Creeds Ruritan Club on their annual BBQ. Another email will be sent in the near future informing members that the information from the February speaker was posted to the website. The two previous emails were sent back-to-back and we did not want to give our members information overload.

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VBREA ANNUAL RECORD OF INCOME AND EXPENSES FOR 2022/2023 FISCAL YEAR														
		JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	TOTAL TO DATE
INCOME														
	DUES NEW AND RENEWAL		\$30.00	\$54.00	\$72.00	\$2,070.00	\$884.00	\$48.00	\$48.00					\$3,206.00
	50/50 RAFFLES	\$23.00		\$23.00	\$17.00	\$20.00	\$99.00	\$37.00	\$31.00					\$196.00
	RECEIPTS FOR HOLIDAY LUNCHEON-MEMBERS AND GUESTS						\$550.00							\$550.00
	RECEIPTS FOR SPRING PICNIC-GUESTS	\$10.00												\$10.00
	INTEREST FOR ALL ACCOUNTS	\$1.14	\$1.57	\$1.51	\$1.94	\$1.94	\$2.04	\$2.86	\$2.58					\$15.58
	TOTAL INCOME TO DATE													\$3,977.58
EXPENSES														
	HOLIDAY LUNCHEON-ALL EXPENSES													
	ANNUAL MEETING-ALL EXPENSES						\$874.00		\$28.69					\$902.69
	SPRING PICNIC-ALL EXPENSES					\$166.52								\$166.52
	SUPPLIES FOR NEW MEMBER MAILOUTS			\$24.00										\$24.00
	SUPPLIES FOR ANNUAL DUES AND MARCH REMINDER			\$50.09	\$180.00				\$63.00					\$293.09
	WEBSITE AND MEMBER TIES ANNUAL FEES			\$19.95										\$19.95
	ANNUAL GIFTS TO CHARITIES-TOTAL FOR ALL CHARITIES					\$144.00	\$1,000.00							\$1,000.00
	TOTAL EXPENSES TO DATE													\$2,550.25
	NET (Income-Expenses)													\$1,427.33