



**Virginia Beach Retired Employees Association**  
**Minutes of the Board of Directors**  
**October 18, 2023**  
**at 10:00 a.m.**  
**Large Conference Room**  
**Agricultural Building**

**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 (absent)

Secretary – Vacant

Treasurer – Donna Brehm

At-Large Directors – Twila Leavitt, Nancy Moore, Cathy Morse, Margaret Sullivan

Webmasters – Cathy Morse, Stan Morse

**Welcome:**

The President welcomed all present.

**Reports of Board Members:**

President – Pete Leavitt

- No Report

Vice President – Phillip White (absent)

- No Report

Secretary – Vacant

- Nancy had taken the minutes at the September meeting, and they were approved via email.

Treasurer – Donna Brehm

- Twila moved and Cathy seconded to approve the Treasurer's Report as presented. Approved.
- Report attached to these minutes.

**Reports of Committees:**

Benefits/Wellness – Chair Vacant

- No report

Communications – Twila Leavitt

- 14 letters were sent in September to new retirees.
- Website views were up. All pages showed increased activity.
- Many updates to the website.
- Three email blasts were sent out to the members.
- Replaced graphics for fall.
- Pete sent Cathy (Webmaster) a file from Sam.
- Website and committee reports attached to these minutes.

Involvement Committee – Nancy Moore

- September meeting at Golden Corral was good. The speaker from VB Library Special Services was well received.
- October meeting will be a A. J. Gators, Holland Road.
- Other meeting dates were presented.

- Survey questions are ready to go. Nancy sent the final to Donna to copy to send with the dues renewal notices.
- Report attached to these minutes.

Discussed with the board \$100 donation to Haygood Methodist Church. Motion was made from the committee to donate. Twila seconded. Approved.

#### Finance – Donna Brehm

- Donna presented the updated Income and Expense Report for the new fiscal year.
- Report attached to these minutes.

#### Nominating Committee – Phillip White – (absent)

- Pete reported two members agreed to run for VP and Secretary.
- Pete presented a letter with the ballot. President – Pete Leavitt; VP – Joelle Talbot; Secretary - Louise Pesnicak; Treasurer – Donna Brehm. Changes were suggested for the letter. Pete will make the changes and send to the board to review and for approval.
- Nominations will also be taken from the floor at the Annual meeting.

#### Membership Committee – Donna Brehm

- 1 new member.
- 241 regular members as of October 17, 2023.
- October 25<sup>th</sup> at 10:00 am is the date for stuffing envelopes for renewal notices.

#### Unfinished Business:

- Health Insurance Credit – Donna presented a draft of the letter to be sent to the City Manager. The board reviewed the letter and made suggestions. Donna will make the changes and have ready for Pete's signature on October 25, 2023.
- Transfer of old pictures – Pete gave them to Donna who will follow up.

#### New Business

- Donna discussed purchasing a projector for the association. Donna made a motion to purchase a new projector for around \$120 on Amazon. Margaret seconded. Approved.
- Discussed the annual donations. Did three last year. Donna stated she has not received any information from United Way. This year it was discussed to give to two organizations. Nancy made a motion to give \$500 each to Project Lifesaver and Senior Services. Twila seconded. Approved.
- Donna provided copies of the power point presentation from last year. She requested changes be updated by officers and committees and returned to her by Friday, November 10, 2023. This should cover November 1, 2022 – October 31, 2023.
- Holiday Luncheon - Margaret made a motion to not charge the members. There was no second so motion did not pass.
- Kathy Smith agreed to become an At-Large Director. Twila made a motion to appoint Kathy Smith as an At-Large Director. Cathy seconded. Approved.

There being no further business, the meeting was adjourned at 11:30 a.m. followed by the General Membership Meeting at A. J. Gators.

Respectfully submitted by,  
*Nancy Moore*

Reports Attached

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

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

REPORT PERIOD: September 1- 30, 2023

<b>VA BEACH CREDIT UNION CHECKING</b>			<b>STARTING BALANCE:</b>	<b>\$836.55</b>
<b>CREDITS</b>				
Monthly Interest (.03 and .04)		\$0.03		\$0.03
<b>DEBITS</b>	Weebly Subscription		19.95	\$19.95
<b>RECONCILED BALANCE WITH September 30 STATEMENT</b>				<b>\$816.63</b>
<b>VA. BEACH CREDIT UNION SAVINGS</b>			<b>STARTING BALANCE</b>	<b>\$1,782.39</b>
<b>CREDITS</b>	Monthly Interest		\$0.22	\$0.22
<b>DEBITS</b>			\$0.00	
<b>RECONCILED BALANCE WITH September 30 STATEMENT</b>				<b>\$1,782.61</b>
<b>VA. BEACH CREDIT UNION MONEY MARKET ACCT.</b>			<b>STARTING BALANCE</b>	<b>\$5,040.79</b>
<b>CREDITS</b>	Monthly Interest		\$2.49	\$2.49
<b>DEBITS</b>			\$0.00	
<b>RECONCILED BALANCE WITH September 30 STATEMENT</b>				<b>\$5,043.28</b>
<b>TOTAL ASSETS AS OF September 30, 2023</b>				<b>\$7,642.52</b>

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**VBREA COMMUNICATIONS COMMITTEE**

**October 11, 2023**

The Communications Committee met October 11, 2023 at 9:30 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.

Membership and Retirement Letters:

Phillip sent 14 retirement letters in September.

Greeting Cards:

Rusty sent one sympathy and one thinking of you card.

Member information and Website:

Cathy stated overall views were up. All pages showed increased activity.

Three email blasts were sent to the membership.

Many updates were made to the website.

Old Business:

Facebook page for VBREA: Still seeking a volunteer to manage it.

New members for the Communications Committee: Still seeking new members.

Maggie's status: No report.

New Business:

Next meeting will be November 8, 2023 at 9:30 a.m. at Brick House Diner.

The meeting adjourned at 10:30 a.m.

Respectfully submitted,

Twila Leavitt, Chairman

Mary Cardwell, Secretary

**Webmaster Report – Cathy & Stan Morse  
Virginia Beach Retired Employees Association  
Communications Committee Meeting – October 11, 2023  
9:30 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, 2023 – October 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.

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

Sep 25 – Oct 9	Unique Visitors	Page Views
Sep 25	1	1
26	6	20
27	6	12
28	7	7
29	3	11
30	3	4
Oct 1	1	1
2	5	8
3	7	10
4	5	9
5	5	12
6	5	12
7	4	5
8	8	11
9	4	10

The table above reflects the past 30 days. Overall activity on our website is up for this reporting period. Updates to the website include: Replaced summer/beach graphics with fall graphics on entire website; On the HOME put the Open Enrollment dates with a link directly to the City’s Benefits At The Beach website; removed the cost of living announcement, replaced the September meeting notice with the information on the October General Membership Meeting; on the OUR PRESIDENT page, updated the President’s message; on the CALENDAR page updated upcoming meetings; added September 2023 retirees to NEW RETIREES page; added July 2023 Board Meeting Minutes to the STAY-CONNECTED page; updated job listings on CVB-PT-POSITIONS-SPOTLIGHT page; added brochures from the May and September speakers on the SERVICES-AND-OPPORTUNITIES page.

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# Webmaster Views Report

## September 10, 2023 – October 9, 2023

Overview

Daily September 10, 2023 - October 9, 2023

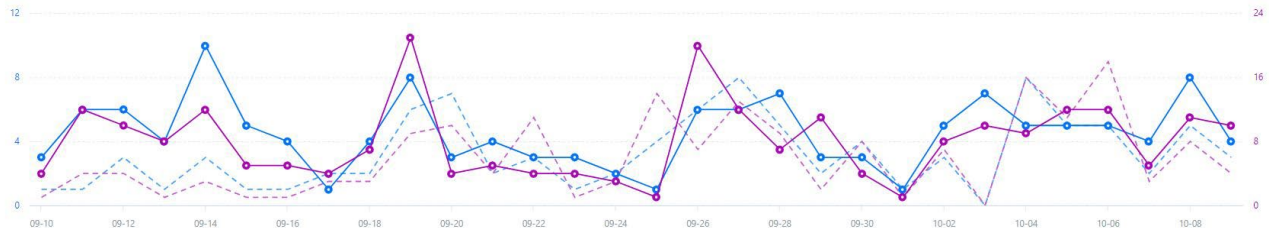


Compare your data

Unique Visits Page Views

Include previous period

Unique Visits ● Page Views



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

Page Name	Views past 30 days	Vs Previous 30 days
/(home page)	29	+30.53%
/about-us.html	6	+75.00%
/benefits-and-you.html	3	+30.00%
/calendar.html	3	+16.67%
/cvb-pt-positions-spotlight.html	2	+40.00%
/in-gratitude.html	-	-
/local-commerce.html	1	+100.00%
/membership.html	3	+23.08%
/new-retirees.html	22	+37.93%
/our-president.html	1	+11.11%
/services-opportunities.html	1	+33.33%
/stay-connected.html	3	+60.00%
/vbrea-events.html	4	+66.67%

The dotted lines on the first graphic above show the previous 30 days for comparison. According to Weebly analytics, there were 136 unique visits, which is up 40% over the last 30 days than from the previous 30 days. There were 241 page views, which is also up 33% from the previous 30 days. Unique visits viewed an average of 1.7887 pages, which is up 5%. The second graphic above also shows with the increased activity, visitors are spending more time perusing the pages of our site as all pages show increased activity.

Since the last report in September, three email blasts were sent to the membership: the first email had the September General Membership meeting information; the second email had the October General Membership meeting information and RSVP instructions, the third email was a reminder of the RSVP deadline for the October General Membership meeting.

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Involvement Committee  
Meeting Minutes  
October 3, 2023, 10:00 am  
Agriculture Building  
Virginia Beach, VA  
Committee

Present were Nancy Moore, Pat Hamm, Louise Pesnicak, Roberta Snyder, Ilene Snyder and Joelle Talbot. Absent were Rose Dawley, Pete Levitt, Jean Marshall and Sue Shipp Sullivan.

The speaker, Kaitlyn Hodges, VB Library Special Services, at the September meeting was well received. Nancy got name of other departments in the library for future speakers.

A J Gator's restaurant is all set for the October lunch/meeting. Members will be sent an e-mail to RSVP for the lunch so we can give the restaurant a count for number expected. They will RSVP to Nancy. Deadline will be Friday, October 13, 2023. Pat will call in the count on Monday. There will not be a speaker for this lunch.

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

Nov. 15 – Annual Meeting. The meeting will again be held at the Haygood Methodist Church. Meeting will be from 10:00 AM to Noon. The speaker will be VB Chief of Police, Paul Neudigate. Coffee, tea, water and light refreshments will be provided. A donation to the church will be made for use of their facilities. Committee members are asked to be there by 9:15 to make sure everything is set up.

Dec. 13 – Christmas lunch at VB National Golf Course. The Board voted against this committee's suggestion of allowing members to attend for free. Members will be charged \$10.00 and guests \$20.00. Joelle was able to get the event fee of \$500 reduced to \$250.00.

January and February meetings will be at Golden Corral unless there is a change.

Committee discussed questions to be used on the survey and a few minor changes were made. Nancy will have the survey form completed this month so it can be sent to members with the yearly dues reminder in November.

Two committee members have shown interest to run for the Board. Nancy advised them to contact Philip White, Chair of the Nominating Committee to get their names on the ballot.

Meeting adjourned at 11:45. Next meeting, because of Election Day on our usual meeting day, will be Wednesday, Nov. 1 at the Agricultural Bldg. conference room at 10:00 AM.

VBREA ANNUAL RECORD OF INCOME AND EXPENSES FOR 2023/2024 FISCAL YEAR													
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	TOTAL TO DATE
<b>INCOME</b>													
DUES-NEW AND RENEWAL	\$6.00	\$6.00											
50/50 RAFFLES	\$31.00		\$34.00										
RECEIPTS FOR HOLIDAY LUNCHEON-MEMBERS AND GUESTS													
RECEIPTS FOR SPRING PICNIC-GUESTS													
INTEREST FOR ALL ACCOUNTS	\$2.83	\$2.84	\$2.74										
<b>TOTAL INCOME TO DATE</b>	<b>\$39.83</b>	<b>\$8.84</b>	<b>\$36.74</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$85.41</b>
<b>EXPENSES</b>													
HOLIDAY LUNCHEON-ALL EXPENSES													
ANNUAL MEETING-ALL EXPENSES													
SPRING PICNIC-ALL EXPENSES	\$29.27												
SUPPLIES FOR NEW MEMBER MAILOUTS													
SUPPLIES FOR ANNUAL DUES AND MARCH REMINDER													
WEBSITE AND MEMBER TIES ANNUAL FEES			\$19.95										
ANNUAL GIFTS TO CHARITIES-TOTAL FOR ALL CHARITIES													
GUEST SPEAKER MEALS													
<b>TOTAL EXPENSES TO DATE</b>	<b>\$29.27</b>	<b>\$0.00</b>	<b>\$19.95</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$49.22</b>
<b>NET (Income-Expenses)</b>													<b>\$36.19</b>

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