

March 20, 2024



**Virginia Beach Retired Employees Association  
Minutes of the Board of Directors  
March 20, 2024  
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 – Joelle Talbot

Secretary – Louise Pesnicak

Treasurer – Donna Brehm

At Large – Twila Leavitt, Nancy Moore, Margaret Sullivan-Rucka, Cathy Morse, Kathy Smith

**Welcome:**

The President welcomed all present.

**Reports of Board Members:**

President – Pete Leavitt

- No report

Vice President – Joelle Talbot

- No Report

Secretary – Louise Pesnicak

- February minutes approved.

Treasurer – Donna Brehm

- Nancy made motion to accept and seconded by Kathy Smith to approve the February Treasurer's Reports as presented. Approved.
- Report attached to these minutes.
- New debit cards have been received for our organization.

**Reports of Committees:**

Benefits/Wellness – Chair Vacant

- Check out our website for new information.

Communications – Twila Leavitt

- 7 letters were sent in January to new retirees.
- Website-overall activity up. Only 2 business cards on our local commerce page. One of the cards has been validated. The other card to be validated later today. Bottom of all emails will contain our Facebook and website information.
- Website and committee reports attached to these minutes.

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

## Involvement – Nancy Moore

- Majority of respondents prefer annual meeting to be a lunch meeting. Will attempt to begin this year.
- Will move our annual picnic date in June as it falls on a city holiday.
- Report attached to these minutes.

## Finance – Donna Brehm

- Income and Expense Report shared with the Board.
- Report attached to these minutes.

## Membership – Donna Brehm

- 51 letters sent to lapse memberships. Of these, 13 have renewed their memberships.
- Database subscription was renewed (cost \$75/year).

**Unfinished Business**

- Health Insurance Credit – Donna contacted the city mayor's office with no response. Will try again in May after the city's budget has been completed.
- By-laws and Duties and Responsibilities needs to be synchronized/updated. By-laws committee set up per our By-laws to review both. Donna to chair this committee and Margaret, Joelle and Louise will be members.

**New Business**

- None

There being no further business, the meeting was adjourned at 11:15 A.M. followed by the meeting at Reginella's.

Respectfully submitted by,

***Louise Pesnicak***

## VBREA TREASURER'S REPORT - MARCH 20, 2024

REPORT PERIOD: February 1-29, 2024

<b>VA BEACH CREDIT UNION CHECKING</b>			
	<b>STARTING BALANCE:</b>		<b>\$607.46</b>
<b>CREDITS</b>			
Monthly Interest	\$0.02		\$0.02
Dues- 3 Renewals, 1 New	\$42.00		\$42.00
Feb. 50/50 (26.00) and 1 Holiday Lunch	\$36.00		\$36.00
<b>DEBITS</b>			
USPS Stamps	\$68.00		\$68.00
CK. 1035-Project Lifesaver	\$500.00		\$500.00
<b>RECONCILED BALANCE WITH FEBRUARY 29 STATEMENT</b>			<b>\$117.48</b>
<b>VA. BEACH CREDIT UNION SAVINGS</b>			
	<b>STARTING BALANCE</b>		<b>\$1,783.52</b>
<b>CREDITS</b>			
Monthly Interest	\$0.21		\$0.21
<b>DEBITS</b>			
	\$0.00		
<b>RECONCILED BALANCE WITH FEBRUARY 29 STATEMENT</b>			<b>\$1,783.73</b>
<b>VA. BEACH CREDIT UNION MONEY MARKET ACCT.</b>			
	<b>STARTING BALANCE</b>		<b>\$5,053.48</b>
<b>CREDITS</b>			
Monthly Interest	\$2.41		\$2.41
<b>DEBITS</b>			
	\$0.00		
<b>RECONCILED BALANCE WITH FEBRUARY 29 STATEMENT</b>			<b>\$5,055.89</b>
<b>TOTAL ASSETS AS OF FEBRUARY 29, 2024</b>			<b>\$6,957.10</b>

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VBREA Communications Committee

March 6, 2024

The Communications Committee met March 6, 2024 at 9:30 A.M. at Brick House Diner, 941 Providence Square.

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

Twila welcomed everyone.

Membership and retirement letters: Philip sent 7 retirement letters for February.

Greeting cards: No cards were sent.

Member information and Website: Because the meeting was a week early, Cathy Morse stated the report will be ready for the Board meeting. She noted it was trending up for new visitors. She will be sending an email regarding the next monthly meeting.

Member information and Facebook: Kathy Smith said she saw that Pete was posting on the VBREA Facebook page.

Old Business:

We will continue to seek new members for the Communications Committee.

New Business:

The next meeting will be April 10, 2024 at 9:30 A.M. at Brick House Diner.

The meeting adjourned at 10:25 A.M.

Respectfully submitted,

Twila Leavitt, Chairman

Mary Cardwell, Secretary

**Webmaster Report – Cathy & Stan Morse  
Virginia Beach Retired Employees Association  
March 12, 2024**

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  
February 12, 2024 – March 12, 2024**

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 12 – Feb 26	Unique Visitors	Page Views
Feb 12	9	47
13	7	18
14	6	14
15	7	11
16	5	16
17	6	6
18	7	12
19	4	4
20	8	18
21	7	18
22	4	4
23	5	7
24	3	3
25	5	5
26	6	11

Feb 27 – Mar 12	Unique Visitors	Page Views
Feb 27	10	14
28	4	5
29	1	1
Mar 1	5	7
2	2	3
3	3	4
4	1	3
5	6	7
6	6	9
7	15	28
8	7	10
9	8	16
10	1	1
11	6	9
12	7	26

The table above reflects the past 30 days. For this reporting period, unique visits are up, but overall activity has dipped slightly down. Updates to the website include: Replaced holiday graphics with St. Patrick’s Day graphics on entire website, placed links to Facebook page and email in the footer so it now appears at the bottom of every page; On the HOME page posted the information for the March 2024 General Membership Meeting with RSVP instructions; on the OUR PRESIDENT page, updated the President’s message; on the CALENDAR page updated upcoming meetings; updated CVB-PT-POSITIONS-SPOTLIGHT page; added February 2024 retirees to NEW-RETIREEES page; on the SERVICES-AND-OPPORTUNITIES page added information from the February speaker.

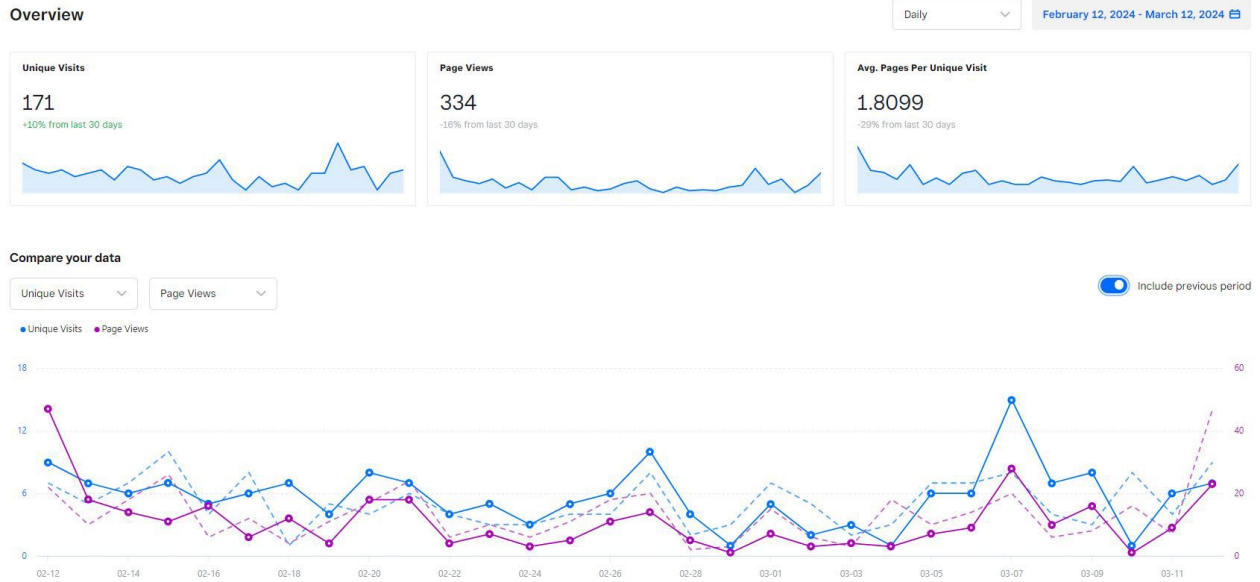
The dotted lines on the first graphic (on the next page) of the Webmaster Views Report show the previous 30 days for comparison. According to Weebly analytics, there were 171 unique visits, which is up 10% over the last 30 days than from the previous 30 days. There were 334 page views, which is down 16% from the previous 30 days. Unique visits viewed an average of 1.8099 pages, which is down 29%. Although page views and average pages per unique visits are down, site traffic (second graphic on next page) shows increased activity on all pages but one.

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## Webmaster Report – February 14, 2024 - page 2

### Webmaster Views Report

January 14, 2024 – February 12, 2024



**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)	69	+53.49%
/about-us.html	9	+56.25%
/benefits-and-you.html	3	+23.08%
/calendar.html	1	+8.33%
/cvb-pt-positions-spotlight.html	2	+28.57%
/in-gratitude.html	1	+20.00%
/local-commerce.html	2	+66.67%
/membership.html	15	+57.69%
/new-retirees.html	39	+48.15%
/our-president.html	-	-
/services-opportunities.html	5	+55.56%
/stay-connected.html	3	+60.00%
/vbrea-events.html	3	+17.65%

Since the last report in February, only one email blast was sent to the membership about the March membership meeting date, location, and RSVP instructions. This email is the first instance of including a Facebook and website link in the signature line. This will be on all future emails.

On February 13, 2024, two emails were sent to the two members who advertise business cards on our LOCAL-COMMERCE page. The email was to ask these members to confirm the validity of the business cards by replying to the email and if no reply is received by February 29, 2024, the card will be removed. Only received one email reply. Will ask the Board if anyone personally knows the other individual to confirm prior to removing from website as she has been a long time member and advertiser on our website.

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Involvement Committee  
Meeting Minutes  
March 5, 2024 10:00 am  
Small Conference Room  
Agricultural Building  
Virginia Beach, VA

Present were Nancy Moore, Pat Hamm, Joyce Wilson, Roberta Snyder, Joelle Talbot, Louise Snyder and Pete Leavitt. Absent were Rose Dawley, Louise Pesnicak, Sue Sullivan and Jean Marshall

February meeting went good with Al Chewning as speaker. Hope to have him back in maybe October to tell us about local ghosts. Unfortunately, it was noisy as another group was next door.

March 20 – Reginella’s Italian Restaurant at Loehmann’s Plaza. Pat Hamm states we are all set. We will have members RSVP just to get an idea of how many are coming. Joelle will take the reservations. Deadline is Friday, March 15, 2024.

Other places were discussed. Nancy said there is a new Surf Rider opening up on Birdneck Road. Not sure when it is opening but will check it out when it does. Maybe Surf Rider in Kempsville. Would need to check if big enough. Someone mentioned a new Taste Unlimited opening at Harris Teeter Sandbridge Road. Only thing is they may not be big enough. But will check it out.

Cannot do Gus and George’s as they have another organization that meets the same day and time as we do. Will look into contacting them before the end of the year to get our names in.

April 17 – Dockside Restaurant located off Shore Drive.

May 15 – A J Gators on Holland Road

June 19 – Annual picnic at the Farmers Market – Nancy asked Ilene to get in touch with Jenny to make sure we are on the calendar for this date.

July 17 – Taco Loco on VB Blvd.

August – No meeting.

September 18 – TBD – possible speaker from Credit Union

October 16 – TBD – possible speaker – Al Chewning

November 20 – Central Library if available

December 11 – VB National Golf Club

Discussed the survey and more members wanted a lunch for the annual meeting. We decided to wait till 2025 to try that. Discussed having premade sandwiches, box lunches, etc. Will look into it and see what is cost effective and may serve more people. Need to have a location where we can bring in food. Possibly a church or the library.

Also, discussed an outing to The Little Theater of Va. Beach. Need to purchase 20 tickets for a group rate. Pete said his church purchased tickets then had members pay who wanted to go. We can discuss doing that and maybe the association pays half and the member pays half. Or the member pays for the ticket since it will be a discounted price anyway. Asked Pat to check their schedule.

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Regent University had a theater so we will look into that.

In the past they have gone to Williamsburg Winery. Nancy asked Pat to check with another organization and see about getting contacts they use for bus trips, etc.

Botanical Gardens in Norfolk has boats rides.

Roberta spoke with Celeste Thompson, Marketing Coordinator, and she is willing to come and speak about what paperwork to have updated with beneficiaries and things like that. Nancy asked Roberta to see if she would be available for September's meeting.

The meeting adjourned at 11:15. Next meeting will be Tuesday, April 2, 2024 at the Agricultural Dept. conference room at 10:30 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	\$0.00	\$18.00	\$1,602.00	\$498.00	\$123.00	\$42.00					\$2,295.00
50/50 RAFFLES	\$31.00		\$34.00	\$30.00	\$26.00	\$55.00	\$36.00	\$13.00					\$225.00
RAFFLE PROCEEDS DESIGNATED FOR DOOR PRIZES								\$13.00					\$13.00
RECEIPTS FOR HOLIDAY LUNCHEON-MEMBERS AND GUESTS						\$580.00		\$10.00					\$590.00
RECEIPTS FOR SPRING PICNIC-GUESTS													\$0.00
INTEREST FOR ALL ACCOUNTS	\$2.83	\$2.84	\$2.74	\$2.83	\$2.76	\$2.86	\$2.82	\$2.64					\$22.32
													\$0.00
<b>TOTAL INCOME TO DATE</b>	<b>\$39.83</b>	<b>\$8.84</b>	<b>\$36.74</b>	<b>\$50.83</b>	<b>\$1,630.76</b>	<b>\$1,135.86</b>	<b>\$161.82</b>	<b>\$80.64</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$3,145.32</b>
<b>EXPENSES</b>													
HOLIDAY LUNCHEON-ALL EXPENSES					\$20.99	\$1,997.87							\$2,018.86
ANNUAL MEETING-ALL EXPENSES				\$136.47	\$67.10								\$203.57
SPRING PICNIC-ALL EXPENSES	\$29.27												\$29.27
SUPPLIES FOR NEW MEMBER MAILOUTS								\$68.00					\$68.00
SUPPLIES FOR ANNUAL DUES AND MARCH REMINDER				\$209.28	\$49.76								\$259.04
WEBSITE AND MEMBER TIES ANNUAL FEES			\$19.95		\$144.00								\$163.95
ANNUAL GIFTS TO CHARITIES-TOTAL FOR ALL CHARITIES						\$500.00		\$500.00					\$1,000.00
MISC. OFFICE SUPPLIES AND EXENSES							\$85.86						\$85.86
GUEST SPEAKER MEALS													\$0.00
DOOR PRIZE EXPENSES													\$0.00
<b>TOTAL EXPENSES TO DATE</b>	<b>\$29.27</b>	<b>\$0.00</b>	<b>\$19.95</b>	<b>\$345.75</b>	<b>\$281.85</b>	<b>\$2,497.87</b>	<b>\$85.86</b>	<b>\$568.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$3,828.55</b>
<b>NET (Income-Expenses)</b>													<b>-\$683.23</b>