

September 18, 2024



**Virginia Beach Retired Employees Association  
Minutes of the Board of Directors  
September 18, 2024  
at 9:30 a.m.  
Small 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

Members – Twila Leavitt, Nancy Moore, Margaret Sullivan-Rucka (absent), Cathy Morse, Kathy Smith

**Welcome:**

The President welcomed all present.

**Reports of Board Members:**

President – Pete Leavitt

- Pre-retirement seminar will be live on December 2 in Building 19 at 9AM. Pete will be the first speaker for ½ hour.

Vice President – Joelle Talbot

- No report

Secretary – Louise Pesnicak

- July minutes approved by e-mail.
- Thank you card was sent to Jenny at the Farmers Market for her help with our picnic.

Treasurer – Donna Brehm

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

**Reports of Committees:**

Benefits/Wellness – Chair Vacant

- Open enrollment for CVB retirees still on city's health insurance will be Monday, September 30, 2024-Monday, October 14, 2024. Links to the CVB website with information for Open Enrollment 2025 are on our website.

Communications – Twila Leavitt

- 37 letters were sent in July and August to new retirees. Will send out get well card to Margaret. 4 get well and sympathy cards were sent out since July. 4 welcome emails sent to new members.

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- Website has a slight downward trend. Ways to increase the members using the Facebook page was discussed.
- Website and committee reports attached to these minutes.

Involvement – Nancy Moore

- July luncheon well received at Taco Loco; however, there was only one server. Will ensure this doesn't happen again.
- Report attached to these minutes.

Audit – Donna Brehm

- No report/only in July.

Membership – Donna Brehm

- Organization's laptop died. Donna donated a laptop to our organization. Transferred all data to the new laptop/no data was lost.
- We have 200+ members
- November 1 will send out a notice that a work party will be needed to stuff envelopes for the annual dues mailing to members.

**Unfinished Business**

- Health Insurance Credit – Donna had sent an e-mail to Mr. Remick 20 days ago and 10 days ago with no response. After discussion, it was decided to close this issue.
- Proposed Duties and Responsibilities changes reviewed. Motion to be accepted by Nancy and seconded by Louise. Approved.

**New Business**

- Annual Meeting Presentations—Meeting will start at 11AM in the Central Library. Will have the business meeting first, then the speaker (from the Library), then our luncheon.

There being no further business, the meeting was adjourned to the Golden Corral.

Respectfully submitted by,  
**Louise Pesnicak**

# VBREA TREASURER'S REPORT - AUGUST, 2024

REPORT PERIOD: JULY 1-31, 2024

|  |  |               |                          |                   |
|--|--|---------------|--------------------------|-------------------|
| <b>VA BEACH CREDIT UNION CHECKING</b>            |  |               | <b>STARTING BALANCE:</b> | <b>\$583.05</b>   |
| <b>CREDITS</b>                                   |  |               |                          |                   |
| Monthly Interest                                 |  | \$0.00        |                          | \$0.00            |
| Dues Renewals                                    |  | \$6.00        |                          | \$6.00            |
| <b>DEBITS</b>                                    |  |               |                          |                   |
|  |  | <b>\$0.00</b> |                          |                   |
| <b>RECONCILED BALANCE WITH JULY 31 STATEMENT</b> |  |               |                          | <b>\$163.00</b>   |
|  |  |               |                          |                   |
| <b>VA. BEACH CREDIT UNION SAVINGS</b>            |  |               | <b>STARTING BALANCE</b>  | <b>\$1,100.59</b> |
| <b>CREDITS</b>                                   |  |               |                          |                   |
| Monthly Interest                                 |  | \$0.14        |                          | \$0.14            |
| <b>DEBITS</b>                                    |  |               |                          |                   |
|  |  | <b>\$0.00</b> |                          |                   |
| <b>RECONCILED BALANCE WITH JULY 31 STATEMENT</b> |  |               |                          | <b>\$1,100.73</b> |
|  |  |               |                          |                   |
| <b>VA. BEACH CREDIT UNION MONEY MARKET ACCT.</b> |  |               | <b>STARTING BALANCE</b>  | <b>\$5,066.04</b> |
| <b>CREDITS</b>                                   |  |               |                          |                   |
| Monthly Interest                                 |  | \$2.58        |                          | \$2.58            |
| <b>DEBITS</b>                                    |  |               |                          |                   |
|  |  | \$0.00        |                          |                   |
| <b>RECONCILED BALANCE WITH JULY 31 STATEMENT</b> |  |               |                          | <b>\$5,068.62</b> |
|  |  |               |                          |                   |
| <b>TOTAL ASSETS AS OF JULY 31, 2024</b>          |  |               |                          | <b>\$6,332.35</b> |

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# VBREA TREASURER'S REPORT - SEPTEMBER 18, 2024

REPORT PERIOD:      AUGUST 1-31, 2024

|  |  |               |                          |                   |
|--|--|---------------|--------------------------|-------------------|
| <b>VA BEACH CREDIT UNION CHECKING</b>              |  |               | <b>STARTING BALANCE:</b> | <b>\$163.00</b>   |
| <b>CREDITS</b>                                     |  |               |                          |                   |
| Monthly Interest                                   |  | \$0.00        |                          | \$0.00            |
| Dues Renewals                                      |  | \$12.00       |                          | \$12.00           |
| July 50/50 proceeds                                |  | \$40.00       |                          | \$40.00           |
| <b>DEBITS</b>                                      |  |               |                          |                   |
|  |  | <b>\$0.00</b> |                          |                   |
| <b>RECONCILED BALANCE WITH AUGUST 31 STATEMENT</b> |  |               |                          | <b>\$215.00</b>   |
| <b>VA. BEACH CREDIT UNION SAVINGS</b>              |  |               | <b>STARTING BALANCE</b>  | <b>\$1,100.73</b> |
| <b>CREDITS</b>                                     |  |               |                          |                   |
| Monthly Interest                                   |  | \$0.14        |                          | \$0.14            |
| <b>DEBITS</b>                                      |  |               |                          |                   |
|  |  | <b>\$0.00</b> |                          |                   |
| <b>RECONCILED BALANCE WITH AUGUST 31 STATEMENT</b> |  |               |                          | <b>\$1,100.87</b> |
| <b>VA. BEACH CREDIT UNION MONEY MARKET ACCT.</b>   |  |               | <b>STARTING BALANCE</b>  | <b>\$5,068.62</b> |
| <b>CREDITS</b>                                     |  |               |                          |                   |
| Monthly Interest                                   |  | \$2.58        |                          | \$2.58            |
| <b>DEBITS</b>                                      |  |               |                          |                   |
|  |  | <b>\$0.00</b> |                          |                   |
| <b>RECONCILED BALANCE WITH AUGUST 31 STATEMENT</b> |  |               |                          | <b>\$5,071.20</b> |
| <b>TOTAL ASSETS AS OF AUGUST 31, 2024</b>          |  |               |                          | <b>\$6,387.07</b> |

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**VBREA ANNUAL RECORD OF INCOME AND EXPENSES FOR 2024/2025 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         | \$12.00        |               |               |               |               |               |               |               |               |               |               |                |
| 50/50 RAFFLES                                     | \$20.00        |                |               |               |               |               |               |               |               |               |               |               |                |
| RAFFLE PROCEEDS DESIGNATED FOR DOOR PRIZES        | \$20.00        |                |               |               |               |               |               |               |               |               |               |               |                |
| RECEIPTS FOR HOLIDAY LUNCHEON-MEMBERS AND GUESTS  |                |                |               |               |               |               |               |               |               |               |               |               |                |
| RECEIPTS FOR SPRING PICNIC-GUESTS                 |                |                |               |               |               |               |               |               |               |               |               |               |                |
| INTEREST FOR ALL ACCOUNTS                         | \$2.72         | \$2.72         |               |               |               |               |               |               |               |               |               |               |                |
| <b>TOTAL INCOME TO DATE</b>                       | <b>\$48.72</b> | <b>\$14.72</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>\$0.00</b> | <b>\$63.44</b> |
| <b>EXPENSES</b>                                   |                |                |               |               |               |               |               |               |               |               |               |               |                |
| HOLIDAY LUNCHEON-ALL EXPENSES                     |                |                |               |               |               |               |               |               |               |               |               |               |                |
| ANNUAL MEETING-ALL EXPENSES                       |                |                |               |               |               |               |               |               |               |               |               |               |                |
| SPRING PICNIC-ALL EXPENSES                        |                |                |               |               |               |               |               |               |               |               |               |               |                |
| SUPPLIES FOR NEW MEMBER MAILOUTS                  |                |                |               |               |               |               |               |               |               |               |               |               |                |
| SUPPLIES FOR ANNUAL DUES AND MARCH REMINDER       |                |                |               |               |               |               |               |               |               |               |               |               |                |
| WEBSITE AND MEMBER TIES ANNUAL FEES               |                |                |               |               |               |               |               |               |               |               |               |               |                |
| ANNUAL GIFTS TO CHARITIES-TOTAL FOR ALL CHARITIES |                |                |               |               |               |               |               |               |               |               |               |               |                |
| MISC. OFFICE SUPPLIES AND EXPENSES                |                |                |               |               |               |               |               |               |               |               |               |               |                |
| GUEST SPEAKER MEALS                               |                |                |               |               |               |               |               |               |               |               |               |               |                |
| DOOR PRIZE EXPENSES                               |                |                |               |               |               |               |               |               |               |               |               |               |                |
| <b>TOTAL EXPENSES TO DATE</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>\$0.00</b> | <b>\$0.00</b> | <b>\$0.00</b> | <b>\$0.00</b>  |
| <b>NET (Income-Expenses)</b>                      |                |                |               |               |               |               |               |               |               |               |               |               | <b>\$63.44</b> |

September 18, 2024

VBREA Communications Committee  
September 11, 2024

The Communications Committee met September 11, 2024 at 9:30 a.m. at Brick House Diner, 941 Providence Square.

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

Twila welcomed everyone. She stated that we remember today as the 9-11 disaster.

Membership and retirement letters: Phillip sent out 37 letters within the last two months.

Greeting cards: Rusty sent out four cards.

Membership information and Website: No report. Cathy will report at the Board meeting.

Member information and Facebook: Kathy Smith's report showed there were 5 posts with 19 reactions on Facebook. She has been posting more on Facebook lately.

Report by Mary: There will be a Combined Band Concert with Japanese Maritime Security Defense Force and United States Navy Fleet Forces on September 23, 2024 at 7:00 p.m. at Thalia Lynn Baptist Church, 4392 Virginia Beach Boulevard.

Old Business:

We still need new members for the Communications Committee. Twila will ask for volunteers at the general meeting.

New Business:

None

The next meeting will be October 9, 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  
September 11, 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  
August 11, 2024 – September 9, 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.

| Aug 11 – Sep 25 | Unique Visitors | Page Views |
|-----------------|-----------------|------------|
| Aug 11          | 11              | 14         |
| 12              | 7               | 9          |
| 13              | 2               | 2          |
| 14              | 3               | 3          |
| 15              | 6               | 11         |
| 16              | 5               | 10         |
| 17              | 1               | 1          |
| 18              | 5               | 6          |
| 19              | 7               | 15         |
| 20              | 6               | 11         |
| 21              | 3               | 5          |
| 22              | 7               | 12         |
| 23              | 5               | 12         |
| 24              | 2               | 3          |
| 25              | 1               | 1          |

| Aug 26 – Sep 9 | Unique Visitors | Page Views |
|----------------|-----------------|------------|
| Aug 26         | 10              | 13         |
| 27             | 2               | 4          |
| 28             | 6               | 8          |
| 29             | 0               | 0          |
| 30             | 7               | 8          |
| 31             | 2               | 3          |
| Sep 1          | 4               | 7          |
| 2              | 4               | 9          |
| 3              | 6               | 10         |
| 4              | 3               | 8          |
| 5              | 8               | 14         |
| 6              | 5               | 10         |
| 7              | 6               | 11         |
| 8              | 4               | 8          |
| 9              | 2               | 7          |

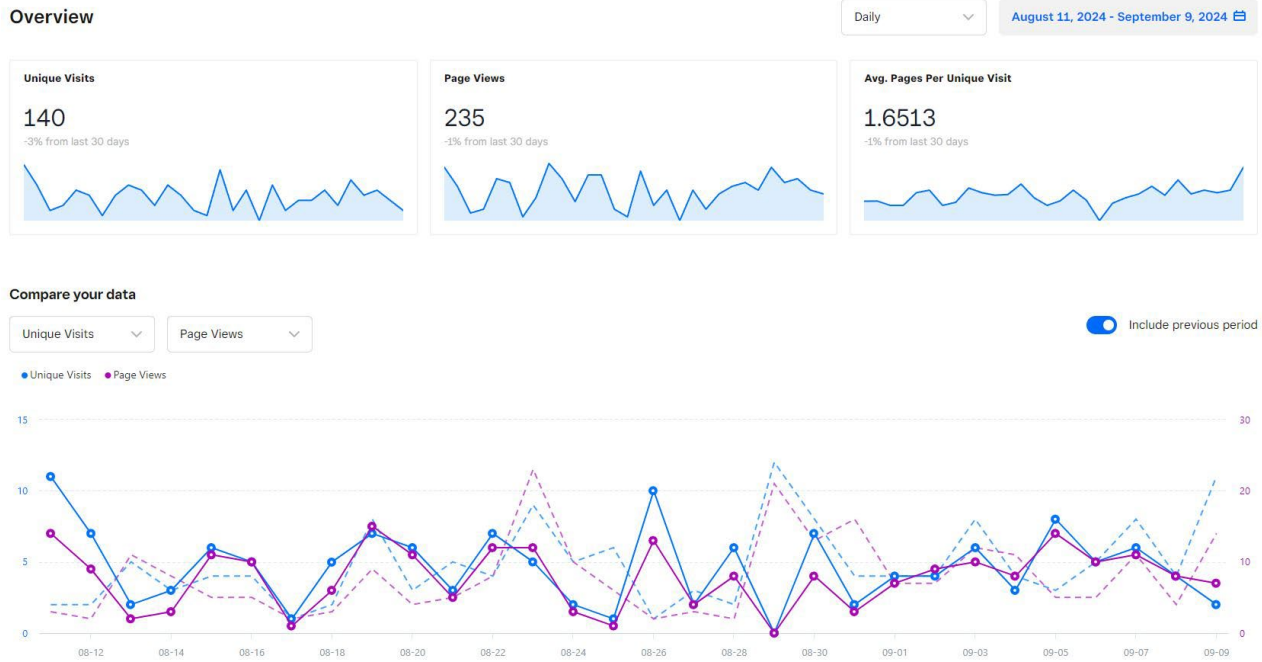
The table above reflects the past 30 days. For this reporting period, all numbers are just slightly down. However, activity on all pages are up from the last report. Updates to the website include: on all pages of the website changed header graphics to fall seasonal images; on the HOME page posted obituary information for one of VBREA’s founding members, Hester Waterfield, posted a Back-To-School graphic on when to stop for a school bus, posted the information for the September 2024 VBREA General Membership Meeting; on the OUR-PRESIDENT page, updated the President’s message; on the CALENDAR page updated information for the September meeting and updated upcoming meetings; updated CVB-PT-POSITIONS-SPOTLIGHT page; added July 2024 retirees to NEW-RETIREEES page.

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 140 unique visits, which is down just 3% over the last 30 days than from the previous 30 days. There were 235 page views, which is down just 1% from the previous 30 days. Unique visits viewed an average of 1.6513 pages, which is also down just 1%. Percentages down are miniscule meaning visits to our website remain virtually the same over the past few months. However, activity on all pages of our site are up meaning those that are visiting are clicking

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through all pages of our site. We continue to believe that our numbers are low due to increased information flow on our Facebook site. We will continue to keep the website updated with more detailed information and our Facebook site can be more general and direct viewers to the website for more details.

### Webmaster Views Report August 11, 2024 – September 9, 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)                     | 39                 | +38.24%             |
| /about-us.html                   | 3                  | +23.08%             |
| /benefits-and-you.html           | 2                  | +50.00%             |
| /calendar.html                   | 9                  | +128.57%            |
| /cvb-pt-positions-spotlight.html | 3                  | +100.00%            |
| /in-gratitude.html               | 2                  | +100.00%            |
| /local-commerce.html             | 1                  | 0%                  |
| /membership.html                 | 5                  | +45.45%             |
| /new-retirees.html               | 46                 | +61.33%             |
| /our-president.html              | 6                  | +66.67%             |
| /services-opportunities.html     | 4                  | +133.33%            |
| /stay-connected.html             | 4                  | +57.14%             |
| /vbrea-events.html               | 2                  | +40.00%             |

Since the last report in July, one email blast was sent to the membership with a reminder and information of the September General Membership Meeting. Welcome letters were sent via email to three new members. One change of address was received and forwarded to the Membership Chair to update the database. Received the annual renewal invoice of \$19.95 to maintain our vbrea.org domain. Forwarded invoice to Treasurer to advise this charge will appear on the VBREA debit card around September 21, 2024.

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