



**Virginia Beach Retired Employees Association  
Minutes of the Board of Directors  
October 16, 2024  
at 10:00 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 (absent)

**Welcome:**

The President welcomed all present. Thanked all board members for their service.

**Reports of Board Members:**

President – Pete Leavitt

- Will be speaking in person at the retirees seminar on October 29<sup>th</sup>.

Vice President – Joelle Talbot

- No one has applied for any upcoming Board positions.

Secretary – Louise Pesnicak

- September minutes approved by e-mail.

Treasurer – Donna Brehm

- Nancy moved and Louise seconded to approve the September Treasurer's Report as presented. Approved.
- Report attached to these minutes.

**Reports of Committees:**

Benefits/Wellness – Chair Vacant

- No report.

Communications – Twila Leavitt

- 12 letters were sent in September to new retirees. 2 cards were sent
- Website had activity on all pages.
- Website and committee reports attached to these minutes.

Involvement – Nancy Moore

- September speaker was extremely good. We had approximately 26 attendees at the luncheon.
- Will request RSVPs for our annual meeting. Deadline will be November 15.
- Report 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).*

## Audit – Donna Brehm

- Audit in July only.

## Membership – Donna Brehm

- Have been increasing members gradually.
- November 7<sup>th</sup> will be the date to assemble dues letters to members.

**Unfinished Business**

- Health Insurance Credit – Mr. Remick sent a letter to VBREA indicating he was unable to help us with this issue. His letter seemed to indicate that he did not have enough information on what assistance we were seeking. After discussion, it was decided Donna would send a letter to Mr. Remick providing him with a synopsis of the issue and our request for assistance.
- No response yet to request for information for our annual meeting presentation. Request information be provided by November 1. Donna did comment that she would not be able to provide the Treasurer's data for the annual meeting by November 1; however, it would likely be around November 4 as she needs to wait until she receives the October 31 bank statement.

**New Business**

- None

The meeting was adjourned to Golden Corral. Next BOD meeting will be held in January 2025.

Respectfully submitted by,  
***Louise Pesnicak***

VBREA TREASURER'S REPORT - OCTOBER 16, 2024			
REPORT PERIOD:	SEPTEMBER 1-30, 2024		
<b>VA BEACH CREDIT UNION CHECKING</b>			
	STARTING BALANCE:		\$215.00
<b>CREDITS</b>			
	Monthly Interest	\$0.00	\$0.00
	Dues Renewals	\$6.00	\$6.00
<b>DEBITS</b>			
	Debit card: Amazon-mailout supplies	\$81.66	
	Debit card: Guest Meal-Golden Corral	\$13.37	
	Debit card: Weebly annual charge	\$19.95	
<b>RECONCILED BALANCE WITH SEPTEMBER 30 STATEMENT</b>			<b>\$106.02</b>
<b>VA. BEACH CREDIT UNION SAVINGS</b>			
	STARTING BALANCE		\$1,100.87
<b>CREDITS</b>			
	Monthly Interest	\$0.14	\$0.14
<b>DEBITS</b>			
		\$0.00	
<b>RECONCILED BALANCE WITH SEPTEMBER 30 STATEMENT</b>			<b>\$1,101.01</b>
<b>VA. BEACH CREDIT UNION MONEY MARKET ACCT.</b>			
	STARTING BALANCE		\$5,071.20
<b>CREDITS</b>			
	Monthly Interest	\$2.50	\$2.50
<b>DEBITS</b>			
		\$0.00	
<b>RECONCILED BALANCE WITH SEPTEMBER 30 STATEMENT</b>			<b>\$5,073.70</b>
<b>TOTAL ASSETS AS OF SEPTEMBER 30, 2024</b>			<b>\$6,280.73</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	\$6.00										
50/50 RAFFLES	\$20.00		\$19.00										
RAFFLE PROCEEDS DESIGNATED FOR DOOR PRIZES	\$20.00		\$19.00										
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>\$44.00</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>\$107.44</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			\$81.66										
WEBSITE AND MEMBER TIES ANNUAL FEES			\$19.95										
ANNUAL GIFTS TO CHARITIES-TOTAL FOR ALL CHARITIES													
MISC. OFFICE SUPPLIES AND EXPENSES													
GUEST SPEAKER MEALS			\$13.37										
DOOR PRIZE EXPENSES													
<b>TOTAL EXPENSES TO DATE</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$114.98</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>\$114.98</b>
<b>NET (Income-Expenses)</b>													<b>-\$7.54</b>

## VBREA Communications Committee

October 9, 2024

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

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

Twila welcomed everyone.

Membership and retirement letters: Phillip sent out 12 letters for September retirees.

Greeting cards: Rusty sent out two cards.

Membership information and Website: Cathy updated the website. The report shows an increase in page views of 30%. One email blast was sent to the membership with information on the October General Membership meeting. Welcome letters were sent via email to two new members.

Member information and Facebook: Kathy Smith's report showed there were 5 posts, no comments, and 30 reactions.

**Old Business:**

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

**New Business:**

Update data for the Annual Meeting PowerPoint: Twila reviewed the PowerPoint and Cathy will provide information on the website, as needed.

The next meeting will be November 13, 2024 at 9:30 a.m. at Brick House Diner.

The meeting adjourned at 10:45 a.m.

Respectfully submitted,

Twila Leavitt, Chairman

Mary Cardwell, Secretary

**Webmaster Report – Cathy & Stan Morse  
Virginia Beach Retired Employees Association  
October 9, 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  
September 8, 2024 – October 7, 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.

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

The table above reflects the past 30 days. For this reporting period, all numbers are just slightly down. However, activity on all pages is up from the last report. Updates to the website include: on all pages of the website changed header graphics VOTE 2024 images with information on early voting in Virginia Beach; on the HOME page posted the information for the October 2024 VBREA General Membership Meeting, posted solicitation for two or three VBREA members to serve on 2024 Nominating Committee; posted Open Enrollment dates for retirees still on City’s health insurance; on the ABOUT-US page, posted the newest version of the Duties and Responsibilities document; on the OUR-PRESIDENT page, updated the President’s message; on the CALENDAR page updated information for the October meeting and updated upcoming meetings; updated CVB-PT-POSITIONS-SPOTLIGHT page; added August and September 2024 retirees to NEW-RETIREES page; on the STAY-CONNECTED page added the September 2024 Board Meeting Minutes.

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 162 unique visits, which is up 14% over the last 30 days than from the previous 30 days. There were 302 page views, which is up 30% from the previous 30 days. Unique visits viewed an average of 1.9813 pages, which is also up 26%. Along with the increased visits, activity has increased on many pages of our site meaning those that are visiting are clicking through the majority of the pages of our site.

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## Webmaster Report – October 9, 2024 - page 2

### Webmaster Views Report

September 8, 2024 – October 7, 2024

Overview

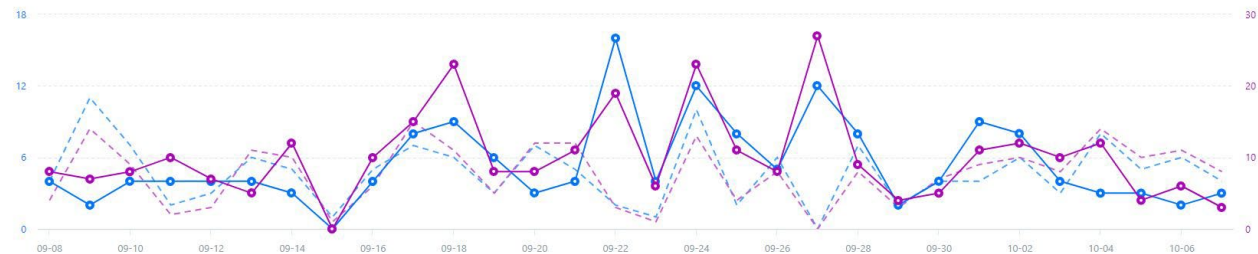
Daily September 8, 2024 - October 7, 2024



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)	19	+18.10%
/about-us.html	1	+6.25%
/benefits-and-you.html	3	+23.08%
/calendar.html	-	-
/cvb-pt-positions-spotlight.html	4	+80.00%
/in-gratitude.html	1	+33.33%
/local-commerce.html	-	-
/membership.html	3	+21.43%
/new-retirees.html	22	+20.75%
/our-president.html	2	+15.38%
/services-opportunities.html	2	+28.57%
/stay-connected.html	1	+14.29%
/vbrea-events.html	2	+50.00%

Since the last report in September, one email blast was sent to the membership with a reminder and information of the October General Membership Meeting. Welcome letters were sent via email to two new members. One email forwarded to the Membership Chair to verify address and email in the VBREA database. The annual renewal invoice of \$19.95 to maintain our vbrea.org domain was charged on September 23, 2024, to the VBREA card on file. Forwarded the receipt to Treasurer. Email received from Department of Public Works seeking assistance in sending information to CVB Public Works retirees who retired in the past five years. They also offered to post information on VBREA on all their communications and offered us a resource table at their annual picnic. Will pass on to Communications Chair to share with the VBREA Board.

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Involvement Committee  
Meeting Minutes  
April 2, 2024 at 10:00 am  
Small Conference Room  
Agricultural Building  
Virginia Beach, VA

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

The September meeting at the Golden Corral was very nice and the speaker, Sharon Gerald, from the Virginia Beach Municipal Federal Credit Union was a big hit. She was very informative and we plan to ask her for a return appearance in 2025.

Meetings for the rest of the year are as follows:

October 16 – Golden Corral. Speaker will be Al Chewning to tell tales about the ghosts of VB.

November 20 – Annual Meeting at Central Library. Speaker will be from the library.

December 11 – Annual Holiday luncheon/meeting will be held at Virginia Beach National Golf Club

The Annual Meeting at the Central Library will be held in one of the meeting rooms. This will be a lunch meeting with lunch provided by Firehouse Subs. Members are asked to be there by 10:30 to help set up the room. The business meeting will start at 11:00 followed by the speaker. Lunch will follow. The speaker will be Clara Hudson, Support Services Administrator will speak on the Library's digital services. Joyce volunteered to make signs for the Firehouse Subs and beverages. Nancy will check but is sure we have plates, forks, cups, coffee filters, etc. If we need anything else she will let us know and we can provide whatever is needed. Joelle will bring a plastic tub for the ice. Ilene will get the chips and cookies from BJ's.

Joelle will get the price and menu at the VB Golf Course for our next meeting. The lunch will start at 12:00 noon.

A possible trip to the Sight and Sound Theater in Lancaster, PA was discussed again and will be looked into at a future meeting. An evening or matinee at one of the local theaters will also be considered at future meetings. Pat will get more details and dates about upcoming shows.

Since the next meeting will be Tuesday, November 5, 2024, Election Day we will not meet at the usual location but meet at Jose Tequilas Restaurant located on General Booth Blvd. at 11:30 am.