



**Virginia Beach Retired Employees Association
Minutes of the Annual Meeting
November 20, 2024
at 11:00 a.m.
Central Library
Conference Room**

Email: vbrea.webmaster@gmail.com

Website: vbrea.org

Board of Directors:

President – Pete Leavitt (absent)

Vice President – Joelle Talbot

Secretary – Louise Pesnicak

Treasurer – Donna Brehm

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

Plus 28 attendees

Welcome:

The Vice-President welcomed all present.

Reports of Board Members:

President – Joelle Talbot

- Reported the critical needs of the organization.
- Reviewed this past year's accomplishments.
- Reviewed donations of our organization. Board members had previously discussed this year's donation. Motion was made and seconded to donate \$350 each to Senior Services and Project Lifesaver—motion carried.
- Members responsibilities identified.

Vice President – Joelle Talbot

- No Report

Secretary – Louise Pesnicak

- October minutes approved by e-mail. This was done prior to annual meeting.

Treasurer – Donna Brehm

- Status of our account at Beach Municipal Credit Union as of November 1, 2024 presented.
- November report attached to these minutes.

Reports of Committees:

Benefits/Wellness – Chair Vacant

- No report.

Communications – Cathy Morse

- 143 letters were sent this past year to new retirees.
- Website traffic has increased over 1300% since last year. Facebook views trending up.
- Facebook has 38 members.
- This committee needs your help.
- November website and committee reports attached to these minutes.

Involvement – Nancy Moore

- Prior to this meeting, Board discussed cost for members/guests for our holiday luncheon. Due to increased costs, motion made and seconded to charge members \$20 and guests \$30. Motion carried.
- Duties/responsibilities reviewed.
- Events of past year identified including speakers.
- November report attached to these minutes.

Audit – Donna Brehm

- Donna presented audit report.

Membership – Donna Brehm

- Current number of members is 228. Membership has decreased 30% over the last 10 years.
- Renewal letters mailed out November 7.
- Help is needed on this committee.

Bylaws

- Bylaws reviewed and updated. Current Bylaws document on VBREA website on ABOUT US page.

Nominating Committee

- Slate of candidates for At-Large Directors: Keith Bernstein, Nancy Moore, Cathy Morse, Kathy Smith, Margaret Sullivan-Rucka. No nominations made from the floor.
- **Motion made and seconded to accept slate presented. Motion carried.**

Guest Speaker

- Clara Hudson, Support Services Administrator, VB library digital services

The meeting was adjourned, and lunch was provided by Firehouse Subs.

Respectfully submitted by,

Louise Pesnicak

VBREA TREASURER'S REPORT - NOVEMBER 20, 2024

REPORT PERIOD: OCTOBER 1-31, 2024

VA BEACH CREDIT UNION CHECKING			STARTING BALANCE:	\$106.02
CREDITS				
	Monthly Interest	\$0.03		\$0.03
	Dues- New and Renewals	\$24.00		\$24.00
	Transfer from Savings	\$500.00		\$500.00
	September 50/50 Raffle proceeds	\$38.00		\$38.00
DEBITS				
	Stamps for Annual Mailout- Ck. 1046		\$146.00	\$146.00
RECONCILED BALANCE WITH OCTOBER 31 STATEMENT				\$522.05
VA. BEACH CREDIT UNION SAVINGS			STARTING BALANCE	\$1,101.01
CREDITS				
	Monthly Interest	\$0.06		\$0.06
DEBITS				
	Transfer to Checking		\$500.00	\$500.00
RECONCILED BALANCE WITH OCTOBER 31 STATEMENT				\$601.07
VA. BEACH CREDIT UNION MONEY MARKET ACCT.			STARTING BALANCE	\$5,073.70
CREDITS				
	Monthly Interest	\$2.59		\$2.59
DEBITS				
			\$0.00	
RECONCILED BALANCE WITH OCTOBER 31 STATEMENT				\$5,076.29
TOTAL ASSETS AS OF OCTOBER 31, 2024				\$6,199.41

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

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
INCOME													
DUES-NEW AND RENEWAL	\$6.00	\$12.00	\$6.00	\$24.00									
50/50 RAFFLES	\$20.00		\$19.00	\$38.00									
RAFFLE PROCEEDS DESIGNATED FOR DOOR PRIZES	\$20.00		\$19.00	\$33.00									
RECEIPTS FOR HOLIDAY LUNCHEON-MEMBERS AND GUESTS													
RECEIPTS FOR SPRING PICNIC-GUESTS													
INTEREST FOR ALL ACCOUNTS	\$2.72	\$2.72	\$2.64	\$2.68									
TOTAL INCOME TO DATE	\$48.72	\$14.72	\$46.64	\$97.68	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$207.76
EXPENSES													
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	\$146.00									
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													
TOTAL EXPENSES TO DATE	\$0.00	\$0.00	\$114.98	\$146.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$260.98
NET (Income-Expenses)													-\$53.22

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VBREA Communications Committee

November 13, 2024

The Communications Committee met November 13, 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 14 letters for October retirees.

Greeting cards: Rusty sent out 5 get well, 2 sympathy and 1 thinking of you cards.

Membership information and Website: Cathy updated the website. The report showed activity on all pages is up. Three email blasts were sent to the membership. Welcome letters were sent via email to three new members.

Member information and Facebook: Kathy Smith's report showed there were 14 posts, 1 comment and 49 reactions.

Old Business:

We still need new members for the Communications Committee.

The committee's portion of the Power Point for the Annual Meeting was reviewed.

New Business: None

The next meeting will be January 8, 2025 at 9:30 a.m. at Brick House Diner. There is no meeting in December.

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
November 13, 2024**

Our site is: www.vbrea.org

Our email is: vbrea.webmaster@gmail.com

**Webmaster Dashboard Unique Visitors Report
October 13, 2024 – November 11, 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.

Oct 13 – Oct 27	Unique Visitors	Page Views
Oct 13	1	1
14	3	3
15	10	13
16	6	6
17	5	5
18	2	2
19	7	7
20	5	14
21	2	3
22	3	4
23	9	9
24	6	10
25	6	6
26	4	7
27	1	1

Oct 28 – Nov 11	Unique Visitors	Page Views
Oct 28	5	15
29	5	9
30	2	15
31	3	7
Nov 1	3	3
2	4	5
3	5	7
4	9	32
5	8	17
6	9	24
7	8	21
8	7	14
9	8	13
10	8	16
11	4	6

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 back to fall images; on the HOME page posted the information for the 2024 VBREA Annual Meeting in November and posted the 2024 VBREA Election Ballot; placed a notice just under the top header of the HOME and MEMBERSHIP pages that VBREA dues invoices have been mailed out; on the OUR-PRESIDENT page, updated the President’s message; on the CALENDAR page updated information for the November Annual Meeting and updated upcoming meetings; updated CVB-PT-POSITIONS-SPOTLIGHT page; added October 2024 retirees to NEW-RETIREES page; on the STAY-CONNECTED page added the October 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 155 unique visits, which is just slightly down 8% over the last 30 days than from the previous 30 days. There were 295 page views, which is also slightly down 8% from the previous 30 days. Unique visits viewed an average of 1.8826 pages, which is down just 5%. Although visits and views are just slightly down, activity has increased, meaning those that are visiting are viewing the majority of the pages of our site.

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Webmaster Report – November 13, 2024 - page 2

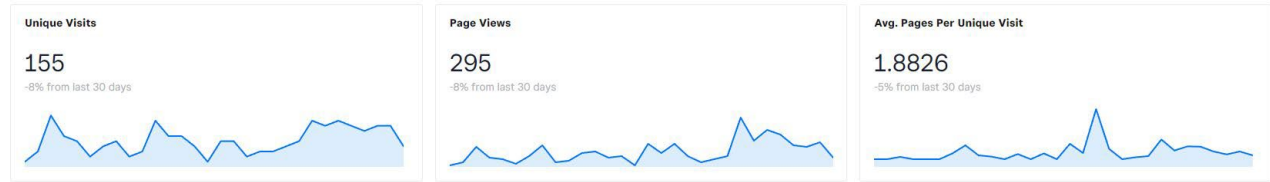
Webmaster Views Report

September 8, 2024 – October 7, 2024

Overview

Daily

October 13, 2024 - November 11, 2024



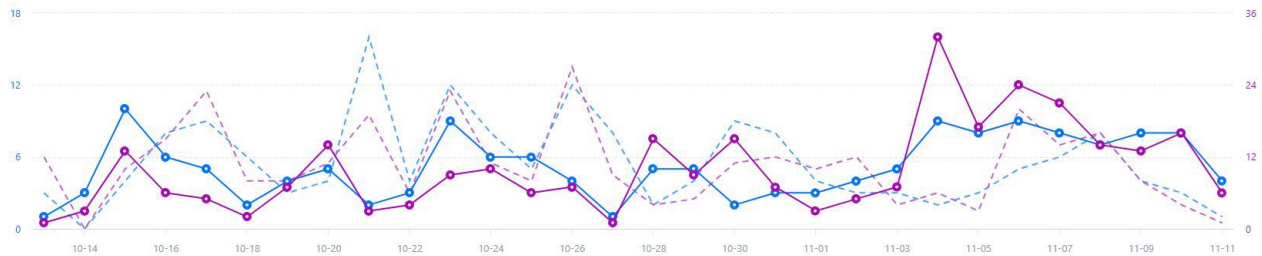
Compare your data

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)	51	+63.75%
/about-us.html	5	+20.00%
/benefits-and-you.html	6	+60.00%
/calendar.html	3	+23.08%
/cvb-pt-positions-spotlight.html	1	+12.50%
/in-gratitude.html	4	+100.00%
/local-commerce.html	-	-
/membership.html	10	+58.28%
/new-retirees.html	65	+103.17%
/our-president.html	8	+57.14%
/services-opportunities.html	2	+20.00%
/stay-connected.html	2	+33.33%
/vbrea-events.html	2	+40.00%

Since the last report in October, three email blasts were sent to the membership: the first was with the information of the 2024 VBREA Annual Meeting and RSVP instructions; the second with the 2024 VBREA Election Ballot; the third was a reminder to RSVP for the Annual Meeting which included another copy of the 2024 VBREA Election Ballot. Welcome letters were sent via email to three new members. One email forwarded to the Membership Chair to verify address and email in the VBREA database. Coordinated communication via email between Public Works and VBREA President regarding a VBREA vendor table at the 2024 Public Works picnic.

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Involvement Committee
Meeting Minutes
November 5, 2024 at 11:30 AM
At Jose Tequila's Restaurant
General Booth Blvd.
Virginia Beach, VA

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

Meetings for the rest of the year are as follows:

November 20 Annual Meeting at Central Library.

December 11 the annual Christmas lunch/meeting will be held at VB 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. Committee members are asked to be there by 10:15 to help set up the room. The meeting will start at 11:00 followed by the speaker with lunch to follow. The speaker will be Clara Hudson, Support Services Administrator will speak on the Library's digital services. RSVPs will be required and deadline will be Friday, November 15, 2024. Nancy will be the contact person.

Joelle will get the price and menu at the VB Golf Course since there is some questions about the price. The cost has not been determined yet for this year's lunch. Will determine the amount once we get the price from the golf course. Last year members paid \$10.00 and quests were \$20.00. The lunch will start at 12:00 noon.

Meetings for 2025 were discussed.

January – Golden Corral
February – Gus and George's
March – Golden Corral or Socky's (Seaboard and Princess Anne Road)
April – Dockside
May – Uncle Al's (Holland Road)
June – Picnic
July – TBD (maybe Mom's kitchen)
August – no meeting
September – TBD
October – possibly Gus and George's
November – Annual meeting
December – Holiday Luncheon

Jose Tequila's has a separate room. The committee looked at it and it could seat around 70 people. Only concern is the booths seat 20 but the seats aren't separated.

The committee will discuss further places in January.

The next meeting will be Tuesday, December 3, 2024, in the small conference at the Agriculture Bldg. at 10:00 AM.

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