



**Minutes**  
**SouthEast Regional Directors Institute Council of Peers Fall Planning Meeting**  
**October 16, 2022**  
**Pittsburgh, Pennsylvania**

**Attendees**

**Council Members:** Lori Corley (Ala.), Sasha Grist (Ark.), Rodney Larsen (Ark.), Pat Steed (Fla.) Beth Payne (Fla.), Heather Feldman (Ga.), Andy Crosson (Ga.), Jo Shake (Ky.), Amy Kennedy (Ky.), Anthony Starr (N.C.), David Richardson (N.C.), Randy Imler (S.C.), Ron Mitchum (S.C.), Mark Farley (Tenn.), Rick Yakubic (Tenn.), Martha Heeter (Va.), Kevin Byrd (Va.), Colt Sandoro (W.Va.), Danna Stansbury (At-L), Jennifer Codo-Salisbury (At-L), and John Byers (At-L).

**Others:** Randy Kelley (Miss.), Bonnie Kelley (Miss.), Sean Sullivan (Fla.), Dennis Stripling (Ala.), Bill Molnar (S.C.), Scott Koons (Fla.), Jim Youngquist (SERDI Staff)

**I. Welcome and Introductions of Council Members          Martha Heeter, President**

SERDI Council of Peers President Martha Heeter called the 2022 Fall Planning Meeting to order and thanked those in attendance in-person or by zoom for their participation. She also welcomed SERDI members not on the Council of Peers who were in attendance.

**II. Minutes of May 18, 2022 Annual Meeting & Summary          Heeter  
of SERDI Future Programming Work Session  
May 18, 2022**

President Heeter presented the minutes of the SERDI Future Programming Work Session and the Minutes of the Council of Peers Annual Meeting, both of which took place on May 18, 2022, at Annapolis, Maryland. President Heeter pointed out that many of the new efforts that SERDI is undertaking and would be discussed in the Fall Planning Meeting were a result of the Future Programming Work Session.

A motion was made by Ron Mitchum (S.C.) and seconded by Mark Farley (Tenn.) to approve the minutes and summary as presented. Motion carried without a No vote.



### **III. Committee Reports**

#### **A. Leadership Development Conference Committee**

**John Byers**

John Byers (At-L) presented the report of the Leadership Development Conference Committee. Other members of the committee included Danna Stansbury (At-L), Jennifer Codo-Salisbury (At-L), Martha Heeter (President), and Randy Imler (Vice-President). John noted that the concept of the creating a leadership development conference had come out the future programming conference in Annapolis. In that there had been an over 65% turnover rate in executive directors in the region over the last five years, and in many cases senior staff that were retiring as well, that there was a strong feeling that SERDI should begin a holding an annual conference focused on up and coming regional council staff members that demonstrate strong leadership acumen; staff members that show potential beyond the position that they currently hold at the regional council; staff members that would be carefully considered in advancing through a succession planning effort for their regional council; and/or a staff member that could project out to be a possible associate or executive director in their or another council in their state or the SERDI region in the future. He stated that the conference would be held February 15-17, 2023, in Atlanta. Byers went on to say that the Council of Peers set a goal to have a minimum of 3 participants per state, but feedback received thus far indicated that that goal would be met in nearly all the states and in some cases some councils would be sending multiple participants to Atlanta for the conference. SERDI Lead Staff Jim Youngquist indicated that the registration packet for the conference would be sent out the last week in October or first week in November.

#### **B. 2023 Annual Conference/New Executive Directors Logistics Structure Committee**

**Heather Feldman**

Heather Feldman (Ga.) presented the report for the Georgia Association of Regional Commissions and the SERDI Logistics Structure Committee. She noted that she and the Georgia executive directors were looking forward to welcoming SERDI to Savannah April 30-May 3, 2023 at the Andaz Savannah Hotel, a Hyatt property; <https://www.hyatt.com/en-US/hotel/georgia/andaz-savannah/savrd>. Heather pointed out that the logistics structure committee has been working to make sessions for the annual professional development conference and new executive directors work to the benefit of all. As she noted, this will be the first time that the new executive directors' sessions will be held throughout the conference timeframe instead of separately at a different site and date or directly in front of the conference at the same location. Feldman stated that she was working with her contacts at the Georgia Ports Authority to set up a mobile workshop tour of the Port of Savannah for conference/new directors attendees. She also emphasized that

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**THERE ARE NO ROOMS AVAILABLE at the Andaz on Saturday night April 29<sup>th</sup>. If you are arriving in the region on Saturday, you will need to plan to stay elsewhere on Saturday. Sunday April 30<sup>th</sup> will be an arrival day with the SERDI Council of Peers being the only meeting beginning at 4:00 PM. There will be a Welcome Reception and Dinner for Conference and New Directors attendees beginning at 6:00 PM that evening. Jim Youngquist stated that the registration packet for the annual professional development conference/new executive directors training will be sent out in early to mid-January.**

**C. Public Relations/Branding Committee**

**Danna Stansbury**

Danna Stansbury (At-L) presented the report of the Public Relations/Branding Committee. At the future programming work session in Annapolis, it was a consensus that SERDI needed a new logo and website. That both were showing their age and that promotion material should be considered to expose especially the new executive directors to the value of SERDI as the only professional development association of its kind in the United States. The Committee reached out to Formations PR + who has done wonderful work over the years working with regional councils and state associations across the SERDI region in the development of promotional materials and websites. FPR+ submitted a comprehensive proposal. It was thoroughly discussed among the Council of Peers. A motion was made by Ron Mitchum (S.C.) and seconded by Lori Corley (Ala.) to continue the branding committee or appoint a new or expanded committee that would focus on creating a message to executive directors in the 12-state region on why SERDI is important, create a logo/brand, to develop a very functional website, and to identify web design individuals within the membership that could lead the development of the website. Motion carried.

**D. Nominating Committee**

**Lori Corley**

Lori Corley (Ala.) presented the report of the Nominating Committee. Usually, the Nominating Committee is not appointed by the President until Spring of the year of elections of the President, Vice President, and Treasurer. The appointment of the Nominating Committee including Lori, Amy Kennedy (Ky.), Kevin Byrd (Va.) and Anthony Starr (N.C.) was made by President Martha Heeter (Va.) this Fall due to the retirement of Carol Jackson as executive director of the Mid-Ohio Valley Regional Council (W.Va.) who was Treasurer and Fiscal Agent for SERDI. By a unanimous vote of the Council of Peers, Catawba Regional Council of Governments (S.C.) has become the Fiscal Agent and Administrator for SERDI. Amy Chitwood who is finance director for Catawba will be the lead staff for SERDI financial administration. While it had never been a split responsibility, President Heeter and Vice President Randy Imler (S.C.) thought for checks and balances that it would be

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prudent to have an elected Treasurer as well. The Nominating Committee recommended that Sasha Grist, be elected Treasurer to fill out the remaining term of Carol Jackson's. Lori Corley made a motion and Rodney Larsen (Ark.) seconded the recommendation and election without dissent. The Nominating Committee will continue its work after the first of the year as it works to make recommendations for a new slate of officers that will take their seats at the Council of Peers Annual Meeting in May in Savannah.

**IV. 2022 Federal Reserve Economic Forecast Summary Report** **Randy Imler, Vice President**

The 2<sup>nd</sup> Federal Reserve Economic Forecast sponsored by SERDI was held on September 29<sup>th</sup>. Once again, Laura Ullrich, Regional Economist at the Charlotte Branch of the Federal Reserve Bank of Richmond led the webinar. Nearly 40 SERDI members participated. The feedback received has been very good. The Forecast is something that seems to have high value for those that participate.

**V. SERDI Financial Report** **Imler**

Vice President Imler presented the SERDI Statement of Revenues and Expenses for the quarter ending September 30, 2022. This is the first quarterly statement from the transition from Mid-Ohio Valley Regional Council to the Catawba Regional Council of Governments becoming the fiscal agent for SERDI. Imler stated that SERDI was in good financial shape. Revenues for the year-to-date are \$125,300.35. Expenses are \$102, 351.37. The fund balance as of September 30<sup>th</sup> are \$124,250.46.

**VI. Action Items**

**a. FY 2023 SERDI Staffing Contracts** **Heeter**

- i. Lead Consultant Contract
- ii. Financial Management & Administration Contract
- iii. Meeting Logistics Contract
- iv. Website Administration Contract

President Heeter reviewed the four staffing contracts maintained by SERDI. A motion was made by Kevin Byrd (Va.) and seconded by Ron Mitchum (S.C.) to approve the Lead Consultant Contract. A motion was made by Lori Corley (Ala.) and seconded by Danna Stansbury (At-L) to approve the Finance and Administration Contract. A motion was made by Andy Crosson (Ga.) and seconded by Sasha Grist (Ark.) to approve the Logistics Contract. A motion was made by Rodney Larsen (Ark.) and seconded by Pat Steed (Fla.) to approve the Website Administration Contract. All contracts were passed without dissent.

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**b. FY 2023 SERDI Membership Invitation Packet** **Imler**

Vice President Imler presented the FY 2023 SERDI Membership Invitation Packet to the Council. He noted that the work program has expanded with the addition of the inaugural leadership development conference. Dues remain \$800. He encouraged the Council members to promote membership. Jim Youngquist said that the packet will be sent out the first part of November. Dues are due by January 16, 2023 and can be paid by check or electronically.

**c. SERDI Branding Proposal**

Action taken earlier in meeting during Committee Reports.

**VII. Identification/Confirmation of Agenda Items for Annual Professional Development Conference and New Executive Directors Training** **Jim Youngquist, Lead SERDI Staff**

Jim Youngquist, Lead SERDI Staff, thanked the Conference/Training Logistics Structure Committee members Lisa Sandt (Ala.), Heather Feldman (Ga.), David Richardson (N.C.), Danna Stansbury (N.C.), Randy Imler (S.C.), and Martha Heeter (Va.) for their advice and counsel on how to move forward in designing a combination conference/training, the first time this has been attempted. Jim noted that thanks to the input of the committee and other SERDI members that the subject focus for the conference/training would be on Finance, Board Engagement, HR/Personnel, Communications: Commission/Partners, Legislative/Policy/Politics, and Turnover: Department Head, Director, Hiring Succession. There will be plenary sessions, sessions specifically for new executive directors, and then deeper dives for seasoned veterans. Youngquist noted that he would be working with the Committee to structure the agenda and would send out a registration packet shortly after the first of the year.

**VIII. Other Business** **Heeter**  
None

**IX. Adjournment** **Heeter**



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