

MINUTES

**SERDI Council of Peers
Fall Planning Meeting
November 8, 2023 - 3:30 PM Eastern
Hilton Cleveland Downtown – Cleveland, Ohio**

Attendees

Council of Peers Members

Rick Yakubic (Tenn.), Mark Farley (Tenn.), David Richardson (N.C.), Anthony Starr (N.C.), Randy Imler (S.C., President), Sarah Smith (S.C.), Sabrena Graham (S.C.), Sasha Grist (Ark., Vice President), Eric Sexton (Ky., Treasurer), Martha Shickle (Va., Immediate Past President), Danna Stansbury (N.C.), Lori Corley (Ala.), Robert Hiatt (N.C.), Rodney Larsen (Ark.), Chris Rietow (Fla.), Beth Payne (Fla.), Jennifer Codo-Salisbury (Fla.) Kevin Byrd (Va.)

Other SERDI members in attendance

Dennis Stripling (Ala.), Aaron Sizemore (Va.), Mike Harrison (Tenn.), Jill Foys (Pa.), Bill Molnar (S.C.), Lee Worsley (N.C.)

SERDI Staff

Misty Crosby, Vicki Glass, Amy Chitwood, and Jim Youngquist

I. Welcome and Introductions

Randy Imler welcomed everyone. Council of Peers (Council) members and others in attendance introduced themselves.

II. Financial Report

Eric Sexton presented the 9/30/23 (9 mo.) interim financial statements for SERDI. Following general discussion, the financial statements were accepted by consensus.

III. Atlanta EDA Award to Catawba Regional COG to Support SERDI Training

Randy Imler told the Council that Catawba Regional Council of Governments (CRCOG) received a \$129,122 grant from the Atlanta office of EDA for the support of professional development training through SERDI. The grant will be used to cover eligible costs of up to six SERDI training events/conferences through 2026. This will reduce event registration costs for SERDI members. SERDI will provide the required 20% match in the form of registration fees or other revenue. The first usage of the grant funds will be for the SERDI Deep Dive Financial training in Greenville, SC.

IV. Consideration of Liability Insurance for SERDI for Attendees and Functions

Imler presented the concept that had been previously discussed by the officers regarding the need for insurance of attendees. After discussion, the Council asked the President to move forward with looking into options for such insurance.

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V. Consideration of Membership, Event, and Services Pricing for Members, Associate Members, Non-Members

Randy Imler and Jim Youngquist presented the proposed FY24 member, associate member, and non-member fee schedules for membership, events, and services, including associated revenue split.

Annual member dues will remain at \$800 per year. Event pricing is based on breakeven projections, inclusive of ~\$21,000 per event from the EDA grant. Registration fees are tiered between members and non-members.

Executive searches for members will remain the same at \$10,000. The \$10,000 will be split with \$2,000 going to SERDI and \$8,000 going to SERDI staff conducting the search. Executive searches for non-members will be \$12,000 with \$4,000 going to SERDI and \$8,000 going to SERDI staff conducting the search. Assessment pricing for members will change to \$5,000 with \$1,000 going to SERDI and \$4,000 going to SERDI staff conducting the assessment. Non-member assessments will be \$7,500, with \$3,500 going to SERDI and \$4,000 going to SERDI staff conducting the assessment.

Following robust discussion, a motion was made and duly seconded to adopt the presented fee schedules and revenue split. The motion passed unanimously. The adopted FY24 member, associate member, and non-member fees schedule for membership, events, and services, including associated revenue split is attached for reference.

VI. 3-Year Contract with the Westin Poinsett Hotel, Greenville, SC for Leadership Development and Subject-Specific Training

- a. 2024 Fly-In February 6-9 - Financial Management**
- b. 2025 Fly-In February 18-21- 2nd Emerging Leaders Development**
- c. 2026 TBD**

Related to the previous discussion regarding EDA Atlanta supporting SERDI training, the officers of the Council of Peers, with the assistance of Vicki Glass, successfully negotiated a three-year contract with the Westin Poinsett Hotel in Greenville, SC for Leadership Development and other subject specific training as identified by the membership. The first training will be held February 6-9, 2024 on Financial Management. The 2025 training will be the 2nd Emerging Leaders Development session, and the 2026 Fly-in topic will be determined at a later date.

VII. Assessment Updates and the Identification of Contract Staffing Personnel

Jim Youngquist brought the Council up to date on the current assessments underway including Northern Kentucky ADD, High Country COG, and Roanoke Valley Allegany RC as well as development of logistics for a fourth assessment for the new associate member East Central Wisconsin RPC

With the retirement of Chris Bickley as an assessment staffer, the team has added Misty Crosby, former SERDI member who is now doing outreach work for Ohio University. Jim Youngquist, Tim Ware, and Wendell Lawrence continue to make up the assessment team.

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VIII. Building a Strategy for Philanthropic Funding/Partnerships with Regional Councils

Immediate Past President Martha Shickle introduced the topic of having a session at the Annual Conference on building a strategy for philanthropic funding and partnerships within the SERDI region. While there are a few councils that currently have these relationships, it is a great opportunity for all. The Council agreed and asked Jim Youngquist to make sure this topic was on the 2024 Annual Conference agenda.

IX. FY24 SERDI Membership Packet

Imler presented the 2024 membership packet for review and approval. The Council approved the packet by consensus and instructed Jim Youngquist to distribute as appropriate.

X. Consideration of FY24 Staffing Contracts

- a. Lead Staff**
- b. Event Planning**
- c. Website**
- d. Financial Management**

COP members received hard copies of the staffing contracts. Imler presented the proposed FY24 SERDI staffing contracts for the Council for consideration. A motion was made, duly seconded, and unanimously approved to renew the contracts as presented for all four positions.

XI. Consideration and Approval of FY24 Budget

Eric Sexton and Randy Imler presented the proposed fiscal year 2024 Budget, inclusive of the projected revenue from membership, event, and services fees, as well as projected costs for contract staff, travel, and training events/conferences. A motion was made and duly seconded to approve the FY24 Budget as presented. Following discussion, the motion passed unanimously. The FY24 Budget and supplemental fee schedules with revenue split are attached as a part of the COP meeting minutes.

XII. Development of Agenda for Annual Professional Development Conference/New Executive Directors Training, April 21-24, 2024, Bentonville, Arkansas

Sasha Grist made a presentation regarding the 2024 Annual Professional Development Conference and New Executive Directors Training which will be held in April in Bentonville, Arkansas. Following Grist's presentation, Jim Youngquist facilitated a discussion with the Council of topics that they wanted to have included on the agenda.

There being no further business the Fall meeting of the SERDI Council of Peers was adjourned.

**JLY
11/10/23**