

**Urban Management Assistants of North Texas
Strategic Planning Retreat
Friday, December 6, 2019, 12:00 p.m.
Meeting Minutes**

Present:

Caitlin Biggs	Marya Cantu	Brett Cast	Colby Collins
Kimberly Garduno	Chelsey Gordon	Kate Hawley	Brittney Huff
Lauren LaNeave	Letecia McNatt	Carey Neal	Sena Nyaku
Lauren Rose	Imelda Speck	Amanda Valdez	Erin Winn

Major Youngblood

Other UMANT members attended

2019 Year in Review

Lauren Rose, President Elect, presented UMANT 2019 year. The year to date highlights include:

- 74 new members
- 108 Membership renewals
- \$6,000 raised at Wine & Dine hosting 100 guests
- 107 One Day Conference Attendees
- 43 Exec Connect Participants
- 3 Professional Development Events Hosted:
 - Servant Leadership 101, Budget 101, Candidate 101
- 9 Scholarships Awarded totaling \$5,500
- 90 Facebook Posts

Lauren introduced the new 2020 Executive Committee

- Lauren Rose – President, Laurie Wilson - Vice President, Lauren LaNeave – Treasurer, Imelda Speck – Secretary

2020 committee work

The 2020 Committees will be

- Special Events
 - Brett Cast – Chair
 - Don Robinson – Vice Chair
 - Carey Neal - Member
- Communications
 - Amanda Valdez – Chair
 - Erin Winn – Member
 - Chelsey Gordon – Member
 - Bernie McCranie—Member
 - Matt Yager—Member
- Professional Development
 - Letecia McClendon – Chair
 - Kimberly Garduno – Vice Chair
 - Kate Hawley - Member
- Membership & Partnerships
 - Major Youngblood – Chair

- Sena Nyaku – Co-Chair
- Networking & Mentorship
 - Brittney Huff – Chair
 - Jerod Potts – Member
 - Stephen Marcus – Member
 - Chandra Washington - Member

Before breaking into committee for 2020 Work Planning, Lauren reminded the groups of UMANT’s mission and to keep this in mind during the planning efforts:

Our Mission Statement: UMANT seeks to advance the quality of local government by providing a community to develop and support emerging leaders.

2020 Committee Work

Lauren stated that the goal of the Strategic Planning Meeting was to walk away with a calendar for 2020. Committees broke out for 20-30 minutes to review and discuss the previous year’s programming and how to continue the successes and improve where needed. The group came back together and committees reported out their goals for the coming year and proposed events and dates.

Professional Development

- Professional Development wanted to continue on the success of the 101 series that were programmed in 2019. Using this platform for topics, the committee set the goal of hosting 1 event per quarter on Fridays from 2-5 with happy hours to follow. 2020 Topics and targeted months include:
 - Candidate 101 (believes this should be a standard event moving forward & start to rotate among the campuses each year.)
 - September - UTA
 - Downtown and Special Events 101
 - March – Garland/Mesquite
 - Development 101 (Public Works, Planning, and Economic Development focus)
 - October – Little Elm
 - Administration 101 (City Secretary and Human Resources focus)
 - June, possibly with the City of Dallas

Communications

- Last year’s goal was rebranding social media platforms and communications as a whole. Therefore, with the committee’s grasp on that, goals for this year are to take Communication to the next level with more consistent posting and the creation of a membership brochure (what UMANT is and why you should join).
- Will continue with Newsletter every month on the 3rd Wednesday of every month. All submissions are due the week before.
- Marketing Requests for upcoming events are due as soon as possible in order to ensure timely and effective posting. These forms help to plan out an event’s promotion.

- The committee will look into the LinkedIn Account and make sure this is updated along with all UMANT social accounts.

Membership

- This year's goals are to connect with other professional organizations. The committee will do some analysis on membership to learn where members are coming from (i.e. students vs professional, organizational level/roles, department/area of study). This will help to inform the committee are areas that UMANT is lacking membership to do targeted outreach and connect with other professional groups within the area.
- The committee wants to make sure the organization is retaining life and legacy members. Understanding this organization helps emerging leaders within local government, the group wants to make sure we retain those who have made it to the executive level to help are new emerging and incoming members have access to mentors and networking.
- Lastly, the committee wants to target mid-level local government professionals that may be unaware of UMANT.

Special Events

- This committee plans UMANT's 2 major events for the year, Wine and Dine and One Day Conference. The committee reviewed and discussed the 2019
- The Wine and Dine event has sold out every year and the group is interested in researching into another venue to accommodate in a similar way to help host more people. The current venue is very 'turn-key' in planning efforts, so anticipated this event will continue to be planned for the Grapevine venue, but committee wants to do its due diligence to see what other options there may be in the Metroplex. Looking for April 4th or 25th as the possible dates. Last year, the event was able to increase sponsorship, and the committee has the same goal this year.
- One Day Conference is targeting Nov. 13th with Oct. 23rd or 30th as alternate dates. Looking into various cities that could donate the venue. Letecia mentioned that if the committee wanted to break tradition and plan the event for a Thursday, the City of Garland's Atrium could be rented for free. The committee asked the group to start thinking of a conference theme and submit any ideas.

Networking

- The committee has set two goals for the 2020 year, make established events more robust and make UTD Back to School Event and established event.
- This year's programming and possible dates include:
 - Exec Connect (with happy hour after)
 - March 20th, April 3rd/ 20th
 - Addison or mid-Dallas area
 - Back to School Events
 - 3 events, partner with each graduate school (UTA, UTD, UNT)
 - Last 2 weeks in August and 1st week in September
 - Trends and Tours

- The Committee suggested turning this event into something different by possibly partnership with Professional Development and moving those funds into that event. If this event is kept, would be in the fall or end of year.
 - The group discussed that this should be turned back into the End of Year. Due to timing, this was not programmed for 2019.
- 2020 will be kick off with an event in the UTD area to draw the UTD students in since there was not a Back to School event scheduled near the campus in 2019.

2020 UMANT Event Calendar

After the committees reported back, Lauren reviewed the general event calendar for the year months/dates were set

General monthly meetings will be rotating location and continue on the 1st Friday of the month, and moved to 2 pm.

2020 Programming

- January
 - Kick-off Happy Hour (Networking & Mentorship)
- February
 - Exec Connect – 21st or 28th
- March
 - 101 Series – Downtown and Special Events (Garland/Mesquite)
- April
 - Wine and Dine – 4th or 25th
- May
- June
 - 101 Series – Administration (Dallas)
- July
- August
 - Back to School Happy Hour - 21st & 28th
- September
 - Back to School – 4th
 - 101 Series – Candidate (UTA)
- October
 - 101 Series – Development (Little Elm)
- November
 - One day – 13th (Back up Oct. 23rd or 30th)
- December
 - End of year – 19th

Focus for the year for leadership team

- Lauren mentioned there were other areas of focus that she wanted the Executive Committee to review and
 - The Executive Committee will do a Charter Review of the Bylaws to evaluate for any inconsistencies or other changes needed. One example that has been listed was looking at student membership criteria and its impacts on scholarship eligibility.
 - A goal for UMANT this year will be to seek out partnerships with non-traditional groups, in particular opportunities with other professional groups that cross into local government (i.e. American Planning Association, Government Financial Officers Association of Texas, Texas Public Works Association, etc.)
 - In recent years, the scholarship fund has grown to allow for multiple scholarships to be given. The Executive Committee will look into scholarship process and the possibility of moving to 2 scholarships opportunities each year (Spring/Fall), tied to our special events, Wine and Dine and One Day Conference. This review will include evaluating the opportunity to give more within the scholarship as well.