



**URBAN MANAGEMENT ASSISTANTS OF NORTH TEXAS
Executive Committee Meeting
February 1, 2019
Richardson City Hall
411 Arapaho Rd
Richardson, TX 75080**

Taylor Lough	Miriam Bebawy	Caitlan Biggs
Lauren Rose	Brett Cast	Imelda Speck
Laurie Garber	Jason Hammett	Bernadette McCranie
Hillary Cromer	Sylvia Chiapponi	Ben Williamson
Amanda Valdez	Brittney Huff	

1) Call to Order and Announce a Quorum is Present

-Taylor called the meeting to order at 12:06pm
-A quorum was present.

2) Approval of December 14th Strategic Planning Session Minutes

-Brittney Huff made a motion to approve with a second from Miriam Bebawy. Approval was unanimous.

3) Bylaws Overview

-Taylor reviewed the Bylaws requirements regarding a quorum and voting, noting that a quorum is a majority of the nine members of the executive committee. The executive committee includes the officers (President, Vice President, Secretary, Treasurer) and chair of the five standing committees. She asked the Committee to review the Bylaws and bring any requested changes for review to a future Executive Committee meeting for consideration. Changes must be brought to the membership for a vote in the fall.

4) Committee Updates – Set 2019 Calendar

-Communications & Communications Plan: Amanda Valdez kicked off the Committee updates highlighting the focus on a consistent and viable communications plan going forward. She explained that a marketing request form has been designed and would be sent to all Committee members. Committees in need of marketing support will need to complete the form and submit to the Communications Committee so they can plan an outreach strategy.

She also noted that they would begin publishing a bi-monthly newsletter for the membership, which would highlight membership, include relevant articles, event updates, and campus information as needed. She mentioned using Mailchimp and Taylor suggested she review the newsletter template offered by Wild Apricot through the website.

Amanda detailed that social media outreach would include Twitter and Facebook with the goal of posting 3 times weekly and events set-up on Facebook. Social media postings would also include UMANT officer announcements, member highlights, and other local government news.



She also discussed the use of Canva to design all event materials. The associated cost is minimal and using Canva would allow future Committees' access to existing material.

Amanda reviewed her goal in rebranding UMANT, which included growing marketing efforts, updating the website, and keeping open communications with university staff.

-Memberships & Partnerships: Imelda Speck provided a membership update and discussed strategies for boosting new membership. She reviewed her process in sending personal emails to new members and encouraging them to attend meetings. She asked that Committees hosting events use a sign-in sheet that includes a contact email and send her the sheet after the event so she can reach out to all non-members who attended and to new members to make them feel welcome. It was noted that the website has a tool to personalize welcome emails to new members.

The Committee discussed new strategies to promote membership including event discounts or extra door prize tickets for individuals that bring potential members; adding a sticker to nametags for non-members at events so the Committee can make them feel welcome; participating in new student orientation at universities; expanding partnerships to include government associations; and offering flash sales for membership discounts. Imelda also stated their Committee would offer membership highlights on the website; they'll ask questions for current and new members, ask about projects they're working on, and what UMANT membership means to them.

-Networking & Mentorship: Brittney Huff provided the following dates for networking happy hours and mentorship events

- March 28 - Networking Happy Hour
- September 6 & 20 - Denton/Arlington Networking Happy Hour
- June 29 - TCMA Happy Hour sponsored by UMANT
- May 29 - Exec Connect
- December 12 - Trend and Tours

It was noted that the September happy hours would be an appropriate time to offer a membership sale.

-Special Events: Hillary Cromer stated Messina Hoff was available April 6 and interested in hosting the Wine and Dine again. She asked the Committee if having two rooms worked well or if a venue change should be considered. The group decided to keep the venue the same this year and discussed if ticket pricing should be increased, specifically for spouse tickets. Hillary asked for Communications assistance in marketing the sale of wine bottles as UMANT gets some of the proceeds.

Hillary closed by providing a November 15 date for the One-Day Conference and asking if anyone had ideas for a venue to send them her way.

-Professional Development: Caitlin Biggs gave an update on upcoming Professional Development events. The Committee would host a Budget session with Southlake's CFO in early March. How to build and manage a budget will be reviewed in the session. The Town Manager from Little Elm agreed to be the speaker for a session on Soft Skills and Servant Leadership. The Committee said they'd also include a Candidate 101 by Jennifer Fadden to review interview questions and crafting resumes; a TML Legislative Update, and an Ethics Training.



5) **Meeting Sign Up**

-Taylor reminded Committee members to attend as many meetings as possible. She said she'd email a sign-up sheet to the Committee for those that would like to host and have a meeting room available with a projector.

6) **Nametags & T-Shirts**

-Taylor asked that anyone wanting a UMANT polo email Laurie with the size needed so she could place the order. Laurie added that she would work off the Executive Committee list to order nametags. She requested that anyone who wanted their name listed differently contact her as soon as possible. The nametags will be available at the first event.

7) **Speaker Gifts**

-Taylor asked the Committee if there was a preference on speaker gifts. It was decided that each Committee would be responsible for a speaker thank you note and small gift. Lauren noted an organization that sells coffee beans and donates proceeds to a non-profit.

With no other business to consider, Taylor adjourned the meeting at 1:03 PM.

Taylor Lough
President

ATTEST:

Laurie Garber
Treasurer
(Took minutes in absence of Secretary Cassie Tucker)