Procedural Items
President Linda Langston called the meeting to order, Director Waymon Mumford gave the invocation and President Langston led the group in the pledge of allegiance. Board members signed in on attendance sheets being passed around. A quorum was present.

Consent Agenda
Minutes of the Board meeting held at the 2014 NACo Legislative Conference in Washington D.C. on March 3, 2014 were approved.

New Board Members Elected
Ms. Mary Beth Davidson, IGR Director, Hennepin County, MN (NACIRO)
Ms. Cherryl Ramirez, Executive Director, Association of Oregon Community Mental Health Programs (NACBHHD)

Board Action Items
Audit Committee Report
The Honorable Stephen Holt, member of the Audit Committee reported that minutes from the audit committee meeting the previous day had been distributed to the board. The Honorable Nancy Hansen, Chair conducted the meeting over the phone. Director Holt pointed out several items on the minutes of special note to the Board.
The Board approved the report.

Finance Committee Report
First Vice President Riki Hokama gave the Finance Committee Report and updated the Board on NACo’s investment performance and budget. NACo’s investments are up 1.8% for the year and since July 2007, which is when the current investment manager took over the portfolio, the investments have outperformed the benchmarks by 25 basis points.
NACo is currently forecast to exceed the FY 2014 budget by $120,000 largely due to higher than budgeted revenue generating activities such as membership dues and corporate sponsorships. Corporate premier members are up a net of 3 and so far sponsorships of the Annual Conference are ahead of budget by $60,000, while the Large Urban County Caucus (LUCC) is ahead by $50,000. Dues are forecast to exceed the budget by $200,000. This was the first year of the membership dues adjustment and it has had no significant impact on membership retention. This year there have been 44 cancellations, compared to 62 at the same time last year. It was also noted that attendance at the Legislative Conference was lower than expected, but because expenses were lower than expected and conference sponsorships were slightly higher, the conference will come in on budget.
Director Hyland asked about the progress NACo is making in purchasing a new building for NACo’s Headquarters office. NACo is considering a number of options in this regard and is in the process of hiring a real estate advisor. By the Annual Conference, the Finance Committee should be able to present a more in depth report to the board. Because of the change in real estate markets in the Washington D.C. area, it may be more beneficial to lease or remain in the current location rather than
purchase a new building. If that turns out to be the case, then the $22 million set aside for the purpose of building or purchasing will need to be re-appropriated elsewhere. NACo Finance Director, Dave Keen also mentioned that NACo is exploring the option of co-locating with the National League of Cities and other local government affiliates. NACo and NLC have worked on a joint RFP in order to research this option in order to increase NACo’s buying power. The Board approved this report.

**Reports and Briefings**

**President’s Report**

President Langston gave a brief report on events and committee work over the past few months. After the NACo Resiliency Forum in San Francisco, the National Academy of Sciences is working on picking 2 or 3 pilot communities to work with in regards to resiliency. She is also working with NACo staff to see if resiliency can fit into the Green Government Advisory Board.

Staff and officer travel to State Association meetings have gone well, focusing on NACo’s advocacy activities.

The Elections Review Committee will be bringing two remaining issues to the Board at the Annual Conference. The Board will need to decide whether or not to move the issues forward to the membership.

Lastly, as noted in the bylaws, every four years the president may appoint a bylaws committee to review change requests and so President Langston invited Immediate Past President Chris Rodgers, Chair to give the Bylaws Committee report.

**Bylaws Committee Report**

Director Rodgers, Chair of the Bylaws Committee prefaced the report by mentioning that these recommended changes are items which NACo has been doing for years, the changes simply put it into practice. Director Rodgers went over each of the changes to point out the reasoning and discussions behind the changes.

Following the report, Director Allan Angel respectfully disagreed with the change to Article XII Section 3 under “Other Voting Procedures” as it related to the 50% +1 measure along with dropping the candidate with the lowest vote, and suggested that NACo just use a popular vote. Director Harold Blattie reiterated that he had a conversation about this issue before, and that 50% +1 is a problem based on Robert’s Rules of Order where it states that a majority is more than half. Using 50%+1 could turn into a math problem where no official 1 exists in the split. Director Blattie urged that the Bylaws Committee remove the 50% +1 language and use majority instead. Director Bronwyn Asplund Walsh agreed with the statements of Directors Angel and Blattie.

Director Rodgers informed the Board that they would get copies of the recommended Bylaws changes. The Board approved the Bylaws committee report with the recommendation to amend Article XII Section 3.

Please see the Bylaws Committee minutes for a full listing of the changes and edits taken by the Bylaws Committee.
Policy Committee Realignment
President Langston discussed the efforts by NACo steering committees to realign. As part of this effort, the Board will receive the Policy Committee Realignment Changes (HERE) and that board directors should respond to President Langston or Legislative Director Deborah Cox with any recommendations. Steering Committees will also receive copies of the realignment changes in order to work toward aligning committee work more with the NACo platform.

Membership Committee Report
The Honorable Mike Victorino, Vice Chair of the Membership Committee commented that as of May 19th NACo is at 2,279 member counties. So far this year there have been 30 new counties, whereas there were 37 new members last year. 17 members are delinquent in their dues payment and 46 counties are non-renewals for this year, down from 62 last year. Several Top 50 counties have joined; Burlington County NJ, Essex County NJ, Orange County Fla., and Camden County NJ. Membership dues are currently $54,000 above what was budgeted. There are more prospective counties in NJ, Ill., and NY. The NACo Membership department is planning outreach to non-members regarding fire hydrant and Waters of the US issues. The ‘Make 2’ campaign helped save 3 counties from dropping their membership. Lastly, NACo will be working with the City-County Consolidated Government group to meet at the Annual Conference.

Information Technology Committee Report
The Honorable Helen Purcell, Chair of the Information Technology Committee reported that the committee is continuing to focus on COIN and referred the Board to the information in their Board Agenda Packet. Since its launch on May 1st, there have been 437 members consisting of 150 counties and 15 state associations. In an effort to continue helping counties reach out to one another, on July 10th HP is sponsoring a peer to peer exchange. Upcoming events also include on July 11th the Technology Innovation Summit which 360 people have already registered for and on July 12th the Information Technology Committee, GIS Subcommittee and Essential Technology Subcommittees will meet. At the last committee meeting, members suggested moving the Information Technology Summit and the CIO forum in order to avoid overlapping schedules. They will survey participants at the Annual Conference and then make the change for the 2015 NACo Legislative Conference. As a call to action, Chair Purcell asked the Board to have key county staff join COIN.

Programs and Services Committee Report
Please find that report here.

Executive Director’s Report
Matt Chase thanked members of the Board and Executive Committee for their leadership. He reported that his two main focus points have been Relevancy and Advocacy using the best practices and information from counties as part of the discussion. In order to increase membership engagement, we need to focus on the issues facing counties around the country. In looking at the news clips we receive from counties, cyber continues to be a key issue.

- NACo events – Resiliency Forum in San Francisco went well, it reiterated the idea that no one is immune, and that this remains an issue for NACo to work on. Juvenile Justice in Cook County, Ill. with the MacArthur Foundation looked at best practices and would like to continue this work. If the Board has any success stories they should share them with NACo especially when it comes to youth. Recently NACo hosted commissioners for the RAC Fly-In and staff is now working on
the LUCC Fly-In, County Leadership Institute, the LUCC Conference in Ramsey County, Minn. and RAC Conference in Billings MT.

- NACo is also really coming together on research and legislation regarding MAP 21, including the one page sheets for each state which are getting people’s attention.
- At the 2014 NACo Annual Conference: County Solutions and Ideas Marketplace, a study on counties in economic development will be released. Counties typically don’t get any credit on this front, need to view counties as investment bankers. Working on projects with the University of Texas.
- Releasing a joint project with the University of Georgia on the role of counties as employers in regards to ACA especially focusing on the Cadillac Tax and employee healthcare benefits and trends.
- CIC 2.0 – County Intelligence Connection, how we can load information about counties onto one site and then be able to drill down into that data.
- Update on outreach – through the NACo CSI department, expanding outreach to foundations such as the Robert Wood Johnson foundation. Also working with the US Department of Commerce on coal impacted counties, looking at the economic strategies for these counties and how they can remain economically competitive. Working with the Federal Reserve bank in San Francisco and building a partnership with the Harvard Kennedy School of Government.
- Transportation – what role do counties play in transportation; make sure elected officials and NACo are at the table during these discussions, especially because this is funding of $50 bil. per year. Coast to coast commerce, especially freight will be impacted by this, and we need to make sure we have a say in the performance measurements in order to receive and maintain funding. If third party validators start telling our story, it will boost the NACo/county profile.
- Membership – thanks to all the members and staff that have been traveling to meetings sharing the NACo story. Want to make sure that we are telling the story better, and to do that we need to use the numbers. NACo has developed a membership benefit report that can give people facts and figures about their county and state. This will help demonstrate value.

Federal Policy Report
Deborah Cox, Legislative Director for NACo reported on the Legislative Update for this year. They have had some successes so far including the fire hydrant issue where NACo helped halt the rule that all fire hydrants had to be replaced, county volunteers especially firefighters are now exempt from ACA, Farm Bill, etc. On Flood Insurance LegislativeDirector Cox thanked several states for their work on this issue especially those states that included some of the over 2,930 counties with subsidized policies. Legislative Director Cox also shared several clips from Senate committee hearings and testimonies from President Langston, and a mention of NACo by Senator Landreau during her address on Biggert Waters - Flood Insurance Reform Bill. Upcoming issues include tax reform, Waters of the US where NACo will be coordinating with state associations for representatives to attend regional EPA field hearings, FY 15 Appropriations process, marketplace fairness, Workforce Investment Act, and the USDA Rural business conference.

For the full presentation please visit: http://prezi.com/xyu6cbft8bbr/board-of-directors-wir-presentation/

Gulf Coast Caucus Presentation
Matt Chase also reported on an issue that will be brought to the Board at the Annual Conference. The Gulf Coast Counties Caucus has developed a set of bylaws and would like to be formally recognized by the board. The larger issue at stake, however, concerns other groups. NACo will have to study this, and
the capacity of NACo to work with different groups to determine whether or not resources are currently available. Overall, more groups looking to join and work with NACo is positive.

Director Gerald Hyland asked if the Gulf Coast Caucus was made up of only counties. Matt Chase responded that yes, they came together following the BP oil spill and they already currently meet at 2 NACo conferences each year.

The East Coast is also looking for something similar, to form a group although different from WIR.

Other affiliates are also looking for administrative support from NACo. There will be more information on this issue at the Annual Conference. NACo wants to be inclusive and needs to determine where each group fits, what each group is looking for and does their agenda coincide with NACo’s.

**Board Dialogue – Panelist Discussions**

Following the reports, President Langston invited the first set of panelists to discuss federal advocacy and the different models some Board members have used.

Director Sallie Clark stated that Colorado Counties, Inc now reserves a room on the Hill and invites senators and representatives to come in to speak with the Colorado delegation. The state association prepares the members for the meeting and designates specific speakers to ask questions and tell their stories.

Director Christian Leinbach reported that the Pennsylvania State Association prepares members for advocacy work throughout the year. Especially while working on Biggert-Waters, by working together to share collective stories, they were able to make a bigger impact. Director Leinbach also discussed his participation in Railroad Day; during a joint breakfast they confirmed the message members were going to give and handed out lists of meetings and times for everyone. He was able to meet with 13 congressmen in one day. Following the lobby day, he was sent draft form letters to send out as a thank you for those congressmen he met with, those he was unable to meet with and then a follow-up letter several days later. It was an extremely effective way to get their message across.

Director Kenneth Dahlstedt spoke about forming a committee to determine lobbying goals in Washington State. By demonstrating bipartisanship from within the state or even counties prior to taking the message national, we have a greater voice.

Director William Cox mentioned that Utah had hired an administrator who was familiar with NACo, in order to be the contact person for federal issues and to work with NACo. They also made sure that each staff person working on a program in Utah knew their NACo counterpart.

Director Judith Shiprack made the point that our ability to communicate with each other and our own delegation will be the most valuable in keeping us nimble.

Director Leinbach also mentioned that NACo understands the local connection is able to reach out to local contacts that members have in order to increase and utilize other connections.

President Langston reiterated the point that making sure NACo has a unified voice is a game changer. It sets a very professional standard for federal groups while they are working with NACo.
Director George Hartwick pointed out that being an irritator is also not necessarily a bad thing, especially when that voice is unified. Director Hartwick also asked about the realignment of committees to federal congressional districts and what levels of change in strategic alliances are needed in order to align states with spots on NACo committees. President Langston replied that all of the key districts have been mapped out and NACo staff will assist the officers in looking at the map strategically.

First Vice President Hokama also stated the importance of the Board and officers in looking closely at the strategic appointments, as well as making sure those appointed are willing to do the work of serving the NACo membership and moving NACo forward.

Director Rodgers made the point to start holding events surrounding key issues in the home districts of federal committee people.

Director Charles Selmon referred back to initial discussion topic regarding federal advocacy, and discussed the practice of giving the pros and cons of issues to congress. He also mentioned that it’s people that make the biggest impact, use the local connection to bring the issue home on the national level. He suggested contacting local officials that might have that personal connection or home town connection and ask them to contact congress on issues.

Director Gordon Topham reiterated that the unified voice demonstrates the passion and understanding members have on issues and because of that, perhaps even non-local people can make an impact.

Director Leinbach stated that the personal story is most impactful, including using specifics. The power of NACo is its ability to use a conglomeration of local stories and telling other people’s stories.

Director Ray Jeffers suggested picking key leaders and take them back at specific districts.

President Langston thanked the panel for their participation and invited the second panel to come to the front of the room.

This discussion was about the role of the State Association and strengthening the relationship between states and NACo.

Director Harold Blattie asked the 4 other state association executive directors to introduce themselves and speak about their relationship with NACo.

Executive Director Mark O’Connell from Wisconsin stated that they no longer have the influence they once did on the federal level, and that they can no longer do federal lobbying on their own. Their federal lobbyist is only effective if he works with NACo.

Executive Director Matt Cate from California mentioned that he is fascinated in the complexity of how to advocate for such a large diverse group of interests. NACo is becoming a stronger force in DC, and because of that, states need to leverage the work NACo does within their states.

Executive Director Mike McArthur from Oregon asked how NACo can partner best with state associations. He suggests that in order to use NACo to their full capacity, states need to sell it to their own associations; constantly educating their members on promoting NACo. He also suggested bringing
all resolutions through the state process before bringing them to NACo. That will get people engaged, and states need to take advantage of the opportunities for its members at NACo.

Executive Director Daniel Chadwick from Idaho reported that the Idaho Association of Counties doesn’t employ a lobbyist and that they look to NACo to carry issues for them.

Director Blattie then spoke about the Montana Association of Counties and how they have a personal relationship with each of Montana’s congress-people. Montana also funds one steering committee member to be active in NACo, and maintain their relevancy within NACo by sending good representatives from Montana to participate which cultivates the feeling that Montana people are reliable to reach out to. This keeps in perspective what’s happening at NACo and the intersection with state associations. It is important to build and even rebuild that relationship.

Director Bonnie Weber mentioned that Nevada uses a former congressman who has a lobbying group to gain access in Washington DC. They have also developed a Shared Regional Framework which they use when meeting with current legislators.

Director Jim McDonough stated that Minnesota has a contracted federal lobbyist and asked if there is a list of states with federal lobbyists and are each of those lobbyists on the communications list from NACo.

Matt Chase responded that Deborah Cox and Paul Beddoe have been convening the lobbyists, and have been asking the Washington reps to come to NACo for meetings including Hill as well.

Director Mike McGinley noted that NACo is really starting to make a difference in Washington DC, that NACo is filling the vacuum of leadership that previously existed. Matt Chase expounded on that point that NACo has seen a very different response from agencies recently, especially compared to previous experience. NACo’s credibility is growing because of the reports and information being generated.

Executive Director Chadwick mentioned that data collection is key to everyone’s success, and the coordination between states and staff on data is crucial.

Matt Chase stated that NACo has been a good organization for 80 years, and DC has changed tremendously; access and influence are different things. Getting a meeting is one thing, but currently NACo is gaining unprecedented access to groups and people. The next step for NACo will be on polling. To expand upon the evidence based information and add public opinion. NACo will need to be cautious about labeling – remaining political but not partisan. Director McGinley stated that the Montana members who serve on NACo committees do an excellent job bringing the NACo story back to Montana. This gives the rest of the membership a perspective on the value of NACo membership. Another way to avoid partisan fears among members is to invite NACo staff and officers to attend state meetings, allaying these fears will be the result of establishing solid relationships.

Also NACo will begin looking at framing its position to their political advantage; to use its popularity. The potential for NACo is huge, and we are just getting started. In order to capitalize on this momentum, state associations, affiliates and other groups are essential.
President Langston also brought up the pending presidential election, and doing something similar to the Restore the Partnership program in 2012. It will be necessary to educate every candidate about the role of counties, to tell the NACo story; otherwise we are doing the candidates a disservice.

President Langston called the Board of Directors’ meeting adjourned at 4:28pm.