



Virginia Beach Retired Employees Association
Minutes of the Board of Directors
June 12, 2024
at 10:30 a.m.
Farmers Market, Picnic Area

Email: vbrea.webmaster@gmail.com

Website: vbrea.org

Board of Directors:

President – Pete Leavitt

Vice President – Joelle Talbot

Secretary – Louise Pesnicak

Treasurer – Donna Brehm (absent)

At Large – Twila Leavitt, Nancy Moore, Margaret Sullivan-Rucka, Cathy Morse, Kathy Smith

Welcome:

The President welcomed all present.

Reports of Board Members:

President – Pete Leavitt

- New business cards ready. Copy distributed to board members.

Vice President – Joelle Talbot

- Introduced topic of Aquarium's privatization. Discussion deferred to next month.

Secretary – Louise Pesnicak

- May minutes approved.

Treasurer – Donna Brehm/P Leavitt in Donna's absence

- Kathy Smith made motion to accept and seconded by Cathy Morse to approve the May Treasurer's Reports as presented. Approved.
- Income and Expense Report shared with the Board.
- Report attached to these minutes.

Reports of Committees:

Benefits/Wellness – Chair Vacant

- No report.

Communications – Twila Leavitt

- 7 letters were sent in May to new retirees.
- Website-overall activity down. This might be attributed to increased information and activity on our Facebook group.
- Website and committee reports attached to these minutes.

Involvement – Nancy Moore

- Annual meeting to be a lunch meeting. Will use Firehouse Subs. RSVP will be needed.
- Report attached to these minutes.

Audit – Donna Brehm/P Leavitt in Donna's absence

- Audit to be done one week before next BOD meeting in July.

Membership – Donna Brehm/P Leavitt in Donna’s absence

- New membership roster distributed to board members.

Unfinished Business

- Health Insurance Credit – Margaret contacted Councilman Robert “Worth” Remick regarding our previous sent letter to the council. Councilman Remick to review letter and get with other council members on this issue. Margaret to be contact point.
- Duties and Responsibilities discussion deferred to July meeting.

New Business

- Motion made by Nancy to donate \$100 to Farmers Market Childrens garden, seconded by Joelle. Motion carried.

There being no further business, the meeting was adjourned at 11:15 A.M. followed by our annual picnic here at the Farmers Market

Respectfully submitted by,
Louise Pesnicak

VBREA TREASURER'S REPORT - JUNE 12, 2024

REPORT PERIOD: MAY 1-31, 2024

VA BEACH CREDIT UNION CHECKING			
		STARTING BALANCE:	\$248.48
CREDITS			
	Monthly Interest	\$0.02	\$0.02
	Dues Renewals	\$36.00	\$36.00
	Dues (36.00)and May 50/50 (31.00)	\$67.00	\$67.00
DEBITS			
	Vista Print-Business Cards	\$41.32	\$41.32
	Office Max-return address lables	\$21.19	\$21.19
	Nancy Moore-craft supplies	\$7.95	\$7.95
RECONCILED BALANCE WITH MAY 31 STATEMENT			\$550.49
VA. BEACH CREDIT UNION SAVINGS			
		STARTING BALANCE	\$1,784.18
CREDITS			
	Monthly Interest	\$0.23	\$0.23
DEBITS			
		\$0.00	
RECONCILED BALANCE WITH MAY 31 STATEMENT			\$1,784.41
VA. BEACH CREDIT UNION MONEY MARKET ACCT.			
		STARTING BALANCE	\$5,060.96
CREDITS			
	Monthly Interest	\$2.58	\$2.58
DEBITS			
		\$0.00	
RECONCILED BALANCE WITH MAY 31 STATEMENT			\$5,063.54
TOTAL ASSETS AS OF MAY 31, 2024			\$7,398.44

*Questions regarding items discussed in these minutes should be sent via email to
vbrea.webmaster@gmail.com.*

VBREA Communications Committee**June 5, 2024**

The Communications Committee met June 5, 2024 at 9:30 a.m. at Brick House Diner, 941 Providence Square.

Those present were Twila Leavitt, Chairman; Phillip White, Cathy Morse, Stan Morse, Kathy Smith and Mary Cardwell. Pete Leavitt was a guest.

Twila welcomed everyone.

Membership and retirement letters:

Phillip sent seven retirement letters for May.

Greeting cards:

One card was sent.

Member information and Website:

Cathy stated overall activity has decreased. She updated the Website

Two email blasts were sent: first one announcing the 2024 VBREA Annual picnic with RSVP instructions; the second was a reminder to RSVP for the picnic prior to the deadline.

Member information and Facebook:

Kathy Smith reported there were 11 posts, 4 comments and 49 reactions on Facebook. She has been sharing posts with City information. Discussed welcoming new members on Facebook as well as the website.

Old Business:

We still need new members for the Communications Committee.

New Business:

Discussion was held regarding a welcome email to new members. Cathy will check with Donna.

The next meeting will be July 10, 2024 at 9:30 a.m. at Brick House Diner.

The meeting adjourned at 10:35 a.m.

Respectfully submitted,

Twila Leavitt, Chairman

Mary Cardwell, Secretary

Webmaster Report – Cathy & Stan Morse
Virginia Beach Retired Employees Association
June 5, 2024

Our site is: www.vbrea.org

Our email is: vbrea.webmaster@gmail.com

Webmaster Dashboard Unique Visitors Report
May 5, 2024 – June 3, 2024

Unique Visitors: Every computer has its unique code so individual computer visits are only once during a week from a Monday through a Sunday no matter how many times that individual computer visits.

May 5 – May 19	Unique Visitors	Page Views
May 5	8	12
6	3	6
7	2	3
8	0	0
9	7	15
10	8	11
11	1	1
12	3	9
13	5	10
14	11	24
15	4	24
16	12	17
17	7	8
18	6	10
19	5	12

May 20 – Jun 3	Unique Visitors	Page Views
May 20	8	10
21	3	6
22	8	9
23	5	7
24	6	9
25	6	7
26	5	14
27	1	1
28	5	7
29	4	4
30	5	9
May 31	6	6
Jun 1	2	2
2	3	4
3	5	14

The table above reflects the past 30 days. For this reporting period, unique visits and page views are down, and overall activity has decreased. Updates to the website include: on all pages of the website changed header graphics to Memorial Day then to forget-me-nots and 5/31 remembrances, changed mailing addresses everywhere it appears on our website; on the HOME page posted the information and RSVP instructions for the June 2024 VBREA Annual Picnic, added the mailing address change for VBREA under “News Flash”; on the MEMBERSHIP page, updated the membership application to reflect the new VBREA mailing address, then updated application on the website; on the OUR-PRESIDENT page, updated the President’s message; on the CALENDAR page posted information on 2024 VBREA Annual Picnic with RSVP instructions and updated upcoming meetings; updated CVB-PT-POSITIONS-SPOTLIGHT page; added May 2024 retirees to NEW-RETIREEES page; on the STAY-CONNECTED page added the May 2024 Board Meeting minutes.

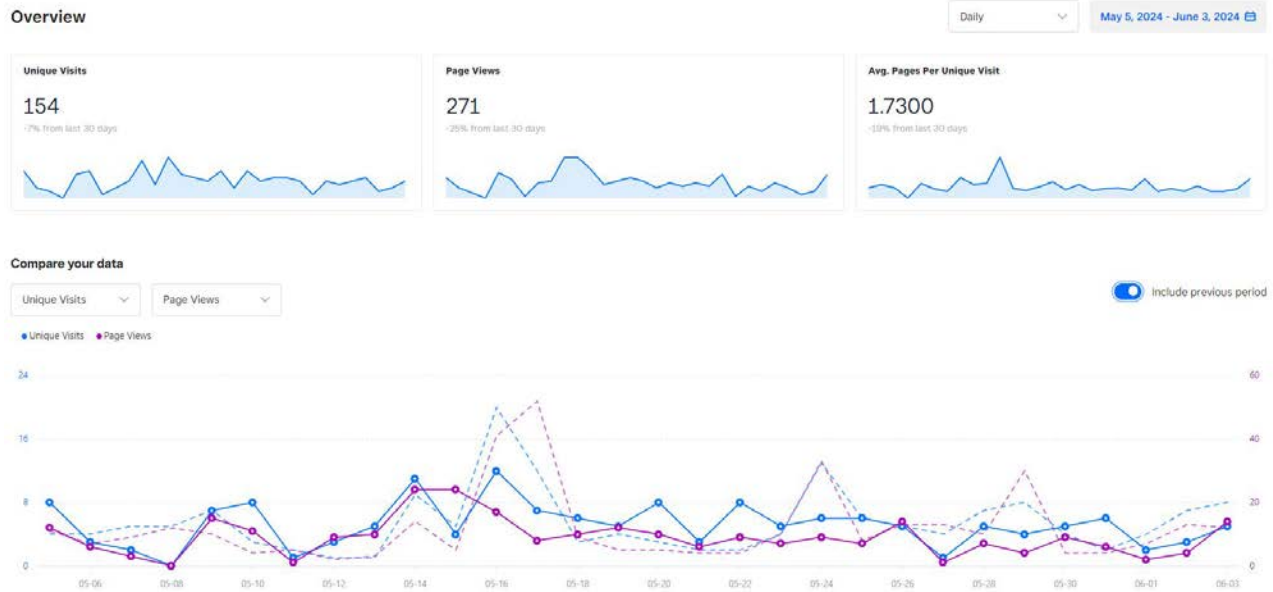
The dotted lines on the first graphic (on the next page) of the Webmaster Views Report show the previous 30 days for comparison. According to Weebly analytics, there were 154 unique visits, which is down 7% over the last 30 days than from the previous 30 days. There were 271 page views, which is down 25% from the previous 30 days. Unique visits viewed an average of 1.73 pages, which is down 19%. With unique visits and page views down, site traffic (second graphic on next page) also shows decreased activity on the majority of our pages. Only three pages of our website had any activity: the HOME page, the BENEFITS page, and the NEW RETIREES page.

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Webmaster Report – June 5, 2024 - page 2

Since taking over the website, this is the first time we have seen these few pages viewed on our website. There is normally activity on at least 70% of our pages. One possible explanation for this is the increased information flow now being posted to our Facebook page may be eliminating the need for members to also check the website. This is not necessarily a bad thing.

Webmaster Views Report May 5, 2024 – June 3, 2024



Top Pages Reviewed: The figures indicate which pages had more “interest” for viewers.

Page Name	Views past 30 days	Vs Previous 30 days
/(home page)	5	+4.31%
/about-us.html	-	-
/benefits-and-you.html	1	+25.00%
/calendar.html	-	-
/cvb-pt-positions-spotlight.html	-	-
/in-gratitude.html	-	-
/local-commerce.html	-	-
/membership.html	-	-
/new-retirees.html	19	+26.76%
/our-president.html	-	-
/services-opportunities.html	-	-
/stay-connected.html	-	-
/vbrea-events.html	-	-

Since the last report in May, two email blasts were sent to the membership: first one announcing the 2024 VBREA Annual Picnic with RSVP instructions; the second was a reminder to RSVP for the annual picnic prior to the deadline.

Involvement Committee
 Questions regarding items discussed in these minutes should be sent via email to
 vbrea.webmaster@gmail.com.

Meetings Minutes (June meeting)
May 28, 2024, at 10:00 am
Agricultural Building - Small Conference Room
Virginia Beach, VA

Present were Nancy Moore, Pat Hamm, Louise Pesnicak, Ilene Snyder, Joelle Talbot and Joyce Wilson. Absent were Rose Dawley, Pete Levitt, Roberta Snyder, Jean Marshall and Sue Sullivan.

The monthly meeting/lunch held on May 15 at A J Gators on Holland Road was attended by 26 members and everyone was very pleased with the food, service and location.

June 12 will be annual picnic at the Farmers Market. RSVPs must be made to Joelle by Friday, June 7th so we can give a count to Pollard's who will be catering the event. Menu will be the same as previous years, chicken, bar-b-q, baked beans, potato salad, iced tea and water. Ilene will get the cookies from BJ's for dessert. Nancy is sure we have enough cups, napkins, etc. but will let members of the committee know if anything else is needed. Committee members are asked to be at the Farmers Market by 11:30 to help set up things.

Meetings for the rest of the year are as follows:

July 17 at Taco Loco on VB Blvd.

August – No meeting.

September 18 – Golden Corral. Possible speaker will be a representative from the VB Municipal Credit Union

October 16 – Golden Corral. Possible speaker will be Al Chewing to tell tales about the ghosts of Virginia Beach.

November 20 – Annual Meeting at Central Library. Association will provide lunch. Speaker will be someone from the Library.

December 11 – VB National Golf Club

The Annual Meeting will be held in November at the VB Central Library in one of the meeting rooms. The committee discussed many catering options and decided to use the Fire House Sub Shop. Pat will go to the Landstown location and talk to the catering manager about the menu, price, etc. and report back to the committee at the next meeting. The Board advised taking reservations so we know how many sandwiches to get.

An overnight trip to the Sight and Sound Theater in Lancaster, PA was discussed for some time in the summer of 2025. Nancy will look into getting all the details and this will also be discussed at the next committee meeting.

Nancy also stated she will send an email to Sue Sullivan and Jean Marshall to see if they want to continue to be on the committee. Nancy spoke with Rose Dawley as she has not been able to make the meetings. She wants to continue and can do it via conference call at the meetings.

The July committee meeting will be at Rose Dawley's house, unless otherwise decided. Joyce has offered to bring goulash for lunch for everyone. Thank you, Joyce.

Next meeting will be Tuesday, July 2, 2024, at Rose Dawley's home at 11:00 am, lunch to follow.

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VBREA ANNUAL RECORD OF INCOME AND EXPENSES FOR 2023/2024 FISCAL YEAR													
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	TOTAL TO DATE
INCOME													
DUES-NEW AND RENEWAL	\$6.00	\$6.00	\$0.00	\$18.00	\$1,602.00	\$498.00	\$123.00	\$42.00	\$168.00	\$264.00	\$72.00		\$2,799.00
50/50 RAFFLES	\$31.00		\$34.00	\$30.00	\$26.00	\$55.00	\$36.00	\$13.00	\$19.00	\$19.00	\$16.00		\$279.00
RAFFLE PROCEEDS DESIGNATED FOR DOOR PRIZES								\$13.00	\$19.00	\$19.00	\$15.00		\$66.00
RECEIPTS FOR HOLIDAY LUNCHEON-MEMBERS AND GUESTS						\$580.00		\$10.00					\$590.00
RECEIPTS FOR SPRING PICNIC-GUESTS													\$0.00
INTEREST FOR ALL ACCOUNTS	\$2.83	\$2.84	\$2.74	\$2.83	\$2.76	\$2.86	\$2.82	\$2.64	\$2.81	\$2.72	\$2.83		\$30.68
													\$0.00
TOTAL INCOME TO DATE	\$39.83	\$8.84	\$36.74	\$50.83	\$1,630.76	\$1,135.86	\$161.82	\$80.64	\$208.81	\$304.72	\$105.83	\$0.00	\$3,764.68
EXPENSES													
HOLIDAY LUNCHEON-ALL EXPENSES					\$20.99	\$1,997.87							\$2,018.86
ANNUAL MEETING-ALL EXPENSES				\$136.47	\$67.10								\$203.57
SPRING PICNIC-ALL EXPENSES	\$29.27												\$29.27
SUPPLIES FOR NEW MEMBER MAILOUTS								\$68.00			\$21.19		\$89.19
SUPPLIES FOR ANNUAL DUES AND MARCH REMINDER				\$209.28	\$49.76								\$259.04
WEBSITE AND MEMBER TIES ANNUAL FEES			\$19.95		\$144.00				\$75.00				\$238.95
ANNUAL GIFTS TO CHARITIES-TOTAL FOR ALL CHARITIES						\$500.00		\$500.00					\$1,000.00
MISC. OFFICE SUPPLIES AND EXENSES							\$85.86				\$41.32		\$127.18
GUEST SPEAKER MEALS													\$0.00
DOOR PRIZE EXPENSES											\$7.95		\$7.95
TOTAL EXPENSES TO DATE	\$29.27	\$0.00	\$19.95	\$345.75	\$281.85	\$2,497.87	\$85.86	\$568.00	\$75.00	\$0.00	\$70.46	\$0.00	\$3,974.01
NET (Income-Expenses)													-\$209.33

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