



## **BOARD OF DIRECTORS MEETING AGENDA**

**January 17-18, 2025**

**La Fonda On the Plaza**

**New Mexico Room**

**100 E San Francisco St, Santa Fe, NM 87501**

### **Directors Present:**

President Donna VanderVries, CAE, AAS, PPS, Esq.; President-Elect/Treasurer William Healey, RES; Vice President Terry Taylor CAE, RES, AAS, FIAAO; Past President Rebecca L. Malmquist, CAE; Alvin Lankford, CAE, AAS; Dwane Brinson, CAE, RES, AAS; Roderick Conley, AAS, RES; Kevin Prine, RES, AAS, CAE; Douglas Warr, AAS, Lloyd Funk, CAE; Allen Jolley; Ginny Whipple, AAS; Billy Burle, and Executive Director Amy Rasmussen, RES, AAS, FIAAO.

### **Directors Absent:**

Scott Russell, AAS, PPS, RES

### **IAAO Staff Present:**

Senior Director of Business Innovation Ashley Lathrop, MBA; Senior Director of Communications & Technology Mike Ardis, APR; Senior Director of Community Engagement & Membership Shawn Chevreux, MSE; Director of Meetings & Events Anita Lara, CMP and Executive Administrator Becky Behrens, MPA.

### **Guests Present:**

Governance Committee Chair Fred Chmura, AAS, FIAAO; Finance & Accounting Consultant Michael Macias; Professional Development Committee Chair Tina Stone, PPS, AAS; and FCI Advisor Jenna Rose, CFA.

## **January 17, 2025 – Friday**

### **I. CALL TO ORDER**

#### **Welcome, Roll Call, and Oath of Office**

President Donna VanderVries, CAE, AAS, PPS, Esq called the meeting to order at 8:02 a.m. (MST). She administered the oath of office to the newly elected Board Members. Executive Administrator Becky Behrens, MPA called roll, and a quorum was declared. *Absent Director Russell.*

#### **Approval of Agenda**

President VanderVries presented the agenda for approval.

**MOTION: I move to approve the Board of Directors Meeting Agenda for January 17-18, 2025, as presented.**

**Made by: Dwane Brinson, CAE, RES, AAS**

**Seconded by: Billy Burle**

**Motion carried: Unanimous.**

#### **Local Dignitary Welcome**

President VanderVries welcomed Santa Fe County Assessor Isaiah Romero, Bernalillo County Assessor Damian Lara, and Santa Fe Chief Deputy Assessor Ivan Barry. They welcomed and thanked everyone for coming to Santa Fe, NM.

## **Photos, Code of Conduct, Confidentiality Policy, and Conflict of Interest**

The Board completed their annual documents and photos.

## **Team building**

A team building activity was administered by Adventure Games Inc.

## **I. BUSINESS MEETING AND ACTION ITEMS**

### **Board Round Table**

The Board and staff shared professional and personal experiences that are happening as well as future items they are looking forward to.

### **Approval of Minutes**

**MOTION: I move to approve the minutes of the December 6-7, 2024, Board of Directors Meeting in the Hague, Netherlands.**

**Made by: President-Elect/Treasurer William Healey, RES**

**Seconded by: Lloyd Funk, CAE**

**Motion carried: Ayes – 11. Abstentions – 2(Dwane Brinson & Roderick Conley).**

### **New Expense Reimbursement Portal Training**

Finance & Accounting Consultant Michael Macias provided an overview of the new reimbursement portal Concur.

### **Professional Development Committee Report**

Professional Development Committee Chair Tina W. Stone, PPS, AAS, FIAAO provided an update on the Professional Development Manual amendments which are a result of the Procedural Rules changes approved in December by the Board. The amendment added a CEAA extension policy. Discussion was had regarding qualifying factors for extensions, and how the Professional Development Committee determines which applications are approved or denied.

**MOTION: I move to approve the changes to the Professional Development Committee Manual as recommended by the Professional Development Committee and approved by the Governance Committee.**

**Made by: President-Elect/Treasurer William Healey, RES**

**Seconded by: Alvin Lankford, CAE, AAS**

**Motion carried: Unanimous.**

### **Performance Review/Market Outlook**

FCI Advisors Representative Jenna Rose, CFA provided an overview of the 2024 Fourth Quarter investment information. She advised that total accounts ended the year with a balance of \$5.96 million. She advised that the total portfolio for the year has earned 13.23% for the year. She advised that the asset allocation was determined based on a growth objective set in 2021. Ms. Rose advised that there should be approximately 6 months to a year of cash on hand. She advised that IAAO's allocation is typical, which allows for long-term portfolio growth.

### **Governing Document Review**

There was no new information to report.

### **Business Innovation, Research & Standards Report**

Sr. Director of Business Innovation Ashley Lathrop, MBA Provided an overview of IAAO and PCS revenue stream diversification. He provided an overview of the efforts put forth for Giving Tuesday relating to increasing donations in IAAO funds and trusts. Mr. Lathrop provided an overview of the various library

resources and services and advised there has been an increased use of reference requests, LibraryLink searches, and digital resources shared. He provided information on business partners and sponsorships and the increased revenue from sponsorships.

### **Membership & Community Engagement**

Sr. Director of Membership & Community Engagement Shawn Chevreux, MSE provided an overview of projects and activities Membership and Community Engagement are working on which included, renewals membership profile updates, Affinity Groups, Nimble, Value in Exchange, and the Election RFP. He advised that the membership total for 2024 was 8,388 with 1,233 new members. He provided information on the dues increase in 2026, and the upcoming outreach. Discussion was had regarding getting a 5-year or 10-year history on geographical membership distribution to see where new memberships are occurring. Discussion was had on why members do not renew. Mr. Chevreux advised that the Net Promotor Score in 2023 was 56, which indicates how likely people would recommend IAAO.

### **Professional Development Report**

Executive Director Amy Rasmussen, RES, AAS, FIAAO provided an overview of conference initiatives, which include GIS, Prep & Trial, MAVS, Annual Conference, Legal Seminar, and Australian Property Institute. She provided an overview of the IEW's which will occur Sept 18-20 in person, and October 16-18(tentative) virtual. She provided an update on the new and revised courses and other Professional Development Department initiatives for 2025. She provided an overview of student registrations total for 2024 which was approximately 10,544. She provided an overview of the Professional Development staff.

### **Communications, Marketing, and IT Report**

Sr. Director of Communications & Technology Mike Ardis, MSJ, APR provided an update on technology and communications. He provided an overview of the IAAO publications, which include Fair + Equitable, Journal of Property Tax Assessment and Administration, and Assessing Info. He provided detailed information on the technology focuses which include Nimble, Website redesign, and Accounting Software. He advised some initiatives for 2025 are to add a new education help desk staff, conference technology, Windows 11 updates, move servers to the cloud, and look at new ways to deliver messages to the membership. Discussion was had regarding missing information and adding new information to the website. Discussion was had regarding the minor updates to the Local Host Task Force Manual. It was discussed that the Governance Committee would update manuals, so all information is correct and consistent for the task forces that became committees in 2025.

**MOTION: I move to approve the changes to the Local Host Task Force Manual as approved by the Governance Committee.**

**Made by: President-Elect/Treasurer William Healey, RES**

**Seconded by: Roderick Conley, AAS, RES**

**Motion carried: Unanimous.**

Meeting adjourned at 4:06 p.m.

## **January 18, 2025 – Saturday**

### **I. CALL TO ORDER**

#### **Welcome and Introductions**

President Donna VanderVries, CAE, AAS, PPS, Esq. called the meeting to order at 8:00 a.m. (MST). *Absent: Director Russell.*

## **II. BUSINESS MEETING AND ACTION ITEMS**

### **Strategic Planning/Review Discussion**

Executive Director Rasmussen advised that the Board would work on a review of the 2025 Strategic Plan. She asked that the Board divide into four groups with each group meeting with each senior director to discuss strengths and areas of opportunities for their respective pillars of the strategic plan. The Board reconvened and shared the highlights of their group discussions.

### **TAF Application Recommendation/Discussion**

President VanderVries provided an overview of the new TAF appointment process. Discussion was had regarding the types of candidates who might be nominated. It was recommended to nominate Mike Twitty. Discussion was had that if other members were interested in being nominated by the Board, they could bring their request to the Board for review.

**MOTION: I move to approve the nomination of Mike Twitty to the TAF Board.**

**Made by: Dwane Brinson, CAE, RES, AAS**

**Seconded by: Vice President Terry Taylor CAE, RES, AAS, FIAAO**

**Motion carried: Unanimous.**

### **Meetings & Events Report**

Director of Meetings & Events Anita Lara, CMP provided an overview of the 2024 IRS Conference Survey. Discussion was had regarding potential North American locations for future IRS Conferences. She provided information on the locations for future IAAO Annual Conferences, and upcoming IAAO Meetings and Events.

### **Finance Committee Report/Finance & Accounting Report**

President-Elect/Treasurer William Healey, RES announced the members of the 2025 Finance Committee, which included William Healey, Terry Taylor, Dwane Brinson, Scott Russell, Kevin Prine, and Ian Lamont. Finance & Accounting Consultant Michael Macias provided an update on the new financial system transition. He provided information on revenues and expenses through November 2024. Discussion was had regarding the upcoming bank transition to Commerce Bank. He provided an overview of the PCS revenues and expenses through November 2024. He provided information on the approved 2025 Budget and the budget creation timeline. Mr. Macias provided training on the new reimbursement platform Concur.

### **Governance Committee Report**

Governance Committee Chair Fred Chmura, AAS, FIAAO provided an overview of items that the Governance Committee reviewed in 2024. Discussion was had regarding the proposed Bylaw changes, which were presented during the December Board Meeting by the Membership Review Task Force. Discussion was had regarding how other organizations handle membership categories. Discussion was had regarding having a study session prior to the April Board Meeting. The consensus of the Board was to have a study session to continue discussions and have the Membership Review Task Force provide additional information.

### **Board Liaisons for Committees**

President-Elect/Treasurer Healey assigned 2<sup>nd</sup> and 3<sup>rd</sup> year Board Members as liaisons to Committees. The committees were assigned as follows: Past President Rebecca L. Malmquist-Governance Committee, President Donna VanderVries Conference Content Committee/USPAP & Appraiser Regulatory Committee, President-Elect/Treasurer William Healey-Finance/ USPAP & Appraiser Regulatory Committee, Vice President Terry Taylor-Professional Development Committee, Dwane Brinson, CAE, RES-Nominating Committee, Roderick Conley-Legal Committee, Alvin Lankford-Education Committee, Kevin Prine-Ethics Committee, Douglas Warr-Research and Standards Committee, and Lloyd Funk-Membership Recognition Committee. President-Elect/Treasurer Healey advised that the Board Members need to work with their

Committee Staff Liaisons and Chairs to provide an avenue to answer any questions, or relay information to the Board regarding their respective groups.

#### **Consent Agenda**

**MOTION: I move to approve the Consent Agenda.**

**Made by: Roderick Conley, AAS, RES**

**Seconded by: Dwane Brinson, CAE, RES, AAS**

**Motion carried: Unanimous.**

#### **Travel Report**

Discussion was had regarding IAAO travel occurring in the first quarter of 2025. Staff is working on an updated travel reporting mechanism.

#### **DEI Council Update**

Past President Rebecca L. Malmquist, CAE advised that the DEI Council had orientation during Fall Leadership Days. She stated that the Council needs guidance on 2025 goals and objectives. Discussion was had regarding using some of the DEI feedback generated from the strategic planning session and providing them access to demographic information gathered in Nimble. There was a discussion regarding tracking attendance during DEI breakout sessions during the annual conference. It was discussed that the Governance Committee will work with the DEI Council on creating a DEI Council Manual.

#### **Executive Director Report**

All information was covered earlier in the meeting.

#### **President's Report**

President VanderVries provided information on Spring Leadership Days and advised that more groups will be in attendance during Leadership Days in 2025.

#### **Other Business**

Discussion was had regarding the Board approving the Nominating Committee Members per the Bylaws. President VanderVries provided the list of proposed members which included, Todd Bergren, John Sharpe, Pat Alesandrini, CAE, RES, FIAAO, Cassandra Griffin, and Cregg Dalton.

**MOTION: I move to approve the appointments to the Nominating Committee as recommended by the President.**

**Made by: Ginny Whipple, AAS**

**Seconded by: Allen Jolley**

**Motion carried: Unanimous.**

#### **Board Forum/Meeting Evaluations**

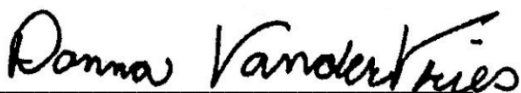
Evaluation forms were distributed and completed.

**MOTION: I move to adjourn the meeting at 2:05 p.m. (MST).**

**Made by: Roderick Conley, AAS, RES**

**Seconded by: Dwane Brinson, CAE, RES, AAS**

**Motion carried: Unanimous.**



President Donna VanderVries, CAE, AAS, PPS, Esq.



Amy Rasmussen, RES, AAS, FIAAO  
Executive Director & Secretary