

THE COUNCIL OF STATE GOVERNMENTS
SPRING CONFERENCE

STRATEGIC PLANNING COMMITTEE

Coeur d'Alene Golf & Spa Resort

May 17, 2009

Coeur d'Alene, Idaho

MEETING SUMMARY

Presiding:

Chair: Senate President David L. Williams, Kentucky, CSG Chair-Elect

Members in Attendance

Representative Maxine Bell, Idaho
Senator Thomas Dempster, South Dakota
Treasurer Richard Ellis, Utah
Representative Robert Damron, Kentucky
Senator Bart Davis, Idaho
Governor Joe Manchin, West Virginia
Senator Jeff Wentworth, Texas
Senate President David L. Williams, Kentucky

Guests in Attendance

Mr. David Adkins, CSG
Mr. Jack Bell, Idaho
Mr. Kent Briggs, CSG-WEST
Ms. Emily Castleberry, West Virginia Office of the Governor
Mr. Sujit CanagaRetna, CSG Southern Office
Ms. Colleen Cousineau, CSG Southern Office
Ms. Cheryl Duvauchelle, CSG-WEST
Mr. Steve Gregory, CSG
Mr. Wendell Hannaford, CSG Eastern Office
Ms. Becky Harilson, Chief of Staff, Office of Kentucky Senate President
Mr. John Hottinger, Minnesota
Ms. Carol Kaulig, CSG
Ms. Marge Kilkelly, CSG Eastern Office
Representative Kim Koppelman, North Dakota
Mr. Wade Littrell, CSG
Mr. Mike McCabe, CSG Midwest Office
Mr. John Mountjoy, CSG
Mr. Jack Penchoff, CSG
Mr. Mike Robinson, CSG
Mr. Edgar Ruiz, CSG-WEST
Ms. Trina Sheets, CSG

Chair David L. Williams called the meeting to order and asked for self introductions.

Chair Williams called for a motion to approve the meeting summary from the December 5, 2008, meeting in Omaha, Nebraska. The motion was seconded by Representative Bob Damron and the summary was unanimously approved.

Chair Williams called on Mr. David Adkins to brief members on Maryland's request to move from the CSG South region to the CSG East region. Mr. Adkins briefed members on letters received from Governor Martin O'Malley, Senate President Thomas V. Mike Miller, Jr. and Speaker Michael Busch's request to move CSG regions to better align their state on issues and interests more closely addressed with their neighbors of the East region. Per the CSG Articles and ByLaws, the move requires the vote and approval of the CSG Governing Board and will be presented at the CSG Annual Meeting in La Quinta, California, November 12-15, 2009. CSG will propose the regional portion of the Maryland state dues be transferred over a five year period to the East region. Beginning with FY2010, 80 percent of the regional portion of Maryland state dues will go to the South region and 20 percent to the East region for the next five years.

Chair Williams called on Mr. Adkins to brief members on the alignment request of the Southern Governors' Association. Mr. Adkins briefed members on SGA's long standing request to become a separate legal entity. Originally SGA was to be an integrated component of the Southern Office. As state dues are received, 60 percent is designate to the regional office with the remaining 40 percent staying at CSG headquarters. The Southern region designates 17.4 percent of its state dues to SGA. SGA then invoices the Southern states an additional percentage for the balance of their SGA membership dues. CSG has developed an agreement to allow a two year transition period for SGA to separate and activate independent legal status beginning July 1, 2009. This will restore the Southern region to its full share of regional dues. SGA would then have the option to develop an affiliation agreement with CSG. Chair Williams encouraged Mr. Adkins to outreach to the SGA officers in support of an affiliation agreement. Mr. Adkins asked the committee to support that CSG is not authorized to allow any separate legal entity to bill for dues authorized to be paid or collected by CSG. The committee agreed. Chair Williams asked Mr. Adkins to conduct outreach to the regional governors associations and invite their participation.

Chair Williams called on Mr. Adkins to brief members on integration and alignment plans for CSG. Mr. Adkins announced he has designated each regional director and Washington, D.C. director as deputy executive directors of the organization to identify them as an integrated part of the leadership structure. Mr. Adkins and the regional directors continue to have dialog on how to better align and integrate regional and headquarters programming and address issues such as: align the leadership development programs; how to integrate regional programming into the annual meeting; align a comprehensive publications schedule to have a common look and feel that reinforces the CSG brand; align our committees and task forces structure.

Mr. Adkins shared with members a communications audit conducted by Mr. Jack Penchoff. The communications audit revealed the different uses of formatting in both print and electronic publications, web site and newsletters. CSG will develop a visual identity guide to assist staff in producing publications that create a coherent look and feel across the organization. The guide will direct the use of type styles and logos for all print and electronic materials.

CSG's strength is the depth and scope of the organization which includes our regional, affiliate and compact members. Mr. Adkins vision is to have a more integrated CSG family presence at our annual conference to include programming for all our members. This would provide CSG a broader scope and set CSG apart from the other organizations.

CSG is working to advance our brand by sharing with others who can advance our work. Governing Magazine has reached out to CSG to find common projects or programs that can be branded by both CSG and Governing Magazine. Former senator and CSG Chair, John Hottinger approached CSG to train headquarters staff on Citizen Assemblies. Mr. John Hottinger and Mr. Ned Crosby funded a grant to train and educate CSG staff on Citizen Assemblies with the goal of CSG staff facilitating Citizen Assemblies in states. Mr. Hottinger briefly described the program as bringing together a selected demographic of citizens to discuss and study a particular issue facing their state. The Assembly would hear from professionals that present ideas or suggested improvements for the issue. The Assembly would then develop recommendations for the issue. The Citizen Assemblies promotes citizen engagement in reaching non-partisan solutions to problems and allows citizens to provide a voice to the issue.

Mr. Adkins invited the regional directors to reflect on their perspectives of their recent meetings with the Executive Director. Mr. Mike McCabe is very encouraged and eager to tackle the organizational issues discussed in their recent meetings. Mr. McCabe will be leading a comprehensive review of the CSG personnel policies. Mr. Wendell Hannaford is encouraged and appreciates the outreach from Mr. Adkins to seek input from the regional perspective. Ms. Colleen Cousineau also expressed her appreciation and enthusiasm to work with Mr. Adkins and feels the group is more together than have been in the past. Mr. Kent Briggs expressed concern and need to create a policy and process for states changing regions.

Chair Williams is pleased to see an increased participation from the judicial branch. Chair Williams encouraged the regional directors to become more involved with the judicial branch and would like to see fellow judges active in CSG contact their peers to promote the organization. Chair Williams expressed concern regarding gubernatorial participation and would like to find ways to increase governor's participation. Mr. Adkins shared in Chair Williams concern and reassured him CSG is working to develop ways to better involve not only the governors but also chief justices, specifically to develop panels or programming during the meetings. Mr. Adkins invited members to suggest governor prospects for the leadership track. Mr. Adkins briefed members on his recent activities and outreach with the National Center for State Courts and Conference of Chief Justices.

Chair Williams adjourned the meeting.