The topic of “marketing” the municipal clerk profession has come up many times and I don’t think we, as clerks, spend as much time and effort as we should to promote ourselves. It has been agreed by all that the profession of municipal clerk needs to be branded and marketed in a manner that sets it apart from an administrative position. Some clerks feel it better to keep a low profile and stay away from the public’s eye. Those decisions would depend on their individual situations; but in my opinion, taking the opportunity whenever possible to promote ourselves might prove more helpful. In order to enhance communication and the understanding of services provided to the community, clerks should consider performing additional public outreach. This effort is the responsibility of the clerk to perform in the manner that would best suit the individual’s position.

I consider the clerk’s profession as a whole to be job-specific and believe it should be categorized as a specialized field. Municipal clerks and the services we provide should be promoted as a profession to erase the stigma of the role of secretary or admin assistant. The educational requirements to become a CMC and MMC should be promoted, as many clerks attend more job related educational training than most municipal positions, and they work extremely hard to attain those designations. Do you promote your hard work and education required to attain your designation?

Clerks, as individuals, have the power to manage their brand. The phrase, “Visibility is credibility, Credibility is trust,” has been discussed. Educating the public, elected officials, staff regarding the services we provide would help the communication process. Think of them as our “customers.” Yes, an extra effort is required to explain and educate citizens regarding our duties and responsibilities which help to garner additional respect and understanding of our chosen careers. This effort has to start with YOU. No one else but you is responsible for promoting the value of your services!

I arrive early at council meetings to allow time to mingle and meet those in attendance. I make it a point to introduce myself, as city clerk, to new faces attending the meeting. I participate in community leadership programs; and give presentations regarding the clerk’s profession to civic groups and master government programs. I attend local civic organizations’ monthly luncheons, joined a local professional women’s association, and volunteer at fundraising events. Additional public outreach efforts could be to hold meetings with other departments and explain the role of a city clerk and how our functions could better assist them; i.e. records retention and destruction processes. IIMC and AMCA could also prove helpful in your efforts. IIMC provides a template for a Municipal Clerk’s Week proclamation that could be read by your Mayor at a council meeting to help market our profession. You could ask for the opportunity at a council meeting to educate the public about the services of the municipal clerk.

Your success is measured by attaining a higher perceived value of your role and services you provide, as these services would be communicated and understood by your “customers;” more respect and credibility for the profession itself, and a better understanding of the work that clerks perform and clarification of the services we provide on a daily basis. Marketing ourselves does require an extra effort and takes time – that effort has a big pay-off down the road. I have made that effort and have taken the time to promote myself as clerk; it was difficult and sometimes frustrating, but now I am proud to be respected and trusted by the public, elected officials, and fellow staff members in my position as city clerk. I like to remember a line from musician/activist Cat Stevens. Think about it!!

“Life is like a maze of doors and they all
Open from the side you’re on”

I wish you all a peaceful and joyous holiday season – and all the best in the year to come!

Sue Stein
AMCA President, 2016-2017
CONGRATULATIONS TO THE FOLLOWING AMCA MEMBERS FOR THEIR PROFESSIONAL DESIGNATIONS!!

CERTIFIED MUNICIPAL CLERK AND MASTER MUNICIPAL CLERK DESIGNATION

Linda Mendenhall, CMC - Records Administrator - City of Avondale, AZ.

Stacy Anderson, CMC - Town Clerk - Town of Youngtown, AZ.

Pamela Galvan, CMC - City Clerk/Human Resource Director - City of Williams, AZ.

Suzanne Sutherland, CMC - Assistant to the Town Clerk - Town of Marana, AZ.

Hilary H. Hiser, CMC – Records Administrator – Town of Marana, AZ.

Agnes Beltran Goodwine, CMC – Deputy City Clerk – City of Mesa, AZ.

Sue Brungardt, MMC – City of Goodyar, AZ.

Clerks in the News:

About Edith “Edie” Chapin
Town Clerk of Star Valley

I was born and raised in “The Crown City” of Coronado, California - home to the famous Hotel del Coronado, and setting of my favorite film classic, “Some Like It Hot”. Growing up, I loved camping and it had been my dream to live in the mountains. In 2003, my daughter and I moved to Payson on – what was supposed to be – a temporary basis. I ending up falling in love with the area, and in early 2004 purchased my home in Star Valley.

While raising my daughter, who is now a senior at Payson High School, I worked a few part-time positions. In May of 2016, I was hired by the Town of Star Valley to replace retiring clerk Lois Johnson – an amazing woman, by the way, who left big shoes to fill. Although I have no previous experience as a Town Clerk, my 20+ years of experience as an administrative assistant/executive secretary in various fields has prepared me for this challenging, never a dull moment, position. I truly enjoy the variety of work, and I am extremely grateful to be working for the Town of Star Valley.

In my free time (which goes by much too quickly 😊), I love hanging out with family and friends, attending local plays and concerts, going to the movies, and simply reveling in the amazing beauty of the Rim Country. My favorite quote to date: “Reality continues to ruin my life.” – Comedian Steven Wright
Celebration of Life

Submitted by City Clerk Dee Ann Mickelsen, CMC
City of Mesa

Linda Gavin Crocker, retired Mesa City Clerk became an angel to many on September 23, 2016 after a brave battle with pancreatic cancer. Linda was born on September 4, 1949, in Brooklyn, New York. Linda eventually relocated to Sanibel Island, Florida where her daughter Cristina was born. She later moved to Brewster, Massachusetts on her beloved “Cape” and then to Mesa to be near her family. Linda worked for the Town of Brewster and then for the City of Mesa for 27 years, including 5 years as City Clerk, where she retired in January 2013.

Linda had a natural ability to make the angry, smile; the doubtful, trusting; and the unfortunate, grateful. She had the ability to lighten up a room just by being there. Linda is survived by her husband James Crocker; daughter, Cristina (Jeff) Stowers; Step-daughters, Stephanie Silva and Michelle (Brett) Wintrich; Seven Grandchildren, as well as the countless others whose lives she touched. Family was everything to Linda and requested that you spend time with someone you love, as what really matters in life are the people we choose to spend it with.

City of Chandler – Celebrating Halloween

What fun activities do you encourage in your office to show team spirit and also meet the diverse needs of your employees? Share your stories with us! Email articles to agnes.goodwine@mesaaz.gov
AMCA NEWS

Visit the AMCA Website at www.azclerks.org and find valuable information, resources, and news alerts. The following categories have been updated:

✓ AMCA Points Spreadsheet is available on the AMCA’s website page under the “Education/Training” drop down menu bar.
✓ Clerks Helpful Resources now includes two helpful templates from the Town of Gilbert on election timeline and Legal notices/advertising.

AMCA Website Has Been Updated!

In 2016, the Board engaged the League of Arizona Cities and Towns to manage the AMCA website and become its webmaster. As part of that transition, the website has been revamped to improve navigation and enhance its look. On behalf of the AMCA Executive Board and the Communications Committee, we want to send a special thank you to Sandy Morari with the League for her hard work. The changes were as follows:

➢ Added Quick Links for Members to the home page.
➢ Added Dues Information and membership policy language to the Join AMCA section.
➢ Changed the AMCA drop down title to “About” and moved the “Members Only” section to its own drop down menu item.
➢ Changed the title to “Members Only” to separate out the member’s information from the nonmember/public information.
➢ Current Membership List is now available.
➢ Committee calendar updated to include agendas
➢ Committees’ section updated to include their roles and responsibilities.
➢ Resources Section was revised and additional links were added and organized.
➢ There is now a working Image Gallery with event photos. If you have photos of AMCA events, please email them to agnes.goodwine@mesaaz.gov.
UPCOMING EDUCATION AND EVENTS

The mission of the Arizona Municipal Clerks Association is to provide the best education possible to help the municipal clerks keep up with the ever changing laws and local government requirements in Arizona.

Currently there are two Best Practices held during the year. The Spring Best Practices is held around the first of April, and the Fall Best Practices is held around November. Other trainings such as Elections training/update is held in conjunction with the AMCA Annual Conference usually held in July, and the Institute and Academy which are held in June. Other specialty classes may be scheduled throughout the year.

Visit AMCA website at www.azclerks.org for additional information on Education/Training

Annual Conference / Elections Training
Institute & Academy
Approved IIMC Training
Points & Certificates
Scholarship Information
Election Officer Certification

Additional Trainings

The League offers several trainings and events over the course of the year. To view upcoming training opportunities, click here to be directed to the League's website.
CITIES AND TOWNS UPCOMING EVENTS

City of Yuma

City of Yuma Upcoming Festivals (2017)

Town of Carefree

December 9 - 11
9th Annual Carefree Christmas Festival.
Light Parade and Fireworks December 10th
http://www.carefreechristmasfestival.com

January 20-22
Thunderbird Artists Carefree Fine Arts & Wine Festival
http://www.thunderbirdartists.com

February 10-12
Carefree Artisan Gifts & Chocolate Festival
https://www.carefreeazfestivals.com

Town of Parker

http://www.townofparkerarizona.com/events.html

December 14
Council N Staff senior Christmas Dinner

December 18
Christmas at Pop Harvey Park

City of Mesa

http://mesaaz.gov/things-to-do/calendar-of-events

Additional Event Calendars

- Downtown Mesa Association
- i.d.e.a. Museum
- Mesa Amphitheatre
- Mesa Arts Center
- Mesa Convention Center
- Mesa Library
AMCA COMMITTEES’ CORNER

Membership Committee
If you have not already joined AMCA, please read further to learn the benefits and opportunities membership brings to you. **2016-2017 Membership application**

- Arizona Registered Municipal Clerk Certification
- Certification - International Institute of Municipal Clerks
- Regional Meetings with your professional counterparts from nearby cities
- The AMCA newsletter
- Networking and Mentoring
- Clerk’s Listserv—an invaluable tool for instant communication with your Arizona Municipal Clerks
- Membership Directory
- Committee Directory

AMCA members can also:

- Serve on Association committees
- Serve on the AMCA Board
- Participate in nominating Clerk of the Year
- Be eligible for scholarships and travel stipends
- Attend education and trainings at reduced member rates

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Records Management Committee
Carla Reese, Chair

The Records Management Committee Meeting schedule for the fiscal year will be as follows:

- Tuesday, October 4, 2016 - 9:00 am
- Tuesday, January 3, 2017 - 9:00 am
- Tuesday, April 4, 2017 - 9:00 am
- Tuesday, July 11, 2017 - 9:00 am (moved to second week due to holiday)

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Education Committee
Kelly Williams, Chair

**AMCA—IIMC Approved Course Review Spreadsheet**

Are you looking for how many hours or points IIMC awarded for AMCA Trainings? Last year, the Education Committee created a new spreadsheet as a tool for members to track IIMC course approved AMCA training credit hours and points. The AMCA Course Review Spreadsheet can be found on the AMCA website, [www.azclerks.org](http://www.azclerks.org), under “Education/Trainings.”

**To view the 2016-2017 AMCA Educational Offerings at a Glance….**[Click here](#)! 

CMC/MMC Points for AMCA 2016 Fall Training

The Education Committee would like to thank everyone who attended the AMCA Fall Training at the Phoenix Library on November 14th. We had a very good turnout of clerks and attorneys in the room. Also, a special thank you to our presenters - Cris Meyer, Christina Estes-Werther, and Joseph Kanefield - for all their hard work!!

CMC/MMC Points:

The Education Committee submitted the training for IIMC Course Review and received CMC and MMC credit for those participants who attended and completed the Assessment Assignment. Certificates will be uploaded to the website within the next few weeks. The breakdown of hours/points awarded by IIMC for the Fall Election Training will be available on the AMCA website under Education/Training titled “Points Spreadsheet.” The Education Committee is working on developing a new process for sending out the Assessment Assignments to participants via email prior to the training and having participants submit the assignments electronically for credit. This will eliminate having to print paper copies and also give everyone more time to complete the assignments. We will update everyone once a new process for electronic assignments is developed.

If you have any questions, please feel free to email the AMCA Education Committee at AMCAInfo@azleague.org.
Implementation of New Campaign Finance Laws Begins
By Cris Meyer, City Clerk, City of Phoenix

The AMCA and League of Cities and Towns held the 2016 Fall Training on Nov. 14 at the Burton Barr Central Library in Phoenix. Cris Meyer reviewed the changes in the law focusing on the impact on Clerks and their role. Christina Estes-Werther reviewed the preliminary versions of the new forms and reports received from the Secretary of State’s Office, which is now required to establish the format for all statements and reports. Joe Kanefield, an election law attorney and former State Election Director, presented on “Dark Money” and provided background on the constitutional law principles related to political and anonymous speech at the core of the issue. You may view the training videos at https://www.youtube.com/user/AZLeague. In addition, the presentations are embedded under each video for easy download.

The following are some of the key elements of the new law for Clerks:

- Now only 3 types of committees: Candidate, PAC, Political Party.
- All committees register with Statement of Organization (No more $500 Exemption Statement).
- Candidates not required to register a committee unless $1000 or more is spent. *
- Other entities required to register only if its primary purpose is to influence elections and spends $1000* or more in a calendar year.
- Campaign Finance reports now filed quarterly, with pre and post-election reports for a quarter when there is an election. Candidate committees only file reports during the year leading up to an election for that office.
- Clerks must provide electronic filing option, but fillable pdfs and email suffice (Committees can still file paper copies if they choose).
- Clerks must post all Campaign Finance statements & reports online (not Financial Disclosure yet).
- Entities making Independent Expenditures no longer file separate registration or notices, but the entities must report any activity when Campaign Finance reports are filed.
- All special notices of large contributions / expenditures are no longer required (for PACs or candidates).
- All committees in existence on Nov 5, 2016 can only “wind down” and must terminate and register a new committee by June 30, 2017.
- Filing officers are now the only official that can initiate investigations for Campaign Finance violations, and only upon receipt of a complaint from a third party.

All jurisdictions must now use the forms created by the Secretary of State. Copies of these new forms are available in the League Manual. The Secretary of State is preparing fillable pdf forms to be used for electronic filing by email or upload to a website, but only the registration forms have been released in that format so far. The State Online Campaign Finance System is expected to be available to cities and towns sometime in 2017. The cost to opt into that system is still unknown, but will not be assessed until 2019.

The best resources for Clerks are the materials from the Training, and the League Election Manual, which has been updated. The new Forms are being added to the Manual as they are released by the Secretary of State. Also, the new provisions are now in the online version of the state statutes on the State Legislature website. Finally, new Title 16/19 Books will be distributed very soon.

There are still many questions and uncertainties regarding the new provisions. Clerks can continue to send questions to the League. We will continue to pass along information as it is available or clarified, and campaign finance will again be an important topic at the AMCA/League annual election training this summer.

*The threshold amount increases from $1,000 to $1,100 on January 1, 2017
Legislative Committee
Michael Claspell, Chair

As 2017 approaches, stay tuned for the new legislative session, which should begin on approximately January 9th. The excitement is palpable as we anxiously await what those “crazy kids” at the Legislature will attempt this time around. The League will set the schedule regarding the weekly conference calls to review/discuss bills directed at Clerk-related activities so be sure to watch for the start of those calls. Normally held on Monday mornings at 10:00 a.m., these calls provide a useful and vital conduit for the exchange of information. The Legislative Committee will strive to help the AMCA membership stay informed by providing summaries of the conference calls on the AMCA website. The Committee will also send the call summaries out via the ListServe. As we are always looking for ways to improve, please let a member of the Committee know if there are other opportunities or means for us to help keep the members of the AMCA up-to-date throughout the legislative process.

The Arizona Revised Statutes have been updated to include the revised sections from 52nd Legislature, 2nd Regular Session! Click Here

Scholarship Committee
Joy Maglione, Chair

Scholarship Money Available Through AMCA & IIMC

Would you like some help with registration costs for IIMC and AMCA educational events? Scholarship money is available for AMCA members who are continuing their education! Here’s what you need to know to get started.

2017 IIMC Conference Scholarship Application

AMCA offers scholarships for AMCA members who will be attending the IIMC Annual Conference in Montreal, Canada in May 2017:

- Two $600 scholarships covering registration fees
- Essay minimum of 200 words explaining what it would mean for you and your municipality to attend an IIMC conference
- **AMCA Deadline: February 17, 2017**

IIMC also provides scholarship and grant opportunities for AMCA members:

- Covers registration fees for two recipients per region. Preference given to those working on CMC designation. Second preference will be given to those working on MMC designation.
- Essay of 300-800 words highlighting a best practice or unique project implemented in your city
- **IIMC Deadline: February 12, 2017**
2017-2018 CMC and MMC Scholarship Applications

Apply for scholarships from IIMC for Institute/Academy programs taking place between June 1, 2017 through May 31, 2018.

- Preference given to those working on CMC designation. Second preference will be given to those working on MMC designation.
- Submit an article (300 to 800 words) stating why you need the scholarship and how it will help in your current position.
- IIMC Deadline: March 1, 2017

Information to obtain a scholarship from AMCA for Institute/Academy, along with the prestigious Ina Wintrich Scholarship, will be provided soon from your Scholarship Committee.

Visit the AMCA website, click on Education/Training tab and Scholarship Information, or contact joy.maglione@queencreek.org for more information.

IIMC News:

71st IIMC Annual Conference – May 21-24, 2017

IIMC November 2016 News Digest – click here
IIMC Region VIII Newsletter – click here
IIMC Educational Programs/Guidelines – click here
IIMC Scholarships - click here

2017 Study Abroad Program

The 2017 Study Abroad Program will tentatively take place May 17 through May 19. The Program will be centralized in Montreal, home to the 71st IIMC Annual Conference, and will feature day trips to Quebec, Montreal and Ottawa. IIMC’s Education Department is currently working on the education component of the Program to determine certification points. More information will be forthcoming in the next few weeks. http://www.iimc.com/
Helpful Links and Online Training

The Alliance for Innovation is inspiring innovation to advance communities with the help of Arizona State University and the International City/County Management Association.

Leading Practices in Performance Management

Ratcheting Up Performance: How the PerformanceStat Leadership Strategy Can Help Municipalities Produce Results

Webinar OnDemand

$75 for Members; $99 for Non-Members

Bob Ramsey Executive Education - A center within the School of Public Affairs in the College of Public Service and Community Solutions, Bob Ramsey Executive Education is dedicated to improving the effectiveness of the people and organizations that serve communities. Through the center’s programs and seminars, public service professionals can enhance their management and leadership competencies and can earn the Certified Public Manager®, Certified Municipal Clerk, or Master Municipal Clerk credential. The center also assists state, county, municipal, and tribal organizations with the implementation of their staff development initiatives.

Certified Public Manager

Certified Municipal Clerk (CMC) (Brochure)

Master Municipal Clerk (MMC) (Brochure)

ARMA International (Association of Records Managers and Administrators)

AIIM (Association for Information and Image Management)

NAGARA (National Association of Government Archives and Records Administrators)

NARA (National Archives and Records Administration)

Institute of Certified Records Managers

Informative Links

AZcities@work

AZ League of Cities and Towns

AZ League’s YouTube Channel

ADA Now, Fall 2016 A publication of the ADA Coordinator Training Certification Program

The ADA Now is a publication of the ADA Coordinator Training Certification Program (ACTCP). ACTCP is a project of the Great Plains ADA Center and the University of Missouri School of Human Environmental Sciences Architectural Studies Department. This program is available to anyone nationwide.
Recruiting election workers for the 21st century requires new approaches that take advantage of innovative tools as well as making use of time-tested methods in order to reach all segments of our diverse population.

More is required than just adequate staffing at the polling place. Today’s election work force participates not only in Election Day precincts, but vote centers, early voting, absentee and early tallying boards, recount boards, and post-election audits. Below you will find information on EAC’s National Competition, EAC Resources and examples from State and Local jurisdictions for training and retaining election workers. You can visit http://www.eac.gov/election_worker.aspx#targeting to view the full report. Also, to view the five national winners go to http://www.eac.gov/election_management_resources/poll_worker_best_practices.aspx

We survived another Election!! But in case you still need some election news, here is a link to the International City/County Management Association (ICMA). ICMA highlighted various local governments throughout the states that had various form of government questions on the ballot and their election results.

http://icma.org/en/icma/newsroom/highlights/Article/107725/From_the_Ballot_Box_November_8_Results

Do you know about the ICMA Knowledge Network?

Launched in 2010, the Knowledge Network is a partnership between ICMA and the Alliance for Innovation. Members of these organizations and other users with an interest in local government are welcome to participate in the Knowledge Network. Since the local government community is global, the Knowledge Network features users and content from countries around the world.

CONNECT WITH COLLEAGUES AND SHARE AND ACCESS INFORMATION - Click here to find out more!!
Konica Minolta Offers Cooperative Purchasing Contracts To Arizona Cities And Towns

Konica Minolta has been bringing innovative hardware and software solutions to communities nationwide, addressing such challenges as document and print management, privacy and easier monitoring and tracking usage. Making these products even more attractive are two key contracts that provide for an Arizona compliant buying process. These contracts — the State of Arizona ADSPO13-050372 and the Mojave Educational Services Cooperative (MESC) 15M-KMBS-0128 contracts — are available from Konica Minolta’s statewide coverage via direct sales branches and authorized dealers.

The company offers a wide array of efficient document and electronic content management solutions for businesses and institutions of all sizes that want to enhance processes for workflow, privacy and print management requirements. It offers such solutions as versatile multifunction devices (MFDs), money-saving production print copier/printers, and exciting 3D printers where businesses can generate models of products prior to going to launch, saving valuable time and money. All of these products come backed by Konica Minolta’s solid reputation for high quality service and its long legacy of imaging experience.

Specifically on the State of Arizona contract are multi-function printers, wide format printers, production print devices and software solutions. On the Mohave contract are MFDs, software, wide format printers, managed print services, production print copiers/printers, mailroom services and 3D printers. The multi-function devices — Konica Minolta’s bizhub series — serve as the hub of any department’s activities as they can be configured with such dynamic software solutions as:

**Scan, Capture, Route:**

Dispatcher Phoenix Software - An award-winning document workflow application that includes a variety of automated processing features which help all types of business environments streamline their document workflow.

**Print Management:**

Nuance's Equitrac and ACDI's PaperCut Software - Control and reduce costs by tracking, managing and enforcing print policies which curtail wasteful printing habits.

**Enterprise Content Management:**

Hyland OnBase and Global Search's Square9 Software - Reduce operating costs by eliminating expensive paper forms and improving record creation and processing efficiencies.

**Document Management:**

Prism's DocRecord Software – Effectively expedite the flow of documents throughout businesses across building complexes and facilities.

**Fax Server Technology:**

OpenText's Rightfax Software - Minimize costs associated with managing multiple fax machines and analog telephone lines using our fax server technology.

Aside from those contract solutions, the Keystone Purchasing Network (KPN) contract covers such exciting Konica Minolta products as Promethean interactive white boards, interactive tables, Casio HD projectors, Microsoft Pro 4 tablets and Surface Pro Books, which helps add to and expand the latest technology to benefit all levels of staff.

For additional information please contact Chip Ryan:
(602) 798-7341
chip.ryan@kmbs.konicaminolta.us
Our seasoned professionals get it right the first time. Our web solutions provide needed accessibility.

Codification has been a part of our legacy for over 65 years, and at every turn we move to meet the demands of the modern citizen.

We have a team of legal and tech professionals ready to codify, recodify, supplement, offer legal reviews, and even host all your publications online.

With a website built by us, you can integrate your digital archive into your city site’s search, linking directly to your digital library.

Citizens appreciate convenience as much as they do choice - especially true for paying bills online.

Anything from utility bills to school lunches can be presented and paid for online with OrbiPay.

This kind of accessibility benefits city and citizens alike: accept payments from multiple sources (credit, debit, e-check), and have them processed anywhere, anytime.

We help you every step of the way, from assisting in deployment and adoption, to providing 24/7 customer service.
We thank the sponsors listed below for their support of the AMCA. Be sure to click on the image to be directed to their website.

DEADLINE FOR NEWSLETTER ITEMS

The deadline for the Spring 2016 publication issue is March 4, 2016. Please send your articles and events to Agnes Goodwine, agnes.goodwine@mesaaz.gov or Pamela Galvan at pgalvan@williamsaz.gov

THANK YOU!