ARIZONA MUNICIPAL CLERKS' ASSOCIATION MEMBERSHIP/MENTORING/REGIONAL LEADERS BI-MONTHLY MEETING AGENDA

Wednesday, October 22, 2025
9:00 a.m.

Virtual Attendance:
Microsoft Team Link
Meeting ID: 298 996 133 230 9
Passcode: jy3bi7GV

Committee Members: Kelly Williams, Board Liaison; Jennifer Ekblad, Chair/Region 5, Jasmine Pernicano, Co-Chair/Region 4; Erin Deskins, Region 1; Andrea Moreno, Region 2; Jessica Vaughn, Region 3; Marcella Sarmiento, Region 4; Mike Sims, Region 5; Natasha Kennedy, Region 6; Richelle Valenzuela, Region 7; Emily Reed, Region 8; Alma Andrade, Region 9

1. **CALL TO ORDER – Roll Call with Introduction of Attendees**

2. **MINUTES**
   Discuss and consider approval of the August 27, 2025 Committee Meeting Minutes.

3. **NEW BUSINESS**
   a. Discussion and Possible Action regarding the Clerk Areas of Expertise spreadsheet and increasing awareness of this resource among association members.
   b. Assign Committee members to provide updates and articles to the Communications Committee to be included in the newsletter.

4. **GOOD OF THE ORDER / COMMENTS FROM COMMITTEE MEMBERS**

5. **REMINDERS**
   a. Please notify the Region Leader of new clerk arrivals, clerk departures/retirements, or promotions.
   b. Please provide any suggested topics or questions for the upcoming committee meetings.

6. **NEXT MEETING DATE AND LOCATION**
   December meeting canceled due to the Christmas holiday. Next meeting will be Wednesday, February 25, 2026, at 9:00 a.m.

7. **ADJOURNMENT**

Jennifer Ekblad, MMC, CPM, CRM
Deputy City Clerk
City of Chandler | City Clerk's Office
480-782-2183 Direct | jennifer.ekblad@chandleraz.gov

ARIZONA MUNICIPAL CLERKS' ASSOCIATION MEMBERSHIP/MENTORING/REGIONAL LEADERS BI-MONTHLY MEETING MINUTES

Wednesday, August 27, 2025
9:00 a.m.

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Committee Members: *Kelly Williams, Board Liaison; Jennifer Ekblad, Chair/Region 5, Jasmine Pernicano, Co-Chair/Region 4; Erin Deskins, Region 1; Andrea Moreno, Region 2; Jessica Vaughn, Region 3; Marcella Sarmiento, Region 4; Mike Sims, Region 5; Natasha Kennedy, Region 6; Shannon Ortiz, Region 7; Richelle Valenzuela, Region 7; Emily Reed, Region 8; Alma Andrade, Region 9*

1. **CALL TO ORDER – Roll Call with Introduction of Attendees**

   Chair Ekblad called the meeting to order at 9:03 a.m.

   Present via Microsoft Teams: Kelly Williams, Board Liaison; Jennifer Ekblad, Chair/Region 5, Jasmine Pernicano, Co-Chair/Region 4; Jessica Vaughn, Region 3; Marcella Sarmiento, Region 4; Mike Sims, Region 5; Shannon Ortiz, Region 7; Richelle Valenzuela, Region 7; Emily Reed, Region 8; Alma Andrade, Region 9

   Absent: Erin Deskins, Region 1; Andrea Moreno, Region 2; Natasha Kennedy, Region 6

2. **MINUTES**
   Discuss and consider approval of the June 18, 2025 Committee Meeting Minutes.

   Motioned by Shannon Ortiz, seconded by Alma Andrade to approve the June 18, 2025 Membership/Mentoring/Region Leaders Committee Meeting Minutes. The motion carried unanimously.

3. **NEW BUSINESS**
   a. Membership/Mentoring/Regional Leaders Committee Overview:
      a. Review of Member Handbook and Purpose
      b. Review of MMR Committee Annual Report FY 2024-25 and Accomplishments

   Chair Ekblad gave an overview of the Committee Handbook and Purpose and briefly reviewed the Annual Report and provided the resources to the Committee for review.

   b. Discussion regarding Goals and Assignments for 2025-26
      a. Update the Clerk Areas of Expertise spreadsheet and increase awareness of this resource among association members.

         There was discussion on the relevancy of this spreadsheet, and possibly finding other innovative ways to increase awareness on clerk areas of expertise.

b. Continue to develop the mentoring program by incorporating defined timelines and structural elements, actively promote it across the association, and present the updated program to the committee and Executive Board for review and approval.

Co-Chair Pernicano gave an update on next steps, which is to continue engaging with the subcommittee of current mentors to draft a proposal, and bring back the recommendations to the Committee.

c. Provide Committee updates and articles to the Communications Committee to be included in the newsletter.

Chair Ekblad suggested that Committee Member Kennedy, Region 6, could draft an article for consideration in the upcoming AMCA newsletter.

d. Complete the Committee Handbook for future Chairs and Members.

There was discussion on the resources available on the AMCA's website and working towards updating the information available for seamless transition for new members.

c. Discussion regarding Region Meetings

Committee members shared updates on recent and upcoming regional meetings, and also shared how regions conduct their meetings. Committee Member Sarmiento shared that Region 4 meets quarterly and assigns out the cities/towns within the region to host for the next 1-2 years.

4. GOOD OF THE ORDER / COMMENTS FROM COMMITTEE MEMBERS

Committee members reported on other committees they serve on.

5. REMINDERS

No additional reminders were provided.

6. NEXT MEETING DATE AND LOCATION

Wednesday, October 22, 2025, at 9:00 a.m.

7. ADJOURNMENT

Chair Ekblad adjourned the meeting at 9:58 a.m.

Jennifer Ekblad, MMC, CPM, CRM
Deputy City Clerk
City of Chandler | City Clerk's Office
480-782-2183 Direct
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Clerk's Office Agenda Woes: A Cautionary Tale on Agenda Management Software

Nothing is more critical than transparency and efficiency, especially when it comes to agenda management. For Clerks offices, a reliable agenda management system is the backbone of daily operations. Unfortunately, some vendors promise more than they can deliver, leaving offices scrambling to maintain the integrity of the public process.

This is exactly what happened when one agenda management company claimed its software could seamlessly handle the key functions required by our Clerk's office. During the demo phase, the vendor touted a host of features designed to streamline everything from agenda creation to public posting. However, once the office signed the contract and moved into production, reality set in. The promised functions were either absent, severely limited, or required "workarounds" that added unnecessary complexity to an already detailed process.

Explained to the company… Agenda management is our most critical duty. We rely on these systems to ensure that public meetings are conducted in compliance with state laws and that our operations remain transparent. When a company over-promises and under-delivers, it not only disrupts our workflow but also erodes trust in our office.

Transparency Matters More Than Sales
When vendors prioritize sales over delivering a fully functional product, it leaves Clerks' offices at a disadvantage. The failure to provide promised capabilities forces staff to spend valuable time troubleshooting instead of focusing on the business of government. This experience serves as a warning to other clerk offices: ensure that what a company offers during a demo matches what it delivers in production.

Tips to Avoid Agenda Management Pitfalls
If your office is considering onboarding a new agenda management system, here are some strategies to ensure success:

1. **Demand a Test Production Site:** Insist on access to a full test environment where you can create and publish an agenda from start to finish. This will give you an accurate sense of whether the system can truly meet your needs.
2. **Verify Key Features:** Create a checklist of must-have functions and ask the vendor to demonstrate each one in real time.
3. **Speak to Other Users:** Request references from current clients who use the product. Find out what their experiences have been like, especially post-implementation.
4. **Ensure Vendor Accountability:** Negotiate terms that hold the vendor accountable for delivering on promised features, with penalties for non-compliance.

Integrity Over Profit
When it comes to agenda management software, the stakes are too high to risk failure. Companies should prioritize the needs of Clerks' offices by being transparent about their product's capabilities. After all, the success of public agencies depends on reliable tools and honest partnership, not on inflated promises designed to close a deal.

For clerks' offices, this story serves as a stark reminder: always look beyond the sales pitch, and never sign the dotted line until you have seen the product work in a production environment from start to finish, not just in a demo. After all, integrity in governance begins with integrity in the tools that enable it.

By Natasha Kennedy, Pinal County Clerk of the Board

ARIZONA MUNICIPAL CLERKS' ASSOCIATION
EXECUTIVE BOARD COMMUNICATION

TO: AMCA Executive Board

FROM: Kara DeArrastia, Membership/Mentoring Committee Chair
Michelle Stine, Education Committee Chair
Linda Mendenhall, Election Committee Chair

SUBJECT: List of Clerks based on their field of expertise

MEETING DATE: April 15, 2021

Purpose:

Membership Support and Mentoring

Summary and Recommendations:

The Chairs of the Membership/Mentoring, Education, and Election Committees collaborated to draft an outline identifying the areas that municipal clerks or deputy clerks typically encounter in their daily work. The names and contact information of the clerks would be listed under the fields of expertise they specialize in, so that AMCA members are aware of who they can contact to ask questions regarding that particular topic. It is also recommended that those asking a question to also request the resource or statute citation to verify the answer received.

It is envisioned that the Education Committee could refer to this list when seeking clerk presenters for the Arizona Municipal Clerks' Institute, the Advanced Academy Education program, and Spring/Fall Best Practices. In addition, the Election Committee could refer to this list when seeking clerk presenters for the Annual AMCA Conference and Election Training.

The list would be housed on the Resources for AMCA Members page on the AMCA website and would be updated on an annual basis.

Decisions from the Board:

Do you feel the attached outline of topics is complete, or do you have any suggested changes?

Once the topics have been finalized, should they be sent to the AMCA Listserv with a request asking for municipal clerks or deputy clerks to specify which areas they specialize in? The request would ask those who signed up to also provide their contact information with the understanding that they may receive emails or phone calls from AMCA members to answer questions related to the selected topics.

Or, should the request be sent out via a questionnaire or survey, with the assistance of the League of Arizona Cities and Towns, to the AMCA Info distribution list?

Attachment:

Draft Outline of Topics

Contact Names and Numbers:

Kara DeArrastia, Membership/Mentoring Committee Chair, (480) 350-8947
Michelle Stine, Education Committee Chair, (520) 229-4744
Linda Mendenhall, Election Committee Chair, (623) 333-1222

LIST OF CLERKS BASED ON THEIR FIELD OF EXPERTISE

The following list has been prepared to assist AMCA members with questions on various issues. This list consists of the names of municipal clerks or deputy clerks who indicated they were willing to field emails or phone calls from AMCA members to answer questions. It is by no means complete. For a complete listing of clerks throughout the state, please refer to the League of Arizona Cities and Towns Local Government Directory at http://lgd.azleague.org.

The following list identifies the topics which clerks often deal with in their duties and those clerks (by full name, municipality, phone number, and email address) who have agreed to assist others on that particular topic, as well as links to any related procedures and/or samples. For more complete data on each specific clerk, including their years of service, please refer to the Master Membership List on the Members Only section of the AMCA website at https://www.azclerks.org.

If there are topics which are not covered in this list, please contact your Region Leader to find assistance for you, and such topic will be added to this list in the next update.

Please keep in mind, these are clerks who have agreed to provide assistance to others. It is by no means a legal opinion. If the questions you are discussing are legal in nature, it is strongly recommended that you confer with your city/town attorney.

Topic	**Clerk Contact**	**Link to Procedures and/or Samples**
Agenda Management Software		
Annexations		
Bingo Licensing		
Board & Commission Handbooks/Orientation		
Budgeting		
Business Licensing		
Cemetery		
City/Town Charters		

City/Town Codes		
Conflict of Interest		
Council Agendas / Packets / Minutes		
Council Handbooks / Orientation		
Elections		
Bonds/Financing		
Campaign Finance & Reporting		
Campaign Finance Complaints		
Campaign Finance Software		
Candidate Election		
Candidate Packet		
Direct Election		
Election Calendar		
Election Result Canvassing		
E-Qual Online Petition Portal		
Home Rule Election		

Initiative		
Mail Ballots		
Nomination Petitions		
Paper Ballots		
Political Signs		
Recall		
Referendum		
Sales Tax (Transaction Privilege)		
Special Election		
Statement of Interest		
Electronic Posting Board		
Electronic Signatures		
Electronic Voting		
Employee Training / Incentive Programs		
Executive (Closed) Sessions		

Governmental Financing		
Human Resources		
Improvement Districts		
Liquor Licensing		
Lobbyist Registration & Reporting		
Meeting Protocol / Rules of Procedure		
Naming of City/Town Facilities		
Newsletters		
Notary Public		
Notice of Claims / Lawsuits		
Notice of Quorum & Other Postings		
Off Track Betting (OTB) Licensing		
Open Meeting Law		
Ordinances / Resolutions		
Passport Services		

Peddling / Soliciting Permits		
Performance Measures		
Public Records Requests		
Public Safety Personnel Retirement Boards		
Publication/Advertising		
Records Management		
Destruction		
Electronic Document Management System		
Essential Records		
Historical or Permanent Records		
Imaging & Microfilming		
Preservation & Restoration		
Recovery of Records (Disaster Response)		
Retention Schedules		
Scanning & Indexing		

Shredding Services		
Staff Training		
Storage		
Redaction Best Practices		
Removal from Office		
Speaker/Comment Cards		
Special Event Permits		
Strategic Planning		
Succession Planning		
Virtual Meetings		

AMCA Clerk Areas of Expertise Questionnaire

To better serve the Arizona Municipal Clerks' Association (AMCA) members, we would like to provide a spreadsheet listing the municipal clerks or deputy clerks who specialize in certain topics, in addition to links to any related procedures and/or samples. Members can refer to this spreadsheet, so they know who to email or call in case they have questions related to the listed topics. The final spreadsheet would be linked on the Resources page on the AMCA website and would be updated on an annual basis.

1. Please check all applicable boxes next to the topics you are willing to answer questions or provide information on.
   - ☐ Agenda Management Software
   - ☐ Annexations
   - ☐ Bingo Licensing
   - ☐ Board & Commission Handbooks/Orientation
   - ☐ Budgeting
   - ☐ Business Licensing
   - ☐ Cemetery
   - ☐ City/Town Charters
   - ☐ City/Town Codes
   - ☐ Conflict of Interest
   - ☐ Council Agendas/Packets/Minutes
   - ☐ Council Handbooks/Orientation
   - ☐ Elections (*select the applicable subcategories below*)
     - ☐ Bonds/Financing
     - ☐ Campaign Finance & Reporting
     - ☐ Campaign Finance Complaints
     - ☐ Campaign Finance Software
     - ☐ Candidate Election
     - ☐ Candidate Packet
     - ☐ Direct Election
     - ☐ Election Calendar
     - ☐ Election Result Canvassing
     - ☐ E-Qual Online Petition Portal
     - ☐ Home Rule Election
     - ☐ Initiative
     - ☐ Mail Ballots
     - ☐ Nomination Petitions
     - ☐ Paper Ballots
     - ☐ Political Signs
     - ☐ Recall
     - ☐ Referendum
     - ☐ Sales Tax (Transaction Privilege)

- ☐ Special Election
- ☐ Statement of Interest

☐ Electronic Posting Board
☐ Electronic Signatures
☐ Electronic Voting
☐ Employee Training/Incentive Programs
☐ Executive (Closed) Sessions
☐ Governmental Financing
☐ Human Resources
☐ Improvement Districts
☐ Liquor Licensing
☐ Lobbyist Registration & Reporting
☐ Meeting Protocol/Rules of Procedure
☐ Naming of City/Town Facilities
☐ Newsletters
☐ Notary Public
☐ Notice of Claims/Lawsuits
☐ Notice of Quorum & Other Postings
☐ Off Track Betting (OTB) Licensing
☐ Open Meeting Law
☐ Ordinances/Resolutions
☐ Passport Services
☐ Peddling/Soliciting Permits
☐ Performance Measures
☐ Public Records Requests
☐ Public Safety Personnel Retirement Boards
☐ Publication/Advertising
☐ Records Management (*select the applicable subcategories below*)

- ☐ Destruction
- ☐ Electronic Document Management System
- ☐ Essential Records
- ☐ Historical or Permanent Records
- ☐ Imaging & Microfilming
- ☐ Preservation & Restoration
- ☐ Recovery of Records (Disaster Response)
- ☐ Retention Schedules
- ☐ Scanning & Indexing
- ☐ Shredding Services
- ☐ Staff Training
- ☐ Storage

☐ Redaction Best Practices

☐ Removal from Office
☐ Speaker/Comment Cards
☐ Special Event Permits
☐ Strategic Planning
☐ Succession Planning
☐ Virtual Meetings

2. Please provide your contact information.

FULL NAME:

TITLE:

Municipality:

PHONE NUMBER:

Email Address:

PREFERRED CONTACT METHOD:

3. If you have any PROCEDURES AND/OR SAMPLES related to your selected topics, you can upload them here. If you prefer, you may email them to amcainfo@azleague.org and indicate "Resources spreadsheet" in the subject line.

Thank you for taking the time to complete this survey!