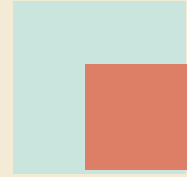


Advisory Boards Unfiltered

What Works, What Doesn't & Everything In Between

FACC Fall Academy • Monday, October 5, 2026 • 1:30 PM

Heather Bradman, Deputy City Clerk, MMC • Lina Zapata, Deputy City Clerk, CMC



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First things first: this is not a lecture.

Less presentation.

More conversation, shared stories, and practical ideas.

No perfect answers.

Different municipalities, different structures, different realities.

Safe space.

Vegas Rules Apply - We can talk candidly about the messy parts without naming names.

If your board has ever made you say "...what do we do now?" — you're among friends.

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OPENING

Cold open: municipal government, sitcom edition



Prompt after the clip: "Okay... who has lived some version of that?"

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ANONYMOUS POLL

Let's hear from the room first



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Question #1

What is your biggest challenge with municipal advisory boards?



Ranking

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Our conversation map



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Recruitment & appointments: familiar faces vs. fresh perspectives

- The “same people” getting reappointed — when is continuity helpful, and when does it become a barrier?
- Balancing institutional knowledge with new voices and perspectives.
- How much influence does the Clerk’s Office actually have over recruitment and appointments?
- What happens when the applicant pool is... very small?

Talk it out

How does your municipality balance experience with opportunities for new people to serve?

No one-size-fits-all.

Structure matters.

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RECRUITMENT & OUTREACH

Beyond “we posted it on the website”**Local publications**

Newspaper, newsletters, neighborhood publications

City communications

Social media, website, e-news, utility inserts

Go where people are

Community events, tabling, tents, flyers, QR codes

Build a pipeline

Leadership programs, civic groups, partner organizations

The bigger question: Who isn’t currently applying to our boards?

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Compliance & risk: where the “fun” begins**Sunshine Law**

How do violations happen?

What can we do proactively?

Where does training end and legal advice begin?

Form 1

Do applicants understand the obligation before accepting appointment?

When and how do you communicate it?

Role clarity

Clerk • staff liaison • City Attorney • appointing authority

Who owns what?

Goal: prevent surprises without turning orientation into a law school seminar.

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Anonymous poll #2: tell us your best cautionary tale



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What's the most creative way you've seen a board member accidentally get themselves into Sunshine Law trouble?



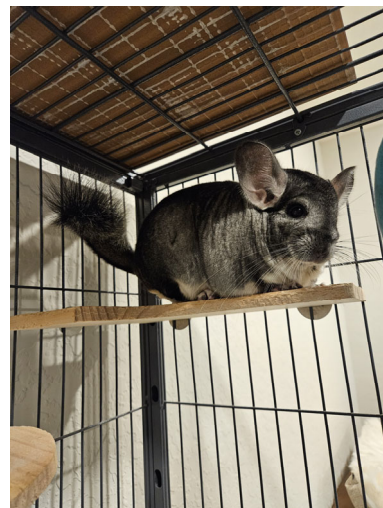
Open Ended

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Break Time – 10 minutes 😊

Chinny the Chinchilla
Small Creatures Advisory Board
At-Large Seat
Present. Technically.
Engagement level: at his discretion.



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Attendance: policy issue or engagement issue?

- Attendance policies can be a gray area — and standards may differ from board to board.
- Political or appointment considerations can complicate enforcement.
- A member can technically “show up” and still be disengaged.
- When should staff intervene, and what does intervention look like?

Scenario

A member has missed several meetings but remains within the technical policy.

Discuss

What would happen next in your municipality?

Bonus

Who has that conversation?

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Onboarding: who teaches them how to board?

Clerk's Office

Central expectations, records, compliance, logistics

Staff Liaison

Board-specific mission, processes, subject matter

City Attorney

Legal guidance and risk/compliance support

Appointing Authority

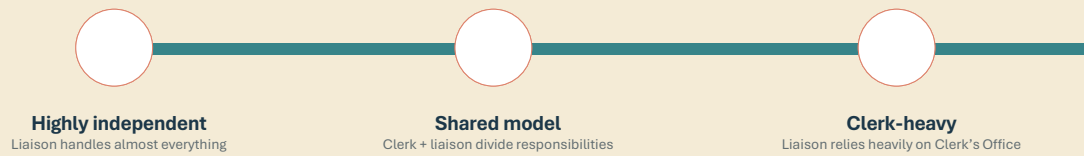
Purpose, expectations, accountability

Also useful: parliamentary procedure + “what good board service looks like”

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The staff liaison spectrum



Where do your boards fall — and is the model consistent?

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Recognition & retention: make service feel like service matters

Annual recognition

A dedicated moment to thank volunteers

Certificates / letters

Simple, personal, easy to scale

Lunches / dinners

Create community beyond the meeting room

Years-of-service milestones

Celebrate longevity and institutional knowledge

Ask the room: What has made your volunteers feel genuinely valued?

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Okay, your turn.

1. What works in your municipality?
2. What doesn't work?
3. What challenge are you dealing with right now?



Peer Discussion / Q&A

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CLOSING POLL

One idea to take home



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What is one idea you're taking back to your municipality?

 Word Cloud

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There is no one-size-fits-all model.

The goal isn't to leave with a perfect system.

It's to share ideas, validate the messy realities of advisory board administration, learn from one another, and leave with something practical you can actually use.

Thank you — and keep the conversation going.

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