



**Yellow Rose Chapter
Texas Municipal Clerks Association, Inc.
Agenda**

**Thursday, April 10th, 2025
11:30 am**

**Hosted by: City of Waxahachie
Waxahachie Chamber of Commerce
412 S. Rogers St. Suite 100
Waxahachie Texas 75168**

I. Welcome and Introductions by Cynthia Olguin, Yellow Rose Chapter President.

- a. Greeting by City of Waxahachie Mayor Wallace.
- b. Introduction of Texas Municipal Clerk President Alicia Richardson.

II. Program

- a. Texas Municipal Clerk's Association updates as provided by TMCA President Alicia Richardson.
- b. Group activity lead by President Cynthia Olguin; drafting an Elevator Speech for the Yellow Rose Chapter. (continued from February Chapter meeting.)

III. Business Meeting

- a. Consider approving the February 6, 2025 meeting minutes
- b. Consider approving financial reports through the period ending March 31, 2025
- c. Consider amending the budget to remove funding from the Technology Fund into the Guest Speaker Fund.
- d. Committee Updates

IV. Announcements

- a. Upcoming 2025 Chapter Meetings
 - a. June 12th – Hosted by the City of Mansfield
 - b. August – Hosted by the City of Grand Prairie
 - c. October 9th – Hosted by the City of Venus
 - d. December 4th, Holiday Party – Hosted by the City of Hutchins



b. Upcoming Events

- a. Yellow Rose and Alamo Chapter's Notary Training April 23rd, 2025 11:30 p.m. via zoom.

c. Upcoming Deadlines

- a. Texas Municipal Clerk's Association Trustee Applications Due May 1, 2025
- b. Texas Municipal Clerk's Association Scholarship Applications Due June 15, 2025
- c. Texas Municipal Clerk's Award's Deadline Due July 1, 2025

V. Adjournment

WHAT IS AN ELEVATOR SPEECH.... AND WHY DO I NEED ONE

*TMCA Yellow Rose Chapter
February 6, 2025*

*Presented by:
Cynthia Olguin, TRMC
City of Hutchins*



WHAT IS AN ELEVATOR SPEECH

- An elevator speech is a brief, persuasive speech that you use to spark interest in yourself. A good speech should last no longer than a short elevator ride of 20 to 30 seconds, hence the name. It should be interesting, memorable, and succinct. It also needs to explain what makes you unique. Because networking can happen anywhere, you should always be prepared to introduce yourself and talk about who you are and what you want to do.

WHY DO I NEED ONE

- First impressions matter:**

It helps you make a strong initial impression by presenting your most relevant information clearly and confidently.

- Networking opportunities:**

When meeting new people at conferences, career fairs, or social events, an elevator pitch allows you to quickly explain what you do and why you're valuable.

- Job interviews:**

During an interview, when asked "Tell me about yourself," a well-prepared elevator speech can provide a focused and impactful summary of your experience and qualifications.

- Building connections:**

By clearly communicating your expertise and goals, you can create opportunities for further discussion and potential collaborations.

- Self-awareness:**

Crafting an elevator speech forces you to reflect on your strengths, accomplishments, and unique selling points, which can help you better understand your own professional brand.

WHAT IS AN ELEVATOR SPEECH FOR A MUNICIPAL CLERK

- One city clerk described an elevator speech as being what a city clerk does; 30 seconds to educate someone about local government, correct misconceptions, and hopefully spark an interest in how a city gets things done for its residents.

Brenda Haggard, CMC, Assistant City Clerk, City of Elk Grove, CA

- City Clerks Association of California developed an elevator speech to promote the City Clerk profession. One of their ideas was to create an elevator speech/business card to be used by all of us as a tool for defining our role when asked “What is a City Clerk?”

City Clerks Association of California

- TMCA developed an “elevator” speech as a tool for Texas clerks to help them communicate their true value to the organization and community.

TMCA Past President Sherry Mashburn, TRMC City Secretary, College Station

AS A MUNICIPAL CLERK, WHY DO I NEED ONE

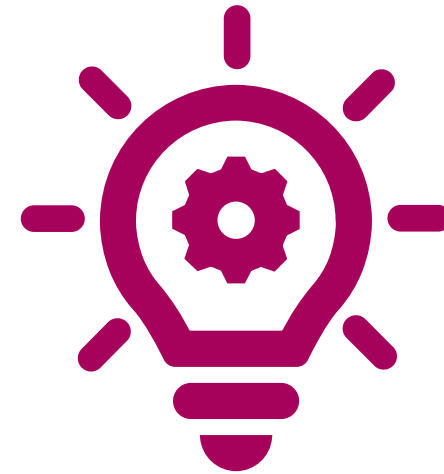
to educate others
about local
government

to promote the
Municipal Clerk
profession

to help clerks
communicate their
true value to the
organization and
community

WHERE DO I START

- **Define your objective:** What do you want to achieve with your pitch?
- **Explain your role and solution:** What do you do?
- **Learn, refine, and practice:** How can you improve your pitch for the next time?



Keep It Simple

Keep it Short

Use Common Language

OLGUIN - DRAFT

"As the City Secretary, I ensure that our city's official records remain accessible to all. The City Secretary is responsible for the management of elections, council meetings, and maintains all vital city documents.

ELEVATOR SPEECH – EXAMPLES GENERATED FROM GOOGLE AI

As a dedicated Municipal Clerk, I bring a strong foundation in local government procedures, ensuring smooth operations by meticulously managing official records, facilitating public meetings, and providing accurate information to residents, all while upholding the highest standards of transparency and compliance."

I'm the City Secretary for [City Name]. I'm responsible for ensuring our city runs smoothly by managing official documents, coordinating council meetings, and providing transparent access to public records. I'm the keeper of our city's vital information, making sure everything is organized and readily available to residents and officials alike.



RESOURCES

"The City Clerk is the local official who administers democratic processes such as elections, access to city records, and all legislative actions ensuring transparency to the public. The City Clerk acts as a compliance officer for federal, state, and local statutes including the Political Reform Act, the Brown Act, and the Public Records Act. The City Clerk manages public inquiries and relationships and arranges for ceremonial and official functions."

What's In Your Toolbox?

By TMCA Immediate Past President **Sherry Mashburn, TRMC**
City Secretary, College Station

Tool: a device or implement used to carry out a particular function.

In late 2014 the TMCA board began a strategic planning process to establish a pathway for the future success of our association, education and certification programs, and our profession. A SWOT (strengths-weaknesses-opportunities-threats) analysis was conducted to clarify our organization's vision and establish the goals necessary to that end. One of the things we learned in the SWOT analysis is that although TMCA/TMCCP has legitimacy/recognition and is well established and respected, for the membership, there is a lack of assistance in how to make its skills and knowledge marketable and attractive when applying and interviewing. A perceived threat was that cities are devaluing the city secretary/municipal clerk profession.

Awhile back, I participated in a webinar that covered branding ourselves as leaders and communicating our value to others. My co-presenter was Joanne Tilton, city clerk (retired), Manteca, California. The California clerks had created an "elevator speech" to help clerks respond professionally to the question asked, "What is a city clerk, and what do you do?" Too many times the response was, "I attend council meetings and take minutes." I presented the idea for our own "elevator" speech to the TMCA board, and President Salgado asked me to head up the development of an "elevator" speech as a tool for Texas clerks to help them communicate their true value to the organization and the community. This "elevator"

speech addresses Strategic Initiative #4: PROMOTION OF THE PROFESSION—TMCA enhances and communicates the identity and vital role of the municipal clerk to a city's success; Strategic Action 5: Emphasize to members the important role a municipal clerk performs as an officer of the municipality. My partners in this endeavor included President Cheryl Salgado, TRMC, city secretary/assistant city manager, Spearman; Mary Kayser, TRMC, city secretary, Fort Worth; and Becky Garza, TRMC, city secretary, Lubbock. TMCA/TMCCP Education Director Dr. Amy Holt, TRMC, and Administrative Director Peggy Burnside, TRMC, also provided their input. Our draft was presented to the TMCA board at the November 2016 meeting, tweaked, and formally adopted by the board.

Here is the latest tool for your toolbox:

"Functioning much like the Secretary of State, the City Secretary/Municipal Clerk is the local official who maintains the integrity of the election process, ensures transparency and access to city records, facilitates the city's legislative process, and is the recorder of local government history. The City Secretary acts as the compliance officer for federal, state, and local statutes, including the Open Meetings Act and the Public Information Act, and serves as the filing authority for campaign finance reports and financial disclosure statements."

This **elevator speech** can be used in any way you see fit: **framed and on your desk; posted on your webpage; or printed on the back of your business cards.** We hope that you find this tool useful when communicating your true worth to your council, your city, and your community.

Recommended Citation

Morgan, Laure. . "Branding: Bringing More Respect and Value to the Profession of Municipal Clerks in Texas." Certified Public Manager® Applied Research 2, (1).

<https://scholarworks.sfasu.edu/cpmar/vol2/iss1/2>

7-27-2021

Branding: Bringing More Respect and Value to the Profession of Municipal Clerks in Texas

Laure Morgan, TRMC, CMC, MPA, CPM

City Secretary, City of Brownsville, Texas



The purpose of the Yellow Rose Chapter shall be to expand the knowledge and image of the office of the City Secretary or City Clerk (Municipal Clerk); to engage in organized efforts to promote awareness of the importance of the duties performed by those in municipal government; to encourage each member to pursue the education opportunities offered, emphasizing the value of certifications afforded by membership in the TMCA; to foster relationships and network opportunities along with assistance and support among the chapters and individuals throughout our area, as well as throughout the state; to mentor new city clerks/secretaries and to impart professionalism, honesty and integrity to the communities we represent and to stand united in the common goal of upholding the constitution and laws of our communities, state and country.



EXECUTIVE BOARD AND COMMITTEES
October 1, 2024 – September 30, 2026

President Cynthia Olguin	Vice President Ivy Peterson	Secretary Bobbie Jo Taylor	Treasurer Caryn Stevens	Historian Monica Solko
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*Proposed Committee Listing

Audit Committee

Jami Bonner
 Belinda Berg
 Callie Green
 Bethany Prewitt
 Cynthia Olguin

Budget Committee

Caryn Stevens
 Chiquita Taylor
 Amber Villareal
 Bobbie Jo Taylor

Bylaws Review Committee

President
 Vice President
 Secretary
 Treasurer
 Historian

Clerk of the Year Committee

Amanda Campos
 Ivy Peterson
 Amber Villarreal
 Keera Seiger

Technology/Communications Committee

Lisandra Leal
 Keera Seiger
 Chiquita Taylor
 Karen Ballesteros

Legislative Committee

Mayra Rios
 Susana Marin
 Holly Russell
 Stephanie Renteria
 Ivy Peterson
 Cynthia Olguin

Membership Committee

Bobbie Jo Taylor
 Alicia Thomas
 Mona Lisa Galicia
 Sumer Coulston
 Jennifer Avila

Nominating Committee

Susana Marin
 Monica Solko
 Mona Lisa Galicia
 Cindy Gross (ex officio)

Scholarship Committee

Cindy Gross
 Monica Solko
 Jami Bonner
 Stephanie Renteria
 Lisandra Leal

Holiday Committee

Jennifer Avila
 Karen Ballesteros
 Sumer Coulston
 Keera Seiger
 Alicia Thomas
 Stephanie Renteria
 Monica Solko



**Yellow Rose Chapter of the Texas Municipal Clerks Association
MINUTES
Thursday, February 6, 2025**

The Yellow Rose Chapter of the Texas Municipal Clerks Association convened their meeting on Thursday, February 6, 2025, hosted by the City of Palmer, at Palmer City Hall. The meeting was made available for in-person attendance.

Attendees:

Lisandra Leal, Burleson
Angie Martinez, Duncanville
Cynthia Olguin, Hutchins
Erin Zaidle, Palmer
Caryn Stevens, Red Oak

Sumer Coulston, Red Oak
Callie Green, Venus
Susie Quinn, Wilmer
Angie Martinez, Duncanville

I. Welcome and Introductions by Cynthia Holguin, Yellow Rose Chapter President at 11:30 am

President Olguin welcomed the attendees and thanked the City of Palmer for hosting the February meeting.

II. President Olguin “What is an Elevator Speech, and Do I Need One?”

President Olguin presented to the Chapter explaining what an Elevator Speech is and why we as City Clerk’s should have one. President Olguin provided examples of speech specific to municipal clerks. Also, presented was TMCA Past President Sherry Mashburn’s articles from TMCA News – December 2016.

III. Business Meeting

- a. Consider approving the October 3, and December 5, 2024, meeting minutes.

Amanda Campos of Burleson motioned to approve the minutes. Callie Green of Venus seconded the motion. The motion carried unanimously.

- b. Consider approving financial reports through the period ending January 31, 2025.



Lisandra Leal of Burleson motioned to approve the financial reports. Erin Zaidle of Palmer seconded the motion. The motion carried unanimously.

- c. Consider amending the budget to remove funding from the Technology Fund into the Guest Speaker Fund.

Item was tabled to be discussed at the next business meeting.

- d. Committee Updates

No updates at this time.

IV. Announcements

- a. Upcoming Chapter Meetings

April - Waxahachie
June - Mansfield
August - Grand Prairie
October - Hutchins

- b. Upcoming Events

- c. Upcoming Deadlines

- Municipal Clerks Office of Achievement Award Applications Due March 15, 2025.
- Texas Municipal Clerk's Association Trustee Applications Due May 1, 2025.

V. Adjournment

Caryn Stevens of Red Oak motioned to adjourn the meeting at 12:53 p.m. Sumer Coulston of Red Oak seconded the motion. There being no further business, the meeting was adjourned.