

WIFCA BOARD MEETING MINUTES

December 8th 2015, The Machine Shed

Call to Meeting:

Steve Ulik called the meeting to order at 7:53 a.m.

Members Present:

Don Walesewicz, Pete Stollberg, Steve Ulik, Jay Zurn, Bruce Klainot, Steve Walter, Ray Weinstock, Roger Hegg, Nate Hall, Sam Hughes, Wendy Werner, Bill Huss

Members Absent:

Gordy Potter, Bob Steinberg, Kurt Meiers, Fred Jaeckle, Marty Shallock, Liz Allen

Minutes Review:

After corrections a motion was made by Roger Hegg and seconded by Don Walesewicz to approve the minutes.

Treasurer's Report:

Fred Jaeckle Treasurer reported we had revenues for the month of November of \$40.83 and expenses of \$964.32. Year to date revenue is \$33,992.59 with year to date expenses running at \$30,671.88. As of November 30, 2015 the checkbook had a balance of \$3,080.59 and the savings account of \$20,310.12 for a combined total of \$23,390.71.

Membership and Executive Director Report:

Roger Hegg reported as of the meeting date we have one retail only membership and sixteen joint memberships. He will continue his push for membership renewal through emails and phone calls with hopes of retaining the majority of members from 2015. Roger also analyzed the mailing list and whittled it down from 837 to 550. He will proceed to mail that group the membership form as well. Roger passed a copy of the membership form for the board for review and plans on mailing it next week. He has also asked the World Floorcovering Association to send him a list of Wisconsin dealers who have signed up directly with WFCFA and bypassed the Wisconsin Floorcovering Association. Steve Ulik also reported everyone on the board felt Roger was doing a great job as Executive Director based on the results from the annual performance review and thanked him for his service.

Training:

Steve Ulik mentioned it's important for the board to continue its search to find a Wisconsin location for the CFI training space initiative. He will be contacting Pat Bartz again to review opportunities available through the Mohawk Industries warehouse. The challenges for finding a space involve rental cost, size, and the permanency of the location. Jay Zurn reported sites have already been found on the East and West Coast along with the facility in Dallas Texas. CFI is still looking for site options throughout the Midwest. The board discussed fees, insurance, room and board, risk assessment, facility costs, and other general challenges involved with the CFI training initiative as a whole. Further discussion was tabled for future meetings and the board will continue its search for a site proposal.

2016 Officer Announcement:

Steve Ulik announced the officers for 2016 and welcomed Don Walesewicz as President, Bruce Klainot as Vice President, Roger Hegg as Executive Director, Fred Jaeckle as Treasurer, and Kurt Meiers as Secretary.

Spring Meeting:

Steve Ulik asked the board if they had any topic ideas for the upcoming Spring Meeting. Roger Hegg inquired if there was any interest in highlighting unique strategies involved in competing against the big box stores. Other ideas discussed were sales training, a dealer forum, bringing back Tom Jennings from WFCA, and claims resolution. Roger will ask the WFCA for any topic ideas that have been used successfully in the recent past. Bill Huss brought forward an idea of sponsoring a speaker who would discuss best business practices for a floorcovering retailer. The board liked the topic and he will do some further research. Further discussion was tabled for the next meeting.

Holiday Social:

Steve Ulik discussed having a Holiday Social event for the board members. Tuesday, January 26th was determined to be the best date and the Fox & Hounds in Hubertus was set as the location for the event.

New Business:

Bruce Klainot wanted the board to consider looking into starting up the trade show again. He felt it would be worth polling those on the mailing list, the membership, and various distributors to see if there's enough interest. The board agreed and was open to further discussion.

Adjournment:

Bill Huss made a motion to adjourn the meeting and Jay Zurn seconded. The meeting was adjourned at 9:10 a.m. by Steve Ulik.

Respectfully Submitted: Kurt Meiers