

WIFCA BOARD MEETING MINUTES

December 10, 2019 Teleconference

Call to Meeting:

Bruce Klainot called the meeting to order at 7:33 am

Members Present:

Bruce Klainot, Don Walesewicz, Pete Stollberg, Steve Ulik, Fred Jaeckle, Roger Hegg, Kurt Meiers, Bob Steinberg, Michael Kerns, Gordy Potter

Members Absent:

Nate Hall, Sam Hughes, Ray Weinstock, Matt Taylor

Minutes Review:

After corrections, a motion was made to approve the minutes by Michael Kerns.

Treasurer's Report:

Fred Jaeckle Treasurer reported that revenues for the month of November were \$1,951.00 and expenses were \$2,189.60. Year to date revenue is \$19,420.33 and year to date expenses are \$24,035.94. The BMO Checking Balance as of 11/30/19 was \$8,015.03. The Summit Credit Union Checking Balance as of 11/30/19 was \$4,351.96 and the Summit Savings Balance was \$5.00. The Summit Money Market balance as of 11/30/19 was \$470.29 and the Summit 13 month CD balance was \$18,699.15. Total funds available as of 11/30/19 was \$29,582.42. The Fall Meeting Revenue was \$1,920.00 and Fall Meeting Expenses were \$4,009.01. The Fall Meeting loss was reported as \$-2,089.01. Fred reported the actual revenue/expense number put the association behind budget on the revenue side for 2019. Since cash reserves are depleted by just under \$5,000 for 2019 a recommendation was made that WIFCA does not do a charitable contribution this year except for the proceeds from the 50/50 raffle made from the golf outing.

Bob Steinberg noted a substantial drop in revenues from the 2019 golf outing which the board hopes to rectify in 2020 by generating more sponsorships and increasing member attendance. Bob Steinberg recommended we still move ahead with a charitable donation this year instead of forgoing that option. After discussion it was decided the board would make a \$1,500 donation to the Wisconsin food bank regardless of the loss in revenue this year and stick with the charitable giving approach. Bob Steinberg made the motion and Steve Ulik seconded. The board voted on the motion and approved the charitable donation to the Wisconsin Food Bank in the amount of \$1,500. A general motion was made by the board to approve the Treasurer's report.

Membership and Executive Director Report:

Roger Hegg reported as of the meeting date we still don't have information from WFCFA regarding their position for memberships moving into 2020. Roger wanted to know what the board felt about changing the membership rates for WIFCA in 2020. Steve Ulik felt we should keep the rates the same for 2020 and try to exert more influence in getting retailers to join during the 2020 membership drive. Gordy Potter thought putting a list of bullet points together to discuss with potential retailer targets the benefits of joining would be a good idea when encouraging retailers to sign up. Roger said he would email the board what was used in the past when trying to recruit new members. Further discussion was tabled for a future meeting.

Training:

Roger mentioned an announcement being made by WFCA coming up in December regarding a potential training initiative. He will forward any information regarding that announcement if becomes available before the next meeting,

New Business:

Bruce Klainot mentioned he was looking at three different golf courses currently to host the 2020 Wisconsin Floorcovering Golf Outing. Gordy Potter inquired if WIFCA has ever considered hosting two separate golf outings. One in the Southern half of the state and one in the Northern half of the state. The goal would be to make it easier for those dealer members located in each geographic area to attend. Ultimately the hope would be to increase revenues. Revenues typically come from Sponsorships and one consideration would be the potential difficulty the board would face in getting sponsors to support both outings. Further discussion was tabled for the next meeting.

Spring Meeting:

Steve Ulik emailed his contact at Engineered Floors to discuss a potential speaker for the spring meeting. He hasn't heard back from anyone to date. Further discussion was tabled for the next meeting.

Adjournment: Bob Steinberg made a motion to adjourn the meeting and Michael Kerns seconded. The meeting was adjourned at 8:15 a.m. by Bruce Klainot.

Respectfully Submitted: Kurt Meiers