

WIFCA BOARD MEETING MINUTES

September 12, 2019 Machine Shed

Call to Meeting:

Meeting was called to order at 7:50 am

Members Present:

Bruce Klainot, Sam Hughes, Gordy Potter, Michael Kerns, Don Walesewicz, Steve Ulik, Fred Jaeckle, Roger Hegg, Bob Steinberg

Members Absent:

Nate Hall, Pete Stollberg, Ray Weinstock, Kurt Meiers

Minutes Review:

After corrections, a motion was made to approve the minutes by Michael Kerns and second by Gordy Potter.

Treasurer's Report:

Here is the treasurer's report for July

September Revenue:	\$ 27.56 (interest)
September Expenses:	\$ 359.05
Year to date revenue:	\$ 17,438.46
Year to date expenses:	\$ 21,540.03

Funds available as of 9/30/2019:

BMO checking account:	\$ 13,455.60
Summit Credit Union Checking:	\$ 1,351.96
Summit Savings account	\$ 5.00
Summit Money Market	\$ 470.21
Summit CD's	<u>\$ 16,637.36</u>
Total Funds available	\$ 31,920.13

Membership and Executive Director Report:

Roger Hegg reported as of the meeting date we have 9 individual associate members, 2 retail only memberships, and the joint membership level has not changed at 26. There were no changes to report to the 2019 membership totals. Roger will email Kay asking comparison to other affiliates. Roger will find out if any changes for 2020 membership

Training:

There was nothing to report regarding training at this meeting.

Fall Meeting:

Engineered floors will not be available for the Fall dinner meeting. Fred mentioned 2 possible speakers – Marketing 360 and Marti Barletta, who has authored a book “Prime Time Women” and has a strong understanding in knowing prime time women market. Sam Hughes mentioned Richie Burke of Go Gedit Marketing as a possible speaker. Fred will contact Marti and Sam will see if Richie would be available for November meeting.

Roger was checking to see the difference in costs between Ingleside Hotel vs Potawatomi Casino.

The board discussed options of how to get retailers bring more of their sales staff to the meeting. Steve Ulik mentioned only charging \$75 for a company to bring all of their sales staff.

Don talked about the flooring kiosk and the future impact

New Business/Fall Meeting:

Bruce will be contacting local courses in Jan & February. Steve mentioned Hawks View in Lake Geneva. Bruce asked that options be sent to him by the first of the year and he will check into the validity.

Steve suggested adding a Mohawk Rep, Janelle to the WiFCA board. Mike Kerns will be inviting Matt Taylor to the next meeting. Steve Walters and Steve Martin are being removed from the board

Adjournment:

Next meeting will be held teleconference on October 29th via teleconference at 7:30am.

Steve Ulik made a motion to adjourn the meeting and Michael Kerns seconded. The meeting was adjourned at 8:45a.m. by Bruce Klainot.

Respectfully Submitted: Sam Hughes