



P.O. Box 44008 Madison, WI 53744-4008 Tel.- 608.848.1960 Fax- 608.848.9266 Web Site: <http://www.ifmadison.org>

Meeting Minutes
IFMA Executive Committee Meeting
Meeting of Tuesday, August 14, 2012
Location: Cuna Mutual – Learning Center
7:30 a.m. – 9:00 a.m.

Attendees: Mike Schwartz, Kyle Roux, Tom Riffle, Jim Zirbel, JR Roethke, Ron Rowe, Karyn Biller, Cheryl Weisensel

Item #1: Call to Order

The meeting was called to order at 8:04 a.m. after a tour of the Cuna Mutual 5810 “Round” Building. IFMA Madison is considering this location for a possible luncheon location. Jim Zirbel and Karyn Biller approve the July 10, 2012 meeting minutes.

Item #2 Officer Reports

- **Secretary Report (Cheryl Weisensel filling in for Patty Sweitzer)**

Jim Zirbel and Karyn Biller approve the July 10, 2012 meeting minutes.

- **Treasurer (Tom Riffle)**

This was Tom’s first submittal of the Financial Report. Due to issues with printing the night prior Tom did request to be able to submit the report by email. Report was sent by email on August 14 at 4:50 PM.

Cheryl Weisensel did report that Recertification had been submitted to IFMA on August 9, 2012. No concerns on submittal have been received from National as of yet. Signature process for access by the new President and Treasurer for the Park Bank financial accounts were completed on August 8, 2012.

Financial Reports are attached and were approved by email by Jim Zirbel and Ron Rowe.

- **Vice President (Kyle Roux)**

Kyle Roux reported that he and Mike Schwartz meet with Bob and Le Jordon of Communicators of Wisconsin (COW) to review the Administrative contract for the IFMA Madison Chapter. Contract is 5 years old and COW will update to reflect new responsibilities. Kyle and Mike asked for a new list of services that reflects what services they currently provide for our chapter. They also mentioned that they could do treasurer services and member packets. COW will be coming to the next Board Meeting to discuss.

COW also offers free conference call connection and Survey Monkey. This would allow the Board to have more conference call meetings in the future; however, it was discussed to have at least four face-to-face meetings. Committee Meetings could run through the conference call connection also. Board felt it was something to consider.

COW did mention concerns of name tag transportation to lunch meetings. JR would look into having this handled internally to the Lunch Bunch Team.



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There was mention of lunch meetings over webinar systems as a way to reach more members. This is a capability through Cuna Mutual.

- **President (Mike Schwartz)**

Brett Wedekind and Leah Samson-Samuel are co-chairing the Professional Development Taskforce, which now includes New School, Education, and Carbon Crunchers. Two representatives plus Cindy Torstveit will head up the Tri-Chapter Planning Committee. Karyn Biller and Cheryl Weisensel volunteered for this committee. It will include the Professional Development Taskforce co-chairs. The Professional Development Taskforce is developing an IFMA Madison Google calendar to have one location for all meetings and events. Can possibly print out three months at a glance calendar and have at lunches. Professional Development is scheduling Snack and Learns as an afternoon learning opportunity. Two events are being planned at this time, one in September and one in November.

Tri-Chapter Alliance pins – looking to develop a lapel pin that would represent all three WI chapters. These would be giving always at professional events like Tri-Chapter and WWP. Mike showed us three styles that were developed by the Presidents of the chapters. Jim Zirbel did add a design to be considered that represented a cow motif. Boards of the three chapters need to have a consensus on the selected pin. If over 500 are ordered then the set up is free. Question was raised if the chapters would want to help subsidize the pins for our chapter. This was approved by Jim Zirbel and Kyle Roux.

Host of upcoming Executive Board Meetings:

- Sept – Cuna Mutual
- Oct & Nov – none listed
- Dec – meet at Capital Brewery prior to Holiday party
- Jan & Feb – MATC
- March – Possible Conference Call
- April & May – C. Coakley
- June – Check with Matt at ULI

- **Immediate Past President (Jim Zirbel)**

Would like to set up Squadcast for upcoming Lunch Meeting held at Madison College West to promote the Facilities Management Certification program. Tom Riffle will assist with this effort.

- **Lunch Bunch (Rob Kritz & JR Roethke)**

JR reported that the August Lunch has been finalized for Madison College – West. Lunch cost is \$17. Question on whether to increase the amount collected for this event since they need to know the total attendees by August 17th. Question was raised for approval of chapter to subsidize the increased cost. This was approved by Ron Rowe and seconded by Karyn Biller.



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Ashlie Hokanson with Eurest, the catering company for the Cuna Mutual Round Building did stop in and to give information on the buffet option if IFMA Madison would be interested in using the facility for their lunch meetings. Cost would be ~\$13 per plate, which includes beverage, meal and dessert. Ashlie provided an example of the menu chooses, but also mentioned that we could customize the menu for more variety. They can accommodate special request for food allergies, vegetarians or vegans. There would be no room charges or A/V equipment charges if IFMA Madison uses the rooms.

- **Member Squad (Roberta Montague & Emily Rowe)**

Mike Schwartz reported that the Member Squad is planning a New Member Breakfast in October.

- **Show and Go (Ron Rowe & Jon Schneider)**

Ron Rowe reported that the Wisconsin Chapters are still planning the afternoon tours on August 30th for JF Ahern in Fond du Lac and Eden Wind Farm. Leah Samson-Samuel is arranging a carpooling effort.

September they are looking to bring in a Risk Management speaker

- **Board of Education (Cindy Torsveidt & Kyle Roux)**

Kyle gave as part of his VP Report

- **Sponsorship Task Force (Barb Milan & Lorelle Micklitz)**

Executive Board voted on the replacement plaque for the 2012 Sponsors. The pervious plaque is no longer offered and the Board selected the Tidal Series

- **News Crew (Jennifer Hardebeck)**

No Report

- **IFMA 2.0 (Dick Pearson & Nathan Hanson)**

Mike Schwartz reported that the updated Membership List is now accessible on the website

- **New School (Larry Barton & Tom Riffle)**

No Report

- **Team PR (John Desens & Brian Hoffman)**

Mike Schwartz reported that the Building the Future is still planned for February 2013



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- **Community Crew (Doug Sutter & Gene Post)**

No Report

- **Sustainability Liaisons (Matt Darga & Leah Samson-Samuel)**

No Report

- **Birdie Brigade (Kim Keister and Karyn Biller)**

Karyn Biller reported that Renee Primo and Kevin Sorg will continue on has members of the Birdie Brigade with Karyn and Kim. Karyn will handle sponsorship and Kim will handle the financial portion of the committee.

Golf is looking like it has netted ~\$4,000 for the event. A fair amount of folks did take advantage of the early bird special. Raffle funds that were collected were used to pay out the golfing prices, so that amount does not look as great has it really is.

Looking to book the event for July 30, 2013, which is the last Tuesday of the month. Start time may be moved to 11:00 with a shot gun start. Looking at changes to the box lunch, something a little lighter.

Karyn recommend that the Birdie Brigade and Sponsorship meld together to maximize the potential of sponsorship for the chapter. Right now they kind-of compete against each other because the Golf Outing follows the Sponsorship drive. Karyn to meet with Sponsorship Task Force to come up with consideration for the Board to consider.

Concerns were raised for the dinner since people automatically pay this as part of their event fees, but many do not stay to eat. We get charge for the dinner regardless if they eat. Would like to explore options to reduce the no shows for this portion of the event. Looking at a possible tier for event cost that separate golf only from golf and dinner. Would include a marginal increase factored to cover unforeseen events.

- **Old Business – None**

The meeting was adjourned around 9:38 a.m. with a motion by Jim Zirbel and JR with a unanimous vote.

Respectfully Submitted:
Cheryl Weisensel, Meeting Minute Recorder



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Account Balances
(Includes unrealized gains)
As of 7/31/2012

Account	7/31/2012 Balance
Bank Accounts	
Checking	13,648.53
Money Market - Reserves	27,314.21
Money market - Scholarship	19,238.56
TOTAL Bank Accounts	60,201.30
Investment Accounts	
CD Park Bank	6,947.52
TOTAL Investment Accounts	6,947.52
OVERALL TOTAL	67,148.82

Cleared Transaction Detail

Date	Num	Payee	Memo	Category	Clr	Amount
Cleared Checks and Payments						
7/2/2012	2651	Madison Mallards	Membership Network Event - Madison M...	Membership:Meals & Entertainment	R	-400.00
7/5/2012	2638	Schroeder Solutions	Envelopes and postage for the New Mem...	Administration:Office Supplies	R	-21.19
7/10/2012	Bnkcrd...	Bankcard Monthly Discount	July	Credit Card Charge	R	-24.70
7/11/2012	2652	COW	May & June 2012 Admin Fees and Phon...	Administration	R	-2,692.91
7/20/2012	2653	Postmaster	General - Stamps	Administration:Postage and Delivery	R	-18.00
7/20/2012	2654	Sheraton	July 2012 Lunch and AV Charges	Meeting & Programs:Lunch Fees	R	-521.16
7/20/2012	2655	Emily Rowe	Madison Mallard Hats Give-away	Membership:Gifts Given	R	-40.00
Total Cleared Checks and Payments						-3,717.96
Cleared Deposits and Other Credits						
7/2/2012	DEP	Golf Event	Golfing	Golf Outings:Green Fees	R	1,700.00
7/2/2012	DEP	Golf	(2) Hole Sponsors	Golf Outings:Sponsorships	R	300.00
7/2/2012	DEP	Golf	Golf Event	Golf Outings:Registrations Fees	R	1,200.00
7/3/2012	DEP	Golf	Golf Event	Golf Outings:Registrations Fees	R	4,195.00
7/16/2012	DEP	Sponsorship	(1) Bronze Level	Annual Sponsorships	R	250.00
7/16/2012	DEP	Golf	Golf Event	Golf Outings:Registrations Fees	R	1,575.00
7/17/2012	DEP	Lunch Fees	July Cash & Checks	Meetings & Programs:Lunch Payments	R	65.00
7/17/2012	DEP	Golf	Golf Event	Golf Outings:Registrations Fees	R	2,295.00
7/18/2012	DEP	Sponsorship	(1) Bronze Level	Annual Sponsorships	R	250.00
7/20/2012	DEP	Golf	Golf Event	Golf Outings:Registrations Fees	R	695.00
7/20/2012	DEP	Golf	Golf Event	Golf Outings:Registrations Fees	R	1,165.00
7/23/2012	DEP	Golf	Golf Event	Golf Outings:Registrations Fees	R	1,040.00
7/27/2012	DEP	Golf	Golf Event	Golf Outings:Registrations Fees	R	675.00
7/31/2012	DEP	IFMA DOM Pmt W11	July 2012 Dues Received	Membership Dues Reimbursement	R	1,012.00
Total Cleared Deposits and Other Credits						16,417.00
Total Cleared Transactions						
Total Cleared Transactions						12,699.04

FISCAL YEAR JUL 1, 2012 - JUNE 30, 2013					
IFMA Chapter Budget 2012-2013	Approved Budgeted Amounts	Jul-12	YTD TOTAL	DIFF (+/-)	Comment
REVENUES:					
MEMBERSHIP					
MEMBERSHIP DUES REIMBURSEMENT	17,340.00	1,012.00	1,012.00	(16,328)	170 x \$102 per Membership from IFMA
TOTAL MEMBERSHIP REVENUE:	17,340.00	1,012.00	1,012.00	(16,328)	
MEETINGS & PROGRAMS					
REGISTRATION FEES (Lunch Payments)	5,000.00	65.00	65.00	(4,935)	Payment for Lunches:
SPONSORSHIPS	3,700.00		0.00	(3,700)	Annual Event Sponsorships
OTHER MEETINGS & PROGRAMS (Awards Event)	3,750.00		0.00	(3,750)	75 participants @ \$50 pp
OTHER MEETINGS & PROGRAMS (Brewer Outing)	650.00		0.00	(650)	Payment for Brewer tickets by attendees -
ANNUAL SPONSORSHIPS	17,000.00	500.00	500.00	(16,500)	
TOTAL MEETINGS & PROGRAM REVENUE:	30,100.00	565.00	565.00	(29,535)	
GOLF OUTINGS					
REGISTRATION FEES	16,300.00	11,840.00	11,840.00	(4,460)	Green Fees & Dinner Payments
SPONSORSHIPS	4,000.00	3,000.00	3,000.00	(1,000)	Raffle revenue & sponsors
TOTAL GOLF OUTINGS REVENUE:	20,300.00	14,840.00	14,840.00	(5,460)	
EDUCATIONAL					
REGISTRATION FEES (CFM)	0.00		0.00	0	
REGISTRATION FEES (FMP)	4,500.00		0.00	(4,500)	FMP Registration Fees for Aug 2012 Sessions (Not Budgeted)
REGISTRATION FEES (Tri-Chapter)	9,400.00		0.00	(9,400)	Based on \$8,000 for fees & \$1,400 in Sponsorship
SPONSORSHIPS			0.00	0	
TOTAL EDUCATION REVENUE:	13,900.00	0.00	0.00	(13,900)	
PUBLICATIONS & WEB SITES					
NEWSLETTER ADVERTISING			0.00	0	
MEMBERSHIP DIRECTORY ADVERTISING			0.00	0	
MAILING LIST SALES			0.00	0	
WEB-SITE ADVERTISING			0.00	0	
TOTAL PUBLICATIONS:		0.00	0.00	0	
ADMINISTRATIVE:					
INTEREST EARNED	156.00	3.23	3.23	(153)	Interested earn on Savings & CD
NET GAIN / (LOSS) ON INVESTMENTS			0.00	0	
OTHER REVENUE:			0.00	0	
TOTAL ADMINISTRATIVE AND OTHER:	156.00	3.23	3.23	(153)	
TOTAL REVENUE	81,796.00	16,420.23	16,420.23	(65,376)	
EXPENSES:					
MEMBERSHIP:					
POSTAGE	25.00	27.00	27.00	(2)	Stamps
PRINTING	450.00		0.00	450	
SUPPLIES	80.00	12.19	12.19	68	Envelopes for Ne3w Member bfeest
WEB-SITE DEVELOPMENT & MAINTENANCE	900.00		0.00	900	Annual Domin Fee for May
TOTAL MEMBERSHIP EXPENSES:	1,455.00	39.19	39.19	1,416	
MEETINGS & PROGRAMS:					
FOOD/BEVERAGE	6,100.00	381.06	381.06	5,719	Monthly Lunch Cost - thru July
SPEAKERS HONORARIUMS	1,600.00		0.00	1,600	
FACILITY RENTAL/AV COST	2,800.00	140.10	140.10	2,660	Monthly A/V & Room Rental, Holiday Room Rental
Network Member Event	1,000.00	440.00	440.00	560	PR & Member Squad Networking Events: Mallard Hats
New Membership Events	600.00		0.00	600	New Member Bfeest (4x150)
Organization Sponsored Events	650.00		0.00	650	Brewer Game with SEW
Annual Awards Event (Meal & Parking)	5,575.00		0.00	5,575	
Other (Should not be more than 10% of Meetings & Programs)	0.00		0.00	0	
TOTAL MEETING & PROGRAM EXPENSES:	18,325.00	961.16	961.16	17,364	
GOLF OUTINGS					
FOOD & BEVERAGE	8,200.00		0.00	8,200	box lunches, dinners

IFMA Chapter Budget 2012-2013		Approved Budgeted Amounts	Jul-12	YTD TOTAL	DIFF (+/-)	Comment
COURSE FEES		8,000.00		0.00	8,000	Green Fees
OTHER		1,800.00		0.00	1,800	Raffle Prizes, raffle tickets & signs
TOTAL GOLF OUTING EXPENSES:		18,000.00	0.00	0.00	18,000	
EDUCATIONAL SEMINARS						
FOOD & BEVERAGE - Circle of Excellence		700.00		0.00	700	
SPEAKERS HONORARIUM & GIFTS		50.00		0.00	50	
FMP Training		4,500.00		0.00	4,500	FMP Registration for Aug 2012 Sessions (Not Budgeted)
FACILITY RENTAL				0.00	0	
Tri Chapter in Madison		9,400.00		0.00	9,400	
Leadership Training (2 for Facility Fusion)		3,400.00		0.00	3,400	Facility Fusion Expenses
TOTAL EDUCATIONAL SEMINARS EXPENSES:		18,050.00	0.00	0.00	18,050	
PUBLICATIONS:						
NEWSLETTER PRINTING & POSTAGE		0.00		0.00	0	
DIRECTORY PRINTING & POSTAGE		0.00		0.00	0	
OTHER				0.00	0	
TOTAL PUBLICATIONS EXPENSES:			0.00	0.00	0	
ADMINISTRATIVE EXPENSES:						
SALARIES & WAGES		16,260.00	2,692.91	2,692.91	13,567	Admin Fees plus phone charges thru June 2012
DONATIONS/GIFTS/COMMUNITY SERVICE		500.00		0.00	500	
IFMA CONFERENCE(S) EXPENSES (INCLUDING TRAVE		2,200.00		0.00	2,200	Pres WWP Registration \$, hotel & flight
SCHOLARSHIPS		3,000.00		0.00	3,000	WWP Winner
ACCOUNTING/LEGAL		0.00		0.00	0	
OTHER (Board & Committee Appreciation Gifts)		800.00		0.00	800	Gift Cards to Board Members
OTHER (Sponsorship Awards)		1,000.00		0.00	1,000	
OTHER EXPENSES		1,800.00	24.70	24.70	1,775	Credit Card Fees + Annual Bank Service Charge
TOTAL ADMINISTRATIVE EXPENSES		25,560.00	2,717.61	2,717.61	22,842	
TOTAL EXPENSES:		81,390.00	3,717.96	3,717.96	77,672	
NET INCOME (LOSS)		406.00	12,702.27	12,702.27		