Exec Committee Meeting Minutes
Tuesday April 10, 2018
CG Schmidt Office

<table>
<thead>
<tr>
<th>Title</th>
<th>Name</th>
<th>Present</th>
<th>Substitute</th>
<th>Present</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Mark Schwenn</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vice President</td>
<td>Kendall McWilliams</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Immediate Past President</td>
<td>JR Roethke</td>
<td>X - phone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Treasurer</td>
<td>Todd Greenwald</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secretary</td>
<td>Dirk Mason</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Committees
- News Crew: Kelly Everson
- Community Crew: Jim Zirbel X - phone
- Lunch Bunch: Ron Rowe X - phone, Jason Willemereck
- Member Squad: Matt Tranchita
- Programs and Tours: Jon Schneider X
- Birdie Brigade: Vacant
- Professional Development: Patricia Sweitzer
- Sponsorship: Sarah Dunn X
- IFMA 2.0: Vacant
- Facilithon: Kendall McWilliams

IFMA Madison Members
- IFMA member

Call to Order & Introductions
Mark Schwenn called the meeting to order at 9:17 am. A quorum was present.

Officer Reports
- Secretary (Dirk Mason):
  - A motion to approve the 3/13/18 meeting minutes was made by Jon Schneider and seconded by Mark Schwenn. The motion was approved unanimously.

- Treasurer (Todd Greenwald):
  - Current account balances are:
    - Money Market 2: $22,371.09
    - Operating: $60,670.56
    - Total: $83,041.65
  - Todd expressed the Treasurer should be at least a two year term versus a one year term. Mark Schwenn has discussed this idea with Francis. The by-laws would need to be adjusted accordingly.
  - Todd provided an update on the new process payment process.
  - A motion to approve the Treasurer report was made by Mark Schwenn and seconded by Jon Schneider. The motion was approved unanimously.

- Vice President (Kendall McWilliams):
  - Professional Member only gathering
    - Survey is set up
    - Survey is on hold, pending strategic planning session.
Facility Fusion Updates

- Strongly encourage Facility Fusion Leadership Training sessions every year.
- The leadership training was excellent.
- Kendall sent out 7 pages of notes to officers for review.
- Kendall provided a few thoughts on key areas the Chapter should rethink:
  - Officers only versus entire executive board meetings, increase the frequency of the “executives” meeting.
  - Increase FM draw to the Chapter through education and tour opportunities.
  - Increase Associates opportunity for exposure and participation.
  - Relationships are key.

Immediate Past President (JR Roethke):

- The position held, by our luncheon sponsor at CUNA mutual, has had job eliminated effective June.
- Need to find a new sponsor to continue lunch meetings at CUNA.
- Currently luncheons are scheduled through 2018 unless something changes.

President- (Mark Schwenn):

- Treasurer position – Francis Balthazor will step up to become the treasurer for two-years pending by-law changes.
- Membership – Mark had an excellent meeting with Matt regarding membership. Talked about needing a co-chair. Matt needs a help jumpstarting committee initiative.
- Chapter business service discussion:
  - Committee agreed it was worth investigating service options to determine the cost/benefit.
  - Historically, the cost was $20,000 per year.
  - Milwaukee is currently paying $30,000 per year.
  - Consider student intern.
  - Consider only website updates.
- Committee leadership discussion:
  - IFMA 2.0 Chair – JR is still currently acting chair – still looking for chair.
  - Community Crew Co-Chair.
  - Birdie Brigade.

Team Reports

- Lunch Bunch (Ron Rowe):
  - March meeting numbers:
    - Attendees 27
    - RSVPed 25
    - RSVPed but did not attend 6
    - Attended but did not RSVP 4
  - No luncheon in April – Tri Chapter in Green Bay.
  - Next luncheon May 15 at CUNA.
  - No June luncheon.
  - June meeting to be at Cambridge Winery on Whitney Way.

- Member Squad (Matt Tranchita):
  - Mark talked to Matt as noted in the President report.
  - Ideas discussed regarding the committee:
    - Develop a recruitment list.
    - Develop a sales sheet regarding why join.

- Programs and Tours (Jon Schneider):
  - Working on a May speaker.
  - Working on an April tour.
    - Saint Paul University Catholic Center.

- Birdie Brigade (vacant):
  - Oaks Golf Course on Tuesday, July 24th.
Mark and Todd are currently heavily involved with the planning.
Amy has brought on Karen. Todd and Mark are working to integrate Karen and hand off greater responsibility.

- **Professional Development Task Force (Patricia Sweitzer):**
  - No update from Patricia
  - It was strongly suggested that IFMA Madison should focus on offering an SFP course in 2018.

- **Sponsorship Task Force (Sarah Dunn):**
  - Sarah completed the Sponsorship Boards.
  - Mark picked the board following the meeting.
  - JR will confirm the website is updated with the correct logos.

- **News Crew (Kelly Everson):**
  - No update

- **IFMA 2.0 (vacant):**
  - No update

- **Community Crew (Jim Zirbel):**
  - Intend to do something in May
  - Sarah mentioned the East Madison Little League as another idea

- **Facilithon (Kendall McWilliams):**
  - Amanda Kemper – Must present Todd with a receipt for payment
    - Kendal will follow up with Amanda
  - The State event is on April 24 and 25
  - Help is needed:
    - Afternoon of 24
    - All day 25
    - Shifts are 8 am to 12 pm and 12 pm to 5 pm
  - 28 students are currently signed up
  - JR will become the Wisconsin Director next year

**Old Business**

- Strategic Planning discussion
  - The idea of an Executive Committee retreat was discussed further.
  - It was proposed the five-person executive team consisting of the President, Past President, Vice President, Secretary and Treasurer conduct a strategic planning retreat. Components of the retreat includes:
    - A visit to successful chapter with some relationship to the Madison chapter. Chapters discussed were Atlanta and Orlando.
    - Work with the Chapter leadership discussing best practices and how their chapter has achieved success.
    - Depending on the chapter visited, the meeting may include a Facilithon component which would include Jim Zirbel.
    - Begin/complete strategic meeting on-site
  - Thoughts
    - Why Orlando vs Atlanta vs other
    - Jim is going to digest the Facilithon angle
    - Following the retreat, the planning process would include another phase to include committee members.

**New Business**

- The bylaws should be reviewed and updated accordingly.
- The Executive Committee will meet, via conference call, to discuss the executive retreat.
- The meeting will be on April 26 at 9 am
- Call 608-535-6475, no pin required.
ITEM #4: Adjournment:
A motion to adjourn was made by Mark Schwenn and seconded by Todd. Approved unanimously. The meeting adjourned at 10:24 am.

The next Executive Committee meeting is scheduled for Tuesday, May 8, 2018 at 9:15 am at CG Schmidt’s office located at 10 West Mifflin Street, Suite 400. Parking is validated courtesy of CG Schmidt.