Call to Order & Introductions
The meeting was called to order at 8:31 am, a quorum was present.

Item #1: Officer Reports

- Secretary (Dirk Mason)
  - Review/approve Meeting Minutes from June 12, 2019
    - A motion to approve the June meeting minutes was made by JR and seconded by Todd. The motion was approved with a vote of 5 yes with 1 abstention (Dirk as he did not attend the last meeting).
  - By Laws – update
    - The bylaws have not been sent to IFMA. We still need to vote on the by-laws as a chapter.
    - Dirk will finalize the by-laws for the Executive Committee review.
    - These changes will be voted on at the next luncheon in August.

- Treasurer (J.R. Roethke)
  - Review and approve financial report / account balances for June 2019
    - Current account balances are:

      | Account              | Balance     |
      |----------------------|-------------|
      | Money Market 2       | $22,383.46  |
      | Operating            | $52,160.16  |
      | **Total**            | **$74,543.62** |

    - P&L reports have not been fixed by Quicken, the P&L has been corrected by hand
      - Income: $5,582.75
      - Expenses: $9,080.77
      - **($3,498.02)**

      - A motion to approve the June Financial Report was made by Dirk and seconded by Mark. The motion was approved unanimously.

  - The credit card limits have not been resolved. JR is waiting for IFMA to come back with Financial Institution Registration.
• The Chapter needs to address 6 years of delinquency with the State of WI DFI
• Our registration with the State was not been renewed since 2010.
• This hold be taken care of by Aug. meeting.

• **Vice President (Francis Balthazor)**
  - No update provided

• **Immediate Past President (Kendall McWilliams)**
  - Tri-Chapter survey needs to be sent out.
    - Both JR and Todd have created surveys in Star Chapter. Todd offered to help Kendall as necessary.
    - The Chapter decided to send out the survey regardless of length.
    - Todd and Kendall will connect on Friday to get this done.
  - Update on call with Tri-Chapter team
    - Milwaukee is hosting the next Tri-Chapter
    - They have started planning with a kick off meeting which Kendall attended.
    - The topic will be on Business Continuity
    - Going forward the Madison Chapter’s should have the Treasure and Past President on the call. Others are welcome to participate. Ideally the President will be able to join for informational purposes. Mark indicate he will probably join the meetings as well.
    - Todd and Kendall will be meeting on Friday to finalize the leadership transition.

• **President (Todd Greenwald)**
  - Discuss implementation of operating budgets
    - The proposed budget will only show expenses, no income
    - Should be able to come up with an accurate budget using FY2018/2019 numbers
    - Categories
      - Executive Committee
      - Membership Sponsorship
      - Events
      - Communications
      - Professional Development
    - Reach out to all committees for input
    - The budget will be reviewed and voted on at the August meeting.
    - Dirk questioned the value of a budget that does not include income. Todd did not want to confuse the budgeting process with overly optimistic income projections. Dirk noted that the income could be on a high level from FY 2018/2019 and not have optimistic projections. This would allow us to have a sense of our spending in relationship to income.
  - Discuss plan for future networking events
    - This item was introduced, but discussion tabled until next month. The questions are:
      - Do we want continue what we are doing?
      - How do we increase activity?
      - What do members want
    - Currently we have approximately 36 active members out of a membership of about 125-130
  - Discuss monthly plan for expiring members
    - The membership/sponsorship committee needs to come up with a plan to implement.
  - Discuss LinkedIn activity
    - The Chapter has a LinkedIn page, Todd has been transferred the Admin. Rights.
    - The page needs more activity. Todd encourages everyone to post information to the page.
  - Discuss plan for website management and updates
    - The website needs to get completed. This has been lingering too long, we have gone through two AkitaBox volunteers to no avail.
    - Todd, Dirk, and JR will work together to get this wrapped up.
  - Discuss Madison Chapter Executive meeting with Northeast Chapter
    - Todd reached out to Patty (Green Bay) and Brett (Milwaukee) to discuss ideas for Exec Teams to meet up, exchange ideas, and create better synergies between chapters.
    - Patty Hendrickson (GB) loves the idea.
- Brett (MKE) has not responded
- Sept 24 – GB Chapter is having a meeting in Fon du Lac, a Tour of Grande Cheese
- Todd would like to have at least the President, Past President and Vice President attend. Any others are welcome. Todd will follow up with the details via email.

  - Todd sent new Exec info to IFMA National
    - IFMA messed up the process and Todd is sorting this out.

  - Create spotlight for “Member of the Month” on website and email – provide simple award
    - Member of the month – promote membership on LinkedIn, Email/Newsletter
    - Develop a physical award.
    - Todd will follow up with details for further discussion.

- Executive Committee Advisor (Mark Schwenn)
  - Mark is currently helping with the Golf Outing planning and Membership/Sponsorship
  - Mark views his role to help with any committee depending on the need.

**Item #2: Team Reports**

- Events Committee (Amy Wildman)
  - Kendall will be chair moving forward.
  - Future networking events
    - Need help generating ideas for events
  - June Event – Tour Overture Center & Happy Hour
    - 21 registered
    - 15 people attended
    - Kendall will reconcile in Star Chapter
  - July Event – Golf Outing
    - 86 registered to date
  - August Event – TBD
    - CUNA lunch
    - State of Chapter Address by Todd
  - September Event – Lunch at CUNA
    - Date: September 17th
    - Presentation: Trane
  - Austin volunteered to help with the Events Committee as well as Membership/Sponsorship with a focus on sponsorship. Stepping in to replace Sarah Dunn

- Membership and Sponsorship (Michele Wesner, Austin Rausch or Matt Tranchita)
  - Fall Campaign
    - Review Sponsorship benefits – talking about these during committee meetings?
    - Begin to develop Sponsorship package and identify prospective Sponsors for 2020
  - Update on new member Betty Lou Cruise
    - 24 attended
    - Getting folks involved
    - Well attended
  - Plan for connecting with new members
    - How to connect
  - Roster = 128 Total, 3 joined in the past 30 days, 7 expiring in 30 days, 12 expired
  - Attend trade shows have a booth
    - WASBO
  - Monthly plan for expiring members
    - What are we currently doing
    - Future plan
  - How to highlight and encourage members to be more active – Austin will investigate

- Communications (Kelly Everson)
  - Website redesign update – Outlined in President’s report
    - Link the website to the Chapter’s LinkedIn page
  - Work with Todd to develop Chapter Newsletter (quarterly)
  - Connect with Kelly
    - Photo Gallery
    - President Message to include in Newsletter
• Professional Development (Todd Greenwald)
  o CFM review books and Flash Cards – where will we store these?
  o Discussed the idea of a member only link for flash cards

Item #3: New Business
• Next meeting is scheduled for August 14, 2019 at 8:30am at C.G. Schmidt's office
• A motion to adjourn was made at 9:41 by Dirk and seconded by Austin. Motion approved unanimously.