IFMA Exec Committee Meeting Minutes  
Friday, August 16, 2019  
LOCATION: 44 E. Mifflin Street, Suite 304 – Compass Properties Office

<table>
<thead>
<tr>
<th>Title</th>
<th>Name</th>
<th>Present</th>
<th>Substitute</th>
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<tbody>
<tr>
<td>President</td>
<td>Todd Greenwald</td>
<td>X</td>
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<tr>
<td>Vice President</td>
<td>Francis Balthazar</td>
<td>X</td>
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<td>Immediate Past President:</td>
<td>Kendall McWilliams</td>
<td>X - Phone</td>
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<td>Treasurer</td>
<td>JR Roethke</td>
<td>X</td>
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<td>Secretary</td>
<td>Dirk Mason</td>
<td>X - Phone</td>
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<tr>
<td>Executive Committee Advisor</td>
<td>Mark Schwen</td>
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**Committees**

- **Events Committee**  
  - Kendall McWilliams  
  - Kris Lerdahl-Foust  
  - X
- **Membership & Sponsorship**  
  - Austin Rausch  
  - Matt Tranchita
- **Communications**  
  - Kelly Everson  
  - X
- **Professional Development**  
  - Vacant (Todd Greenwald)

**IFMA Madison Members**

- IFMA member

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**Call to Order & Introductions**

The meeting was called to order at 8:36 am, a quorum was present.

**Item #1: Officer Reports**

- **Secretary (Dirk Mason)**
  - Review/approve Meeting Minutes from July 10, 2019
  - A motion to approve the June meeting minutes was made by JR and seconded by Francis. The motion was approved unanimously
  - By Laws – update
  - Dirk will update the By-laws and send to Todd prior to the meeting.
  - The By-laws will be introduced and voted upon later.

- **Treasurer (J.R. Roethke)**
  - Review and approve financial report / account balances for July 2019
  - Current account balances are:
    - Money Market 2: $22,384.47
    - Operating: $62,576.80
    - Total: $84,961.07
  - P&L to date, Note the P&L is not calculated using Quicken.
    - Debits Year To Date $29,238.49 with (47) transactions
    - Credit Year To Date $35,721.72 with (68) transactions
    - + $6,483.23 year to date 7/31/19
  - A motion to approve the July Financial Report was made by Francis and seconded by Kelly. The motion was approved unanimously.
  - JR passed the golf outing summary onto Kris.
  - The credit cards are up to date.
JR is waiting for IFMA to come back with Financial Institution Registration, has asked Josh with IFMA International as it is their responsibility. It is their responsibility. JR will do it if IFMA does not step up.
- 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)**
  - Francis reported that his goal is to learn what Todd is doing.

- **Immediate Past President (Kendall McWilliams)**
  - Tri-Chapter
    - Kendall will attend the Tri-Chapter planning meetings hosted by the Milwaukee Chapter.
    - No new updates
  - Holiday Party
    - Being the responsibility of the Past President, Kendall will plan this event.
    - Mark will assist.

- **President (Todd Greenwald)**
  - Implementation plan for operating budgets. Schedule for data collection. (template previously emailed and sample available for review)
    - Todd developed a budget using JR recertification data
    - FY July 2019 to June 2020
    - JR stated the Treasurer needs to know what is in these categories.
    - JR will work on getting the numbers from Last 2 years
    - Dirk will scrub the minutes to pull data from minutes.
    - Goal of getting it done in September
  - Discuss plan for future networking events. Create 2019/2020 plan.
    - Moved to Membership
  - Discuss monthly plan for expiring members. Update from Membership Committee?
    - Expiring member report discussion
      - Can membership send an email to each expired member
      - Matt and Michelle are contacting via email or phone
      - Ask why expired
        - Missed email
        - Value
        - Etc.
  - Discuss LinkedIn activity.
    - Todd trying to post once a week to the site.
    - Add activity to help value proposition for members and sponsors
    - Everyone is encouraged to participate, this could be as simple as commenting on a post.
    - This provides another means of connecting with members
    - Content
      - Anything industry related
      - Ask question like forum email, but more local
  - Discuss plan for website management and updates. Deadline of September 30th for team (Todd, Dirk and JR to develop needed changes).
    - Todd will send out an invite
  - Discuss Madison Chapter Executive meeting with Northeast Chapter. Confirmed for September 24th.
    - Todd will send an email with details
    - In the past we discussed having the Past President, President, and Vice President attend.
    - Anyone from the board is welcome.
  - Create spotlight for “Member of the Month” on website and email – provide simple award.
    - Todd introduced the idea with the following highlights:
      - Pick an IFMA Madison member
      - Feature on website, linkedin, etc.
      - Ask Questions
      - Provide desk award – estimated to be approximately $65
    - Discussion topics included
      - How to select members?
      - Monthly is a lofty goal
      - Try for quarterly
      - Ask for nominations
• Keep a running tally of name on the agenda
• Aim for 4th QTR 2019 implementation (October)
• Who handles this?
  o Membership committee to engage with membership
  o Todd will assist
• Todd will follow up with Membership
• Motion of to pursue the “Quarterly IFMA Madison Member Spotlight” was motioned by Todd, seconded by JR. The motion was approved unanimously.
  
  o Create schedule for Sponsorship Drive.
    ▪ Austin is taking over sponsorship from Sarah.
    ▪ Mark will get together with Austin.
    ▪ Should have Sponsorship package ready to run October.

  o Blue Book Network alliance discussion highlights:
    ▪ Looking to get involved with IFMA Madison
    ▪ Sounds complex and could be a “slippery slope” and could open flood gate for other organizations, etc.
    ▪ Reach out to blue book saying not interested, but membership or sponsorship opportunities
    ▪ Mark will reach out about membership and potential sponsorship opportunities.
    ▪ Todd will follow up with the alliance regarding the boards decision.

  o Reimbursement plan for scholarships and other approved expenses.
    ▪ It was agreed by all that if the item has been approved, then a check should be written for reimbursement.

  o Discuss plan for future networking events
  o Casino Royale – IFMA Gala
    ▪ Looking for Gifts
    ▪ Send them a Visa gift for $400
    ▪ Francis to provide IFMA Foundation $400 Kelly for gala
    ▪ A motion to provide the IFMA Foundation with a $400 VISA gift card was made by Francis and seconded by Kelly. The motion was approved unanimously
    ▪ JR will take care of this

• Executive Committee Advisor (Mark Schwenn)
  o Identify ways to include Mark as “Contact Person” for teams

**Item #2: Team Reports**

• **Events Committee (Kris and Kendal)**
  o Golf Outing Discussion items.
    ▪ Need to reevaluate sponsorships
    ▪ Increase sitting at hole fee.
    ▪ Currently a great value
    ▪ Opportunity to raise more revenue.
    ▪ Buy a Mulligan – get a golf ball
    ▪ Event income of $4,000 for 2019 outing
    ▪ Aim for higher participation
  
  o August Event – Lunch
    ▪ Todd to present – review of Chapter and Networking
  
  o September Event – Lunch at CUNA
    ▪ Date: September 17th
    ▪ Presentation: Trane
  
  o October event - WWP
  
  o Nov – UW Tailgate Party
  
  o Dec – Holiday Party

• **Membership and Sponsorship (Michele Wesner or Matt Tranchita)**
  o Need to assign someone to import
  
  o Todd and JR both did it recently
  
  o Review Sponsorship benefits – talking about these during committee meetings?
  
  o Begin to develop Sponsorship package and identify prospective Sponsors for 2020
How is IFMA national website info being handled for Chapter website? Data does not align. THIS SHOULD BE DONE MONTHLY ON THE SAME DAY OF EVERY MONTH. 1st and 15th every month.

- **Communications (Kelly Everson)**
  - Create a link to the LinkedIn page from our website
  - Kelly will investigate a Facebook page
  - Work with Todd to develop Chapter Newsletter (quarterly)
    - Need a group effort to submit content
    - Need a plan/content calendar
    - Kelly will run with it.
  - Email to list all events.

- **Professional Development (Todd Greenwald)**
  - No update

**Item #3: New Business**

- Next meeting is scheduled for September 11, 2019 at 8:30am at C.G. Schmidt's office
  - NEED TO RESCHEDULE BECAUSE OF CBG GOLF OUTING
- Avoid Tuesdays
- A motion to adjourn was made at 9:59 by JR and seconded by Francis. Motion approved unanimously.