Call to Order & Introductions

Mark Schwenn called the meeting to order at 9:05. At this time, no one was on the phone and the call was terminated.

A quorum was present.

ITEM #1: Officer Reports

- **Secretary (Dirk Mason):** A motion to approved the 7/11/17 meeting minutes was made by Todd Greenwald and seconded by Mark Schwenn. The motion was approved unanimously. Dirk Mason abstained.

- **Treasurer (Todd Greenwald):** Todd Greenwald presented the current balances in the IFMA accounts. Discussion took place regarding the best strategy with the accounts. Based on a recommendation by Todd, Kendall McWilliams motion to move Money Market Account 2 to 15 month CD and Money Market Account to the Operating Account and seconded by JR Roethke. The motion was approved unanimously.

- **Vice President (Kendall McWilliams):** Kendall McWilliams did not have anything to report at this time. Later in the meeting Kendall suggested adding an item to the Vice President’s “to-do” list:
  - Work to actively recruit volunteers for committee and future executive board positions.

- **Immediate Past President (JR Roethke):** JR Roethke and Kendall McWilliams scheduled a time on Friday 8/11/17 at 11:30 to draw 16 names to pick 2 World Workplace Scholarships.

- **President- (Mark Schwenn):** Mark Schwenn lead a discussion on the following:
World Work Place (WWP) is scheduled as the same week as the IFMA Madison October Luncheon, the committee decided to cancel the October meeting and encourage as many members as possible to attend WWP.

Mark proposed the idea of another meeting time. It was proposed that Mark query the Executive Committee to determine if 3:00 to 4:00 pm the second Tuesday of every month would work. JR noted he had a standing meeting from 2:00 – 3:00 that occasionally ran over.

Team Reports

- **Lunch Bunch (Ron Rowe):** Ron Rowe provided an update via email for the 7-18-17 luncheon, 32 RSVPed and 35 attended, the details are:
  - 3 members RSVPed but did not attend
  - 1 guest RSVPed but did not attend
  - 4 members attended but did not RSVP
  - 3 guests attend but did not RSVP

- **Member Squad (Matt Tranchita):** Mark provided an update that Matt is in the process of contacting all dropped, expiring, and new members.

- **Programs and Tours (Jon Schneider):** Mark reported that the August 15th Speaker is Steve Van Dyke speaking about active shooter situations. Mark stressed that the presentation must be informational and not a sales pitch.

- **Birdie Brigade (Amy Wildman):** Amy Wildman estimated that the golf outing brought in an estimated gross revenue of $12,265. It was estimated that this will result in approximately the same net revenue for the Chapter as last year, despite lower registration numbers. The difference could be attributed to having “hole sponsors”. The Committee discussed the success of the outing and how gracious Bridges are as a venue. Amy presented the idea of research other venues to “move” the event around Madison every couple of years to keep it fresh. The Committee was supportive of this idea provided the cost of the venue were similar to the Bridges.

- **Professional Development Task Force (Patricia Sweitzer):** Patty Sweitzer provided an email update that two members requested a scholarship. They are JR Roethke and Don Wood.

- **Sponsorship Task Force (Sarah Dunn):** No update was provided by Sarah. JR reported that there are only 3 – sponsors. All three are at the $1,000 level, they are Pearson Engineering, C&W Services, and CUNA. The Committee discussed the need to revisit the “white paper” and develop a more robust value proposition and list of benefits are various sponsorship levels. The Committee all agreed that everyone has a vested interest in helping develop this. Mark Schwenn will reach out to the Milwaukee Chapter to learn more about their ask, etc.

- **News Crew (Kelly Everson):** Mark Schwenn reported that the August luncheon is listed on the website and an announcement email was sent.

- **IFMA 2.0 (Need Chair Person – JR Roethke interim chair):** JR Roethke mentioned the home page needed to be updated and representative articles. A chair is still needed.

- **Community Crew (Jim Zirbel):** no report

- **Facilithon (Kendall McWilliams):** no report. Facilithon will pick up one the school year starts.

ITEM #2: Old Business

No old business

ITEM #3: New Business

A Chapter Budget still needs to be developed and approved. Budget development is pending feedback from all teams regarding anticipated expenses and revenue. Todd has communicated with the teams that typically have expenses. He will reach out to all teams/committees.

A discussion regarding financial procedure highlighted the following:

- The website revenue collection should always be reconciled with the Treasure/account
- Start moving towards having checks written by treasure to be signed by president or vice president at the monthly Executive Committee Meeting
- The budget/financials should include expense and revenue for each committee/team to facilitate a better fiscal understanding of the Chapter.

ITEM #4: Adjournment

The meeting adjourned at 10:00 am. The next Executive Committee meeting is scheduled for September 12, 2017.