IFMA Exec Committee Meeting Minutes  
Thursday September 12, 2019  
LOCATION: 44 E. Mifflin Street, Suite 304 – Compass Properties Office

<table>
<thead>
<tr>
<th>Title</th>
<th>Name</th>
<th>Present</th>
<th>Alternate</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>
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<tr>
<td>Immediate Past President:</td>
<td>Kendall McWilliams</td>
<td>X - Phone</td>
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<tr>
<td>Treasurer</td>
<td>JR Roethke</td>
<td>X</td>
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<tr>
<td>Secretary</td>
<td>Dirk Mason</td>
<td>X</td>
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<tr>
<td>Executive Committee Advisor</td>
<td>Mark Schwenn</td>
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Committees

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<tr>
<th>Committees</th>
<th>Name</th>
<th>Present</th>
<th>Alternate</th>
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<tbody>
<tr>
<td>Events Committee</td>
<td>Kendall McWilliams</td>
<td>X - Phone</td>
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<tr>
<td>Membership &amp; Sponsorship</td>
<td>Austin Rausch</td>
<td>X</td>
<td>Michele Wesner</td>
<td></td>
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<tr>
<td>Communications</td>
<td>Kelly Everson</td>
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<td>Professional Development</td>
<td>Vacant (Todd Greenwald)</td>
<td>X</td>
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IFMA Madison Members

| IFMA Madison Members                | IFMA member               |

Call to Order & Introductions
The meeting was called to order at 8:46 am, a quorum was present.

Item #1: Officer Reports

- Secretary (Dirk Mason)
  - Review/approve Meeting Minutes from August 16, 2019
    - A motion to approve the August meeting minutes was made by JR and seconded by Austin. The motion was approved unanimously.
  - By Laws – update
    - A new tab called By-Laws will be created in the Member section.
    - The by-laws will be posted there.

- Treasurer (J.R. Roethke)
  - Review and approve financial report / account balances for August 2019
    - Current account balances are:
      - Money Market 2: $22,386.37
      - Operating: $52,442.30
      - Total: $74,828.67

      - Year to date P&L:
        - Income $37,041.00
        - Expenses $42,006.67
        - ($4,965.67)

        - A motion to approve the August Financial Report was made by Dirk and seconded by Austin. The motion was approved unanimously.
  - State of Wisconsin Department of Financial Institution Registration update
    - No replies from Joshua at IFMA
    - Todd will send out one last email to Josh prior to the Chapter taking this over.
  - Fiscal Year Budget Presentation (with Dirk Mason) for review and approval
- A healthy conversation about the potential income for the FY compared to the proposed budget.
  - Report 2018/2019 income to IFMA was approximately $35,000.
  - Todd is anticipating revenue this year to be $40,000 to $45,000.
  - The proposed budget will result in a net loss this year. The intent it to invest in the Chapter to increase participation and revenue. Ultimately to have a net zero operating budget.

- The Budget will be as follows:
  - Total Budget of $53,800 and allocated to five “buckets” as follows:
    - Executive Board $22,000
    - Events $24,000
    - Membership/Sponsorship $ 2,300
    - Communications $ 1,500
    - Professional Development $ 4,000

- A motion to approve a FY 2019/2020 Budget of $53,800 was made by Todd and seconded by Austin. The motion was approved unanimously

- **Vice President (Francis Balthazor)**
  - No report

- **Immediate Past President (Kendall McWilliams)**
  - Tri-Chapter:
    - Location will be the Harley Museum
    - April 28 or May 5
    - Next mtg Sept 16
  - Holiday Party progress:
    - No update

- **President (Todd Greenwald)**
  - Encourage LinkedIn activity
  - Website Team (Todd, JR and Dirk) still need to meet
  - Need attendance roster for Northeast Chapter visit (September 24th)
    - Todd will send out a follow-up meeting
  - Continue to develop Quarterly IFMA Madison Member Spotlight
  - Need to communicate our decisions made last month with Blue Book Network
  - JR processed $400 donation to IFMA Foundation
  - October meeting:
    - Plans for WWP
    - Informal gathering with Wisc Chapters

- **Executive Committee Advisor (Mark Schwenn)**
  - No update

**Item #2: Team Reports**

- **Events Committee (Kris and Kendal)**
- **Committee (Amy Wildman)**
  - August Event – Lunch
    - Todd to present – review of Chapter and Networking
    - Members like events during the “workday”
    - low commitment/minimal prep
  - September Event – Lunch at CUNA
    - Date: September 17th
    - Presentation: Trane
  - October
    - MMSD event – October 23rd
    - Send out invite on Sept 18th
  - November event
    - Discussed the tailgating as being more networking than an event
    - Snow/ice removal event to be held in November, details need to be worked out.

**Membership and Sponsorship (Michele Wesner or Austin Rausch)**
  - Begin to develop Sponsorship package and identify prospective Sponsors for 2020
• Should roll out sponsorship in Late October/November
  o Roster = 131 Total, 5 joined in the past 30 days, 4 expiring in 30 days, 6 expired
  o Last month = 130 Total, 4 joined in past 30 days, 5 expiring in 30 days, 7 expired

• Communications (Kelly Everson)
  o Create a link to the LinkedIn page from our website
  o Kelly will investigate a Facebook page
  o 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.
  o Email to list all events.

• Professional Development (Todd Greenwald)
  o No update

Item #3: New Business
• Next meeting is scheduled for Wednesday 11/6 at 8:45am at Compass Properties
• A motion to adjourn was made at 9:35 by JR and seconded by Austin. Motion approved unanimously.