Call to Order & Introductions
Kendall Mcwilliams called the meeting to order at 9:15 am. A quorum was not present at 9:22 am when Amy joined. JR joined at 9:33 am. Jim arrived at 9:48 am.

Item #1: Officer Reports
- Secretary (Dirk Mason)
  - Review/approve Last Month’s Meeting Minutes
    - A motion to approve the September meeting minutes was made by Mark and seconded by Dirk. The motion was approved unanimously.
- Treasurer (J.R. Roethke)
  - Financial report / Account Balances
    - Current account balances are:
      - Sept
        - Money Market 2: $22,375.09
        - Operating: $61,671.98
        - Total: $84,047.07
      - A motion to approve the September Treasurer report was made by Mark and seconded by Amy. The motion was approved unanimously.
- Vice President (Todd Greenwald)
  - No update
- Immediate Past President (Mark Schwenn)
  - Tri-Chapter Updates
    - Location: Epic
    - Have the borrowing space agreement.
    - Can accommodate 100 to 150 people.
    - Update on Accord Account
      - Just sent to Kendall, he will carry it forward.
      - Must split $ over $10,000
    - Possible speaker: Wayne Whitzell or Cheryl Duvall (both spoke at WWP), Dave Weber (Weber and Associates)
  - Holiday party
December 6, 2018 tentative plan

• President (Kendall McWilliams)
  o Balanced Score Card Update (see attached)
    ▪ Post to the website and send to the IFMA Madison chapter
  o Update By-Laws
    ▪ Still in progress
    ▪ Largest update to committee make up
  o WWP Discussion with NE & SW IFMA Chapters
    ▪ President & VP monthly breakfast
    ▪ Monthly calls between Presidents of all three IFMA chapters will begin this month on the 3rd Friday of the month.
      • Develop greater coordination of events
    ▪ Education Committee & Events Committee connect regularly to plan events
    ▪ Look into increasing communication of the education committees between chapters.
      • Maybe use tri-chapter funds (The Accord) for FMP/CFM classes hosted by all three chapters
  o Additional Tri-Chapter coordination/events together
    • Increase communication of events between chapters
    • Brewer game
    • Golf outing with all chapters
      o cap at 144 golfers
      o Increase sponsorship revenue
    • One administrator to oversee all three chapters
      o MKE is paying $30,000
      o Provider is Wham
      o How much more for Green Bay and Madison?
  o President Task List
    ▪ Need to change the name.
    ▪ Function as calendar/planning

Item #2: Team Reports

• Events Committee (Amy Wildman or Ron Rowe) – Report provided by Kendall
  o November Event
    ▪ Tentative City of Madison tour and presentation at the Madison Municipal Building
    ▪ 3pm tour with happy hour to follow
    ▪ Amy has reached out to Matt Tucker, have not heard back.
    ▪ Sarah suggested two others. Sarah will email to Amy the contacts
  o Other events
    ▪ Spark as an option
    ▪ Education committee, do you have any education topics/presentations we need to include in 2019?
    ▪ Events committee meetings are currently scheduled for the last Tuesday of each month at 3pm.
    ▪ Created a presentation tool kit will soon be completed.

• Membership and Sponsorship (Sarah Dunn or Matt Tranchita) – report provided by Mark
  o Sarah needs a list of who’s paid. Mark will follow-up.
  o Goal is to contact people on expiring member/sponsorship list.
  o Thank you letters – template online
  o Review Sponsorship benefits
    ▪ Follow up with Sponsors to confirm that sponsors are taking advantage of their
    ▪ Sarah says we are spectacular

• Communications (Ken Jordan or Kelly Everson)
  o Communications plan update
  o Website redesign update

• Professional Development (Patty Sweitzer)
  o No update provided

Item #3: New Business

Membership updates/downloads from IFMA National were discussed. The chapter needs to update membership in StarChapter on a consistent basis from National. Need to identify who is responsible for this.
Adjournment:
The meeting adjourned at 10:17 am.

The next Executive Committee meeting is scheduled for Tuesday, November 13, 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.