Call to Order & Introductions
The meeting was called to order at 9:04 am, a quorum was present.

Item #1: Officer Reports
• Secretary (Dirk Mason)
  o Review/approve Meeting Minutes for June and July of 2020
    ▪ A motion to approve the June and July 2020 meeting minutes was made by Todd Greenwald and seconded by Matt Tranchita. The motion was approved unanimously.

• Treasurer (J.R. Roethke)
  o Review and approve financial reports for June and July of 2020
    ▪ June 2020 report and account balances:
      
      Money Market 2: $22,393.49
      Operating: $59,055.69
      Total: $81,449.18

    ▪ A motion to approve the June 2020 Financial Report was made by Dirk Mason and seconded by Todd Greenwald The motion was approved unanimously.

    ▪ July 2020 report and account balances:
      
      Money Market 2: $22,393.49
      Operating: $58,640.06
      Total: $81,033.55

    ▪ A motion to approve the July 2020 Financial Report was made by Todd Greenwald and seconded by Francis Balthazor. The motion was approved unanimously.
IFMA recertification paperwork in process, JR will send to International by dues date in September.
  - Financially the Golf Outing is split between the Fiscal years for “recertification”.

IRS letter
  - Received another letter, JR will forward to IFMA to address.
  - The same thing occurred last year.

Banking
  - Continue to work with Park Bank regarding credit cards
    - Updating personal information
    - Requested a card for Francis
    - Currently Todd and JR have cards
    - JR has requested an increase from $2500 to $3500
  - The Chapter must find a new banking option in 2020/2021.

Post Office Box
  - Establish a set address
  - Prevents things from being “lost in the shuffle” to prevent the “worst case scenario”
  - Cost $265 per year
  - Dirk will take over checking the PO Box
  - Francis will talk to the Post Office to check on options for handling mail

WI Financial Institution Registration update
  - The State of WI has not completed their part of approval.

Vice President (Jill Elliot)
  - No items for discussion

Immediate Past President (Todd Greenwald)
  - CFM exam Scholarships
    - Todd Greenwald made a motion to approve up to five scholarship to take the CFM exam for Chapter Members who are in good standing with both IFMA and IFMA Madison. JR Roethke seconded. The motion was approved unanimously.
  - National Foundation Scholarship
    - A discussion regarding supporting the Foundation’s recent ask
    - The Chapter will continue to support foundation through World Workplace Initiatives
    - We currently financially support Faciliton and the Foundation request is a very similar ask.
    - The conclusion was not to support this ask.
  - Concern of member engagement and overall reach discussion.
    - How to get name and what we do in front of people
    - Advertising
      - Google Adword campaign
        - A motion to allocate $150 per month for 4 months on a Google Adword Campaign to promote IFMA Madison Chapter membership by Todd Greenwald and seconded by Jill Elliott. The motion was approved unanimously.

President (Francis Balthazar)
  - Focus on bringing people into the group
  - Continue the fun

Executive Committee Advisor (Mark Schwenn)
  - No items

Item #2: Team Reports
• **Events Committee (Amy Williamson, Kris Lerdahl-Faust)**
  - Virtual event
  - COVID-19: Strategies & Long-Term Planning for Facility Managers
  - August 27, 2020
  - 1:00 PM - 2:30 PM
  - Currently 56 or 58 people registered
  - Todd will be the moderator.

• **Membership and Sponsorship (Matt Tranchita, Peter Devore)**
  - Membership Discussion (started with Todd in the Past President update)
    - How to follow up with renewing members
    - Matt sends out an email about upcoming expiration
    - There is currently not a follow up to emails
    - What is the benefit of IFMA? – “sales”
      - A huge sell has been to connect to other people
    - Have we reached out to other Chapters for advice
      - Yes
      - Most other chapters have “in-person” events
      - This model has all changed with COVID-19
    - Need to have the value proposition that can be “sold” to supervisors for funding.
    - Currently Matt is locked out of the portal
  - Plans
    - New member welcome letter
    - Renewal/expiration
  - Dues
    - Proposal to lower dues from $130 to $100 for at least next 12 months
    - Need to contact national to determine feasibility.
    - Continue this discussion in September.

• **Communications (Kelly Everson)**
  - Contact with Kelly
    - Dirk noticed that Kelly fell off the Executive Board email list. He forwarded the most recent invite with a note about checking in. The email to Kelly was sent on August 5th.
    - Dirk did not receive a response. Dirk will follow up in September.
  - Mark Schwenn Has made contact with JR and Is going to give Francis a class on how to use the website.

• **Professional Development (Todd Greenwald)**
  - See discussion under Past President

**Item #3: New Business**
- Meetings switched to third Thursday of the month
- Next meeting is TBD to be confirmed by via email.
- The meeting adjourned at 10:01 am and approved unanimously.