

**WWA Board MEETING MINUTES**

**MEETING:** 2020 Fall Virtual Meeting

**WWA Fall In-Person Meeting**

Fri, Oct 23, 2020 8:30 AM - 12:30 PM (CDT)

**Please join my meeting from your computer, tablet or smartphone.**

<https://global.gotomeeting.com/join/776611349>

**You can also dial in using your phone.**

United States (Toll Free): [1 877 309 2073](tel:18773092073)

United States: [+1 \(646\) 749-3129](tel:+16467493129)

**Access Code: 776-611-349**

New to GoToMeeting? Get the app now and be ready when your first meeting starts:

<https://global.gotomeeting.com/install/776611349>

**To view the recording :**

<https://transcripts.gotomeeting.com/#/s/a646786450b6fb95672e471de459c760721e8a9217f2c0b36440e9c567c60296>

**PURPOSE:** 2020 Fall Meeting

**Wisconsin WIC Association**

**Meeting Date:**

10/23/2020

**Location:**

Teleconference

**Start Time:**

8:30 AM

**End Time:**

12:30 PM

**Facilitator/Lead:**

Elisabeth Pohle

**Minutes Prepared by:**

Aryn DeGrave

**ATTENDEES (checked in attendance)**

- |   |   |  |  |
|---|---|--|--|
| <input checked="" type="checkbox"/> Angela Roltgen      | <input checked="" type="checkbox"/> Kara Kerrigan | <input checked="" type="checkbox"/> Ellen Ellingsworth | <input checked="" type="checkbox"/> Gabriela Mucha |
| <input checked="" type="checkbox"/> Shawn Handfelt      | <input checked="" type="checkbox"/> Angela Ellis  | <input checked="" type="checkbox"/> Jennifer Miller    | <input checked="" type="checkbox"/> Camen Haessig  |
| <input checked="" type="checkbox"/> Kristina Ingrouille | <input checked="" type="checkbox"/> Aryn DeGrave  | <input checked="" type="checkbox"/> Elisabeth Pohle    | <input type="checkbox"/> Marisela Krupp            |
|   | <input type="checkbox"/> Suzanne Polacek          | <input checked="" type="checkbox"/> Sarah Nix          |  |

**Items/Actions to Be Approved  
8:30-9am**

**Outcome/Notes**

**Action Items & Person Responsible**

Welcome and Approval of Meeting Minutes/Ice breaker

- What show (Netflix/Hulu/etc) have you been watching?
- What is one thing you have changed/started during the pandemic that helps you care for yourself?

Welcome new board members and welcome lacrosse Co interns today!

Passing of meeting minutes:  
Ellen- 1<sup>st</sup> motion  
Aryn- 2<sup>nd</sup> motion

Treasurer's Report (Ellen)

Ellen reported out:  
Pay Pal: 169.28  
Business savings account: \$31540.80  
Business debit account: \$544.33

<p><b>Committee Updates/Overviews</b> <b>9-10:15am:</b></p>		
<p><u>Finance</u></p> <ul style="list-style-type: none"> <li>• Apparel sale income/updates</li> <li>• NWA reimbursements</li> </ul>	<p>Apparel sale:</p> <ul style="list-style-type: none"> <li>- Report from Angela via email: “we sold about \$5000 worth of product; at a 10% kick back that would be around \$500 profits minus the logo set up fees. When I have the final numbers I will email them out. There were also at least 3 orders that were placed separately as tax-exempt which could not be included with the fundraiser sale.”</li> <li>- This was a successful apparel sale. In 2019, the apparel sale brought in ~\$250 in profit (~\$3000 in sales total)</li> </ul> <p>NWA reimbursement:</p> <ul style="list-style-type: none"> <li>- We received 6 out of 7 reimbursement forms back from scholarship recipients for the NWA nutrition and breastfeeding conference.</li> <li>- 1 out of 2 reimbursements for the NWA annual conference</li> <li>- For the leadership conference there were some reimbursements that had to be completed d/t canceled flights.</li> </ul> <p>Elisabeth showed that we can all see the expense report on WICShare if and when we need to.</p>	
<p><u>Membership</u></p> <ul style="list-style-type: none"> <li>• Highlights of membership survey</li> <li>• Review of membership spreadsheet and goals</li> </ul>	<p>Membership drive:</p> <ul style="list-style-type: none"> <li>- Elisabeth brought up a few highlights from the membership drive that she thought were important to share.</li> <li>- 30 responses total, 80% reported they were members</li> <li>- 50% unsure of benefits, 33% new hires (this was calculated from a write in as to why they didn’t know the benefits of being a member?)</li> <li>- Good ideas were offered for ways to improve communication and how we can get our name out!</li> </ul> <p><u>Other discussions brought up regarding the membership committee:</u></p> <p>Discussion on community partners:</p> <ul style="list-style-type: none"> <li>- Possible look into orgs to add as partners; i.e. LACC, local hospitals, health departments, etc.</li> <li>- This may be a good time d/t the contract formula changes</li> </ul> <p>Discussion topic to have in future meetings:</p> <ul style="list-style-type: none"> <li>- How can we (specifically regional reps) reach out to the projects that are not members and help them understand the benefits to WWA and for regional reps to understand the barriers to participating in WWA.</li> </ul>	<p>For future committee meeting: Goal: Discuss membership drive, possible way to add community partnerships, Creating a “new Employee webinar: for education about WWA during training, etc.</p>
<p><u>Professional Development</u></p> <ul style="list-style-type: none"> <li>• Thoughts/feedback on state conference</li> </ul>	<p>2021 day or learning/ conference discussion:</p> <ul style="list-style-type: none"> <li>- State office was wondering what our plans are for 2021 for a conference (virtual vs in person) ; board agreed to do something virtual next year.</li> </ul>	<p><b>For future committee meeting:</b> Goal: discuss training ideas for 2021 and</p>

<ul style="list-style-type: none"> <li>• Training plans/ideas for 2021</li> </ul>	<ul style="list-style-type: none"> <li>- Collaborations/ partnerships to cover training costs: state WI C office and/or Fit Families.</li> <li>- Speaker ideas: <ul style="list-style-type: none"> <li>- Ellen Satter Course: This would be a ½ day or daylong event, mainly nutrition staff only, cost would possibly be ~\$7500 (not including travel cost, which wouldn't matter with it being virtual). This course would offer CEU's for nutrition staff.</li> <li>- Brian from NWA. We have been trying to get him on a conference and he would be willing to do it!</li> <li>- Ethics Credit needed: we could tie this credit in with Brian's presentation or get a speaker from Viterbo University to do the ethics presentation.</li> <li>- It is a good idea to do the "more expensive" speakers now as we do not have to pay for travel costs.</li> <li>- Apparel sale: It was brought up that this should be opened again at some point. Many people tend to not order if they are worried about sizing and after seeing the products, it's easier to get peoples interest.</li> <li>- Angela Roltgen will remain a contact for the apparel sale and coordination with it.</li> <li>- Suggestion: we should see if there could be an easier way to do tax exempt for the projects that need it.</li> </ul> </li> </ul>	<p>collaborations with state/ Fit Families.</p>
<p><u>Advocacy</u></p> <ul style="list-style-type: none"> <li>• Advocacy week highlights</li> <li>• PWFA updates</li> </ul>	<p>Advocacy week:</p> <ul style="list-style-type: none"> <li>- This was a bit of a scramble this year with COVID-19/ virtual, board members leaving their position, and/or off for the vacation.</li> <li>- One thing that was new this year was the addition of sending out mail chimp and posting Facebook posts almost daily. This is an area we can improve for next year to increase communication and participation.</li> </ul> <p>PWFA:</p> <ul style="list-style-type: none"> <li>- Kara had helped to create/write an article about the PWFA and her experience; she had been offered the chance to attend a virtual summit event! More updates to follow from this event,</li> <li>- The Bill passed in the House but is in the Senate and they have not yet voted for it. It will sit in the Senate until it is voted on.</li> </ul>	
<p><u>Communication</u></p> <ul style="list-style-type: none"> <li>• Website updates</li> <li>• Fall Newsletter</li> <li>• Facebook page permissions</li> </ul>	<p>Website:</p> <ul style="list-style-type: none"> <li>- Ellen has been working on updating the website from what she learned from Cali</li> <li>- A discussion erupted to discuss the possibility of switching website platforms. Ellen showed an example of using WIKS. This was a great idea of what our website can look like. The price is comparable and very worth it. Especially for user friendly needs!</li> </ul>	<p><b>Aryn:</b> will write a "meet the board members" post for Facebook</p> <p><b>All:</b> send Aryn a picture of yourself in your virtual work space, with a pet at home, or just a favorite photo.</p>

	<ul style="list-style-type: none"> <li>- Sarah is interested in helping with the website and social media. She has experience with this in her project.</li> </ul> <p>Fall News Letter:</p> <ul style="list-style-type: none"> <li>- Elisabeth volunteered to do this.</li> <li>- Ideas to add: New members, apparel sale success, membership drive,</li> <li>- The layout of the newsletter will be changes.</li> </ul> <p>Facebook:</p> <ul style="list-style-type: none"> <li>- All board members will have access to the Facebook page. We did not decide on an official contact person for scheduling Facebook posts. (this can be decided at a next meeting)</li> <li>- We have increased our “likes” on Facebook so that is pretty exciting!</li> </ul>	<p><b>Elisabeth:</b> put together the Fall Newsletter</p> <p><b>Ellen:</b> explore options for website platform changes/pricing</p>
<b>Break 10:15-10:30</b>		
<b>Update Board Roster 10:30-11:15am</b>		
<p><u>Executive committee</u></p> <ul style="list-style-type: none"> <li>• Nominations and vote</li> </ul> <p><u>New committee chairs and members</u></p>	<p>Incoming Chair: <b>Aryn</b>  Vice Chair: <b>Camen</b>  (1<sup>st</sup> nomination/ motion by Aryn, Jennifer second; passed by board)</p> <p>Treasurer: <b>Ellen/ Kristina</b></p> <ul style="list-style-type: none"> <li>- (1<sup>st</sup> nomination by Aryn, 2<sup>nd</sup> by Kara; Ellen requested for a 2<sup>nd</sup> in command; passed by the board)</li> <li>- Suggestion: have someone in this role for at least 2 years.</li> </ul> <p>Secretary: <b>Gabriella</b></p> <ul style="list-style-type: none"> <li>- (1<sup>st</sup> nomination by Elisabeth, motion to pass Kara, Ellen; Passed by board)</li> </ul> <p>Committee Chairs:</p> <ul style="list-style-type: none"> <li>- Advocacy: <b>Elisabeth</b> (motion by Aryn and Ellen, passed by board)</li> <li>- Communication: <b>Aryn / Gabriella</b> (nominated by Gabriella)</li> <li>- Finance: <b>Ellen</b> (unanimously appointed by board)</li> <li>- Professional Development: <b>Kristina</b> (nominated by Aryn/Ellen; board passed)</li> <li>- Membership: <b>Kara</b> (nominated by Gabriella, motions by Shawn/Aryn; Passed by board)</li> </ul>	
<u>NWA/LACC/WALHDAB reps</u>	<p>NWA Wisconsin Rep- <b>Sarah Nix/ Angela Ellis</b></p> <ul style="list-style-type: none"> <li>- Time commitment: 1hr virtual meeting with Midwest reps/mo, and communication with state office (via phone or email to help with streamlining communication).</li> <li>- Preferred: project director or project nutritionist; and this person should be part of the advocacy committee</li> <li>- (Aryn and Jen, offer a motion, Passed by board)</li> </ul>	<p><b>Elisabeth:</b> verify LACC commitment and contact state with new rep information</p>

	<p>LACC (Local Agencies Communication Committee):  <b>Sarah Nix/ Angela Ellis</b>  (Elisabeth will verify with the state that this will only be a 1 meeting/year commitment. The NWA rep will just cover this one too)  - Formerly known as “WIC advisory”</p> <p>WALHDAB (Wisconsin Association of Local Health Departments and Boards): <b>Gabriella</b></p>	
<p><b>Membership Drive 2021 11:15-11:45</b>  <u>Membership 2021</u></p> <ul style="list-style-type: none"> <li>• Update letter, form, and website</li> <li>• Regional Rep email</li> <li>• PO Box</li> <li>• Decide on dates</li> <li>• Incentive</li> </ul>	<p><b>Dates: November 9<sup>th</sup> state</b> (get in the FMR: November 6<sup>th</sup>)</p> <ul style="list-style-type: none"> <li>- This assists will allowing projects to use funds from the current year 2020</li> </ul> <p>Payment: will use PO box and pay pal; We will post to the PO box information to EVERYTHING!!!!</p> <ul style="list-style-type: none"> <li>- Work on a more streamline system for payments</li> </ul> <p>Incentive:</p> <ul style="list-style-type: none"> <li>- Other ways to reward WIC staff: continuing education discount for the region (~25% OR just advertise a % off) (they would get a discount code for when signing up for the activity),</li> <li>- For ever project in that region</li> <li>- <b>25% off for every member in the winning region for the Professional development Training (Sarah/ Ellen made a motion, Passed by board)</b></li> </ul>	<p><b>Aryn:</b> write membership letter</p> <p><b>Kara:</b> obtain Aryn’s letter; establish and send a template to send to region reps to send to their regional projects</p> <p><b>Kristina:</b> Post membership drive in FMR for Nov. 6<sup>th</sup> -keep in the FMR for every other week or at least 1x/mo.</p>
<p><b>NWA Leadership Conference Discussion will need to be delayed</b></p>		
<p><b>Strategic Plan Check-in (11:45-12:30, or as time allows)</b>  <u>Review By-laws</u></p> <ul style="list-style-type: none"> <li>• Vote on edits if needed</li> </ul> <p><u>Review and update committee/chair descriptions</u></p> <ul style="list-style-type: none"> <li>• Save updates in WICShare</li> </ul> <p><u>Recruit Partners</u></p> <ul style="list-style-type: none"> <li>• Identify and contact potential partners</li> </ul> <p><u>Member involvement on committees</u></p> <ul style="list-style-type: none"> <li>• Plan to increase participation</li> </ul> <p><u>Offer CEUs for mandatory ethical component</u></p> <p><u>Increase transparency</u></p> <ul style="list-style-type: none"> <li>• Annual financial report</li> </ul>	<p>By-Laws: No edits will be made to the bylaws this year, but they do need to be reviewed by everyone.</p> <p>Strategic plan: Every committee will review their portion of the strategic plan; bring any questions or concerns to our next meeting.</p>	<p><b>All:</b> Review by-laws and bring any questions or concerns for the next meeting.</p> <p><b>Kara/Elisabeth/ Aryn:</b> review strategic plan and check everything that was not met/met.</p> <p><b>Committee chairs:</b> please review your portion of the strategic plan and ways to meet those goals for this next year, 2021</p> <p><b>Ellen/Kristina:</b> Update the annual Financial report</p>

**Next meeting:** TBD

Discussion of meeting time monthly.

- Keep 3<sup>rd</sup> Thursday, at 12-1 in 2020
- For 2021, we will move meetings to 4<sup>th</sup> Thursday 12-1. (this may be brought up for further discussion in December's meeting)

Thank you to all who will be leaving the board this year. We are greatly thankful for all your time and talents while on the WWA board. We are happy to have you in committees many years to follow and hope you stay connected with us!

Those leaving the board:

Angela Roltgen, Jennifer, and Shawn

**Aryn:** send out outlook invite for future meetings.