

**WWA Board MEETING MINUTES**

**MEETING:**

Topic: **WWA Monthly Board Meetings**

Time: Apr 15, 2021 12:00 PM Central Time (US and Canada)

**LINK:** Join Zoom Meeting

<https://us02web.zoom.us/j/89526041889?pwd=cmRmVmozU2VrczZwaTNpd0JOYk9PQT09>

Meeting ID: 895 2604 1889

Passcode: 481891

**PHONE:** Dial by your location

+1 312 626 6799 US (Chicago)

Meeting ID: 895 2604 1889

Passcode: 481891

Find your local number: <https://us02web.zoom.us/u/kbbukY9mMp>

**Reoccurring meetings:** Every month on the Third Thu, until Sep 16, 2021, 6 occurrence(s)

Apr 15, 2021 12:00 PM

May 20, 2021 12:00 PM

Jun 17, 2021 12:00 PM

Jul 15, 2021 12:00 PM

Aug 19, 2021 12:00 PM

Sep 16, 2021 12:00 PM

Please download and import the following iCalendar (.ics) files to your calendar system.

Monthly: [https://us02web.zoom.us/meeting/tZ0ode-oqjoiEt2mSTPZ1trnGLUUXFu7t9nw/ics?icsToken=98tyKuGhqzksGtCUuBGORpx5GYjoM\\_TwiH5Hj7cPkSzR\\_MxoCdhH4Ec53B6pZBY\\_E](https://us02web.zoom.us/meeting/tZ0ode-oqjoiEt2mSTPZ1trnGLUUXFu7t9nw/ics?icsToken=98tyKuGhqzksGtCUuBGORpx5GYjoM_TwiH5Hj7cPkSzR_MxoCdhH4Ec53B6pZBY_E)

**PURPOSE:** March 2021 monthly meeting

<b>Meeting Date:</b>	<b>Location:</b>	<b>Start Time:</b>	<b>End Time:</b>
4/15/21	Teleconference	12:00PM	1:00 PM
<b>Facilitator/Lead:</b>	Aryn	<b>Minutes Prepared by:</b>	Gabriela Mucha
<b>ATTENDEES (checked in attendance)</b>			
<input checked="" type="checkbox"/> Aryn DeGrave	<input type="checkbox"/> Camen Haessig	<input checked="" type="checkbox"/> Gabriela Mucha	<input checked="" type="checkbox"/> Suzanne Polacek
<input checked="" type="checkbox"/> Ellen Ellingsworth	<input checked="" type="checkbox"/> Kristina Ingrouille	<input checked="" type="checkbox"/> Sarah Nix	<input checked="" type="checkbox"/> Elisabeth Pohle
<input checked="" type="checkbox"/> Angela Ellis	<input checked="" type="checkbox"/> Kara Kerrigan		<input checked="" type="checkbox"/> Shawn Handfelt

<b>Items/Actions to Be Approved</b>	<b>Outcome/Notes</b>	<b>Action Items &amp; Person Responsible</b>
<b>Approval of Meeting Minutes</b> (Gabriella) <ul style="list-style-type: none"> <li>▪ Last meeting: March 2021</li> </ul>	Passing of meeting minutes: <ul style="list-style-type: none"> <li>• Gabriela 1<sup>st</sup> motion</li> <li>• Aryn 2<sup>nd</sup> motion</li> </ul>	<b>Gabriela</b> will post March minutes in wicshare.

**Wisconsin WIC Association**

<u>Treasurer's Report (Ellen/Kristina)</u>	Pay Pal: \$1087.13 Business savings account: \$33628.13 Business debit account: \$2844.92	
<b>Committee Reports:</b>		
<u>Finance (Ellen)</u>	<b>Taxes 2020</b> are done, Ellen will pay the invoice. <b>DNO insurance</b> received invoice. Ellen will pay to have another year of coverage. <b>Membership drive</b> is over and Ellen did not receive any other payments for membership. <b>Maternity Leave:</b> Ellen will be starting her maternity leave and today is her last meeting.	
<u>Membership (Kara)</u> <ul style="list-style-type: none"> <li>• Membership Drive 2021 <ul style="list-style-type: none"> <li>• Winner: Western Region (82%)</li> </ul> </li> <li>• Survey in progress: “WWA Membership Survey” for those who are NOT members</li> </ul>	<b>Membership Drive 2021</b> Overall, our membership rate is 73% for the state, which is the highest it has been since at least 2017. Thank you for regional representative for trying to increase our membership rates. <b>Winner of 2021 Membership Drive:</b> Western Region 82%. <b>Survey for NOT members:</b> Kara received 7 responses and closed the survey today. Kara send survey to projects in Western Region as well since Camen is still on maternity leave. Why projects are not members vary. There seems to be lack of knowledge about WWA, not reading any of the information we are putting up. Survey was anonymous. We can use data for next year to help recruit members. <b>Membership board:</b> We are looking at our board and some member’s terms are ending 10/21. We need to update applications and recruit new regional representatives.	
<u>Professional Development (Kristina)</u> <ul style="list-style-type: none"> <li>• 2021 WWA Conference <ul style="list-style-type: none"> <li>• Dates: October 27<sup>th</sup> &amp; 28<sup>th</sup></li> </ul> </li> </ul>	<b>Conference Dates: 10/27 and 10/28.</b> There have been a compromise with the state office to do a 2-day training that integrates VENA training with our conference. Proposed for VENA: AM- 8:30-9:30 and PM- 3:30-4:30. <b>10/28</b> WWA Annual Discussion from 12 to 1 pm. <b>10/28</b> will have Brain from NWA as speaker. <b>Conference Agenda:</b> showing in professional development minutes if you would like to look. <b>Everbrite</b> will be used as platform. <b>MOU with Ellyn Satter</b> need clarification on few questions and proposed topics before MOU is payed. Conference is coming together.	<b>Aryn</b> would like MOUs to be paid before Ellen goes on the maternity leave. However, <b>Kristina</b> have capability to process payment after Ellen leaves since she has access to finances as former treasurer.
<u>Advocacy (Elisabeth)</u> <ul style="list-style-type: none"> <li>• Advocacy Week 2021: <ul style="list-style-type: none"> <li>• April 19<sup>th</sup> - 23<sup>rd</sup></li> <li>• Social Media Campaign: #ShowYourWICWork</li> <li>• Facebook Posts</li> </ul> </li> <li>• Monthly Action Alerts- coming soon!</li> </ul>	<b>Advocacy Week 2021:</b> Will be virtual and very similar to last year, easy social media activities for everyone to participate. <b>Social Media Campaign:</b> #ShowYourWICWork Post a picture or description of what working in WIC looks like for you during the pandemic - in home office working remotely, with mask on in the clinic, etc. <b>Facebook Posts:</b> <ul style="list-style-type: none"> <li>○ Monday: Like and Follow WWA and NWA on Facebook (Shawn)</li> <li>○ Tuesday: Subscribe to our Newsletter on the WWA website. (Angela)</li> <li>○ Wednesday: Email your State representatives about WIC (Elisabeth)</li> </ul>	

	<ul style="list-style-type: none"> <li>○ Thursday: Share our Facebook post today about the increase in f/v cash benefit on your personal page. (Sarah)</li> <li>○ Friday- Comment below with your favorite way to use extra f/v in your house. (Aryn)</li> </ul>	
<p><u>Communication (Aryn/ Gabriela)</u></p> <ul style="list-style-type: none"> <li>● Spring Newsletter (Elizabeth)</li> <li>● WWA Connection Tool (Aryn)</li> <li>● Facebook</li> <li>● Website</li> <li>● Rebranding</li> </ul>	<p><b>Spring Newsletter:</b> Was posted in FMR and on our website. Elisabeth has modern twist on it and received compliments from state office on the look and content of the newsletter. All board members really like newsletter as well. Thank you Elizabeth!</p> <p><b>WWA Connection Tool</b> – was developed by Aryn and emailed earlier to all board members. 3 board members submitted responses so far. Tool purpose is to help streamline communication and lessen long email chains.</p> <p><b>Facebook</b> (Aryn) posted this week. More Facebook post will be coming during Advocacy week. Please remember to “like” the posts and interact with WWA Facebook page.</p> <p><b>Website</b> – idea was brought up to swap platforms. It will take lot of work to create new website. Easier platform to have more control of content. New logo will be on our new website. Communication meeting in regards to website coming soon.</p> <p><b>Rebranding:</b> idea was brought up to update WWA logo, it can look disordered on printed materials or when trying to enlarge image. Logo can also be used for apparel sale. We can keep hands logo, possibly updated fond or change colors. Previous logo was development by student. Elizabeth knows graphic designer that could help us with new logo and it would be much cheaper than going to company. Ideas for logo rebranding can come from local members and promote members engagement with WWA across state. Updating our look, our main work is WIC, logo needs to be easily recognizable so we will try to find happy medium between rebranding and still being easily recognizable.</p>	
<p>WALHDAB (Gabriela) (Wisconsin Association of Local Health Departments and Boards)</p>	<p>No updates pertaining to WIC. Gabriela is not able to attend most meetings. Ellen is currently serving as local health officer so she is attending meetings frequently due to her role. Most issues discussed are pertaining to conference planning, vaccinations. Topic of significance would be court ruling to overturn state emergency. It is not just mandatory masking that is affected by this ruling. Overturning of state emergency can affect funding for food share and lot of other programs as well.</p>	
<p>LACC/NWA (Sarah/ Angela E.) (Local Agencies Communication Committee)</p> <ul style="list-style-type: none"> <li>● “input requested” email sent to state and local agencies (sent out on 4/7/21 by Sarah), requesting feedback by 4/29/21</li> </ul>	<p>Meeting was rescheduled for April 29/2021.  <b>“Input requested”</b> email sent to state and local agencies (sent out on 4/7/21 by Sarah), requesting feedback by 4/29/21. Please send your feedback to Sarah by 4/29/21.</p>	<p><b>All:</b> Send input to Sarah/Angela about topics to bring up with LACC/NWA.</p>
<p>STATE WIC DIRECTOR LIASON (Kristina)</p>	<p>1<sup>st</sup> meeting was scheduled at end of this month due to Kari busy schedule. If you have specific things you would like to address with SWO please send email to Kristina.</p>	<p><b>All:</b> Send input to Kristina about topics to bring up with SWO.</p>

<p>State WIC Association LIASON (Aryn)</p>	<p>Aryn is serving as WWA chair and is representing WWA during meetings with other state associations. This is little different then meetings Sarah/Angela are attending. NWA is involved with both. Aryn was not able to attend last meeting but send out notes to everyone if desire to review. If you have any topics you would like to bring up to state associations, let Aryn know.</p>	<p><b>All:</b> Send input to Aryn about topics to bring up with State WIC Associations or NWA.</p>
<p><b>Ad-Hoc Committee: Expanding the shopping experience</b> (Kristina)</p> <ul style="list-style-type: none"> <li>- “No Kid’s Hungry” Grant (Kristina/ Jennifer Miller) <ul style="list-style-type: none"> <li>- Both WIC Clinics received this Grant funding and are starting to work towards advancing the shopping experience</li> </ul> </li> <li>- “WIC Peer Shoppers” topic idea</li> <li>- Discussion on state contract formula issues (advanced vs. Pro Advanced)</li> </ul>	<p>“<b>No Kid’s Hungry</b>” Grant is moving along. Kristina met with Kari, Melissa, Jenifer, state epidemiologist, main idea: “<b>WIC Peer Shoppers</b>”, peer shopper model, beneficial, like BF peer, training in WIC, make it easier on us. It is hard to train store employees due to frequent turn around. Close gaps between vendors and our program, education of families to make it easier to shop. <b>Online ordering and shopping</b> is realistic to achieve in 3 to 4 year from now. Might not be able to pilot online options with this grant, other options we are looking at are deliveries. Main goal is for families to get WIC foods. Doing what we can with the funds we have and what the state is capable of doing right now. <b>Discussion on state contract formula issues:</b> Kristina will have formula discussion for tomorrow with clinical dietitian with children with special health care needs. Statewide hospital/clinic systems, specific requirements to offer contract formulas that are more expensive. Kristina is exploring other back door options, in depth detail information, opportunity of change to make it to happen.</p>	
<p>Other:</p> <ul style="list-style-type: none"> <li>- Regional Meetings May 25-27<sup>th</sup> <ul style="list-style-type: none"> <li>- Aryn will be writing up talking points for these meetings</li> </ul> </li> </ul>	<p><b>Creating Partnership with Wisconsin Chapter of AAP</b> (Aryn) This could be strong partnership to increase communication with Pediatricians and create education opportunities for both. <b>E-filing</b> (Sarah) – it would be helpful to have state guidance on e-filling of WIC documents. Dane Cash mentioned some changes in Rosie for June/July/August. WIC projects should be receiving signature pads soon and make e-filling easier but it is not certain rather or not this change will take place. Every project has to come with their own process for e-filling, which is frustrating. We are not certain if we should wait for the state office or come up with our own process. <b>Other Minutes:</b> Please keep uploading committee minutes to wicshare so they are not getting lost. Aryn will also attach them to the future invites since members find this helpful. <b>Regional Meetings May 25-27<sup>th</sup></b> Aryn will be writing up talking points for these meetings and we will decide who is going where at our Spring meeting. <b>Camren</b> should be back from maternity leave next week.</p>	<p><b>Membership committee</b> will look into partnership with Wisconsin Chapter of AAP. <b>Aryn</b> will export data from connection tool to excel documents and have it saved to google document. <b>Aryn</b> will be writing up talking points for regional meetings.</p>
<p>Next Meeting: <b>May 20<sup>th</sup>, 12-1pm</b> <b>Or ½ day Spring meeting</b></p>	<p><a href="https://doodle.com/poll/zmg3mbxrmndnqszcg?utm_source=poll&amp;utm_medium=link">https://doodle.com/poll/zmg3mbxrmndnqszcg?utm_source=poll&amp;utm_medium=link</a> <b>Spring meeting: May 14<sup>th</sup>: 8 to 12 am.</b> We will not have our monthly call on 5/20/21 since we will have our spring meeting. Motion to end the meeting;</p> <ul style="list-style-type: none"> <li>• Sarah 1<sup>st</sup> motion</li> <li>• Kristina 2<sup>nd</sup> motion</li> </ul>	<p><b>Aryn</b> will send virtual invite: meeting request for our Spring Meeting.</p>