

WWA Board MEETING MINUTES			
Wisconsin WIC Association	MEETING:		
	Topic: WWA Spring 1/2 day meeting		
	Time: May 14, 2021 08:00 AM Central Time (US and Canada)		
Meeting ID: 829 7644 4147			
Passcode: 025430			
https://us02web.zoom.us/j/82976444147?pwd=UithOXR6RHhNOFQrOEw3TXdNRHhkz09			
Dial by your location			
+1 312 626 6799 US (Chicago)			
PURPOSE: March 2021 monthly meeting			
Meeting Date:	Location:	Start Time:	End Time:
5/14/21	Teleconference	8:30AM	12:00 PM
Facilitator/Lead:	Aryn	Minutes Prepared by:	
ATTENDEES (checked in attendance)			
<input checked="" type="checkbox"/> Aryn DeGrave	<input checked="" type="checkbox"/> Camen Haessig	<input type="checkbox"/> Lindsay Kohut	<input checked="" type="checkbox"/> Suzanne Polacek
<input 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

Items/Actions to Be Approved	Outcome/Notes	Action Items & Person Responsible
Intro 8:30AM- 9AM		
<u>Approval of Meeting Minutes/ Ice Breaker (Aryn)</u> <ul style="list-style-type: none"> ▪ Last meeting: April 2021 ▪ Appointing of a new Secretary <p>Ice breaker:</p> <ul style="list-style-type: none"> • If you could be a fruit or vegetables, what would you choose and why? OR • What are you looking forward to most this summer? 	<p>Meeting minutes from April monthly meeting were approved.</p> <p>Members completed the ice breaker activity.</p>	
<u>Treasurer's Report (Kristina)</u>	Pay Pal: Business savings account: Business debit account:	Kristina will email numbers later today
Committee Reports 9-10 AM:		
<u>Finance (Kristina)</u> <ul style="list-style-type: none"> • Expected expenses for the remaining of 2021 	Fall conference: \$7775 (2 booklets for 300 participants) <ul style="list-style-type: none"> • Hard copy: \$2160 • Electronic: \$1650 • Scholarships: ? • Zoom Fee: ? • 20% discount for western region • incentives NWA presentation fee? Rebranding/website: \$300+	Kristina will discuss financial contributions by Fit Families for conference. Elisabeth will get estimate of cost for rebranding.

	<p>Taxes: \$675</p> <p>Will discuss additional scholarships for NWA Leadership Academy in 2022.</p> <p>Will discuss scholarships for fall conference in the coming months.</p>	
<p><u>Membership (Kara)</u></p> <ul style="list-style-type: none"> 2021-22 Recruitment for Election of WWA Board of Directors 	<p>Two regional reps turning over this fall: Kara and Lindsay (Northeastern and Southeastern). Regions will vote on someone to replace them.</p> <p>Two at-large reps turning over this fall: Ellen and Elisabeth. Members can apply for positions and at-large representatives will be voted on by all WWA members.</p> <p>Reviewed at-large rep application.</p> <p>Applications will be available June 1st and due June 30th.</p> <p>Member voting open July 2nd to July 14th.</p> <p>Have WWA Board members chosen before fall conference (July 31st).</p>	<p>2021 board application will need to be updated.</p> <p>Kara to put a weekly reminder in FMR about WWA Board applications and member voting.</p> <p>Shawn will send quote to Kara about her experience on the board to post in FMR.</p>
<p><u>Professional Development (Kristina)</u></p> <ul style="list-style-type: none"> 2021 WWA Conference <ul style="list-style-type: none"> Dates: October 27th & 28th Adding a apparel sale 	<p>Less \$ and time commitment to go with electronic copies of booklets for fall conference Ellyn Satter course.</p> <p>Kristina will have meeting on May 24th to discuss agenda, objectives, conference platforms, etc.</p> <p>Course will be 8:30-4:45</p> <p>Agenda for Ellyn Satter day: separation of duties, feeding dynamic issues, includes breaks and a lunch break.</p> <p>Test run with conference platform with Ellyn Satter on October 8th (will need estimate of participants by then).</p> <p>Second day of conference includes NWA presentation, WWA Annual meeting, VENA training, Fit Families breakout session (highlights of program, incentives, coaching, etc.). Only Fit Families projects would need to attend the last session.</p> <p>Half-day price for second day? Would include more non-CPA staff and increase attendance at WWA meeting.</p> <p>Incentives for WWA Annual Meeting: WIC bags, cups, etc.</p> <p>Bring Annika to WWA annual meeting to speak about her experience in the NWA Leadership Academy.</p> <p>EventBrite will be used for registration, Jennifer Logging will be helping with this. Will need to open up registration prior to Ellen returning from maternity leave (Camen volunteered).</p> <p>Cost of EventBrite? (estimate \$9500 for conference total including fees).</p> <p>Hoping to have registration open in August.</p> <p>Use Zoom Webinar? Reach out to Chandra at NWA for help with virtual platform.</p> <p>Do we want recordings available after the conference is over?</p> <p>Shawn is going to look into a new company for apparel for conference fundraiser.</p>	<p>Kristina will report about updates on conference at next WWA meeting.</p> <p>Get CEUs approved for Ellyn Satter course, WWA meeting, and NWA presentation.</p> <p>Price for half-day conference.</p> <p>Fundraiser for conference and incentives.</p> <p>Camen volunteered to help set up EventBrite registration.</p> <p>Will find estimate cost of using EventBrite.</p> <p>Aryn will reach out to Chandra to discuss conference platform/Zoom.</p> <p>Shawn will gather info regarding apparel from new company for fundraiser.</p>
<p>Break 10-10:15 AM</p> <p>Committee Update Con't</p> <p>10:15-11:00AM</p>		
<p><u>Advocacy (Elisabeth)</u></p> <ul style="list-style-type: none"> Advocacy Week 2021 Recap 	<p>Facebook post that was shared during advocacy week regarding f/v had significantly increased engagement. Will</p>	<p>Elisabeth will email Carol regarding the</p>

<ul style="list-style-type: none"> • Monthly Action Alert update • PWFA updates 	<p>use this as a good indication of what could be done in the future to increase engagement and reach.</p> <p>Monthly action alerts will start again in June and will be posted in the FMR, Facebook and on the website.</p> <p>PWFA is being voted on again in the House today. If passed, it will continue on to the Senate.</p> <p>Natalie Moran from NWA contacted Elisabeth regarding a reporter that was inquiring about lead testing in WIC. Many issues have been raised regarding lead testing and the reimbursement process.</p> <p>Will send more information to Carol so she is aware that there are people asking questions and looking into this topic.</p> <p>Kristina has asked questions regarding lead testing of Carol Birkeland via email. Will keep us updated.</p>	<p>inquiry we had about lead testing in WIC.</p>
<p><u>Communication (Aryn)</u></p> <ul style="list-style-type: none"> • WWA Connection Tool (Aryn) • Rebranding <ul style="list-style-type: none"> • Website options • Logo update • Needing to vote on a budget for a re-brand (logo and website change) 	<p>WWA Connection Tool is up and running! Will be posted on the website eventually.</p> <p>Had committee meeting last week, looking into 4 different website platforms and will compare features and cost. Will cost money to switch platforms, but the new platform will be more user friendly and easier to edit for everyone. Only paying for domain hosting right now (\$30 annually). Maintenance fees to Gathering Waters depends on what is added/edited. A few years ago we paid \$600 to help linking EventBrite/PayPal to website. We paid a few thousand dollars for initial set up for this website. New website platform may be a monthly or annual fee depending on the features we want to utilize.</p> <p>Reviewed 2020 and Gathering Waters expenses.</p> <p>Agreed that a new website would be a good investment to have updated features, stay organized and help facilitate better communication.</p> <p>Will move forward with website development and hope to have something new before the conference.</p> <p>We agreed updating the logo is a good investment. May cost \$300-600, depending on how much we want Lindsay's involvement with the website development. Discussed general logo development process and what the cost might include. We would be able to use a few different styles of logos and color schemes. Will present initial logo options to communications committee and agreed that WWA members should have a chance to vote on it as well.</p>	<p>Committee will come up with estimates for different platforms.</p> <p>Elisabeth will discuss initial logo ideas and timeline with Lindsay.</p>
<p>Break: 11:15-1125 (If needed)</p> <p>Representative and Ad-Hoc Committee updates 11:25-11:45AM</p>		
<p>WALHDAB (Lindsey) (Wisconsin Association of Local Health Departments and Boards)</p>	<p>Shawn volunteered to serve as the contact person for WALHDAB communications and meeting notes review.</p>	<p>Aryn will email WALHDAB contact to</p>

		add Shawn as point person.
LACC/NWA (Sarah/ Angela E.) (Local Agencies Communication Committee)	Had NWA meeting yesterday with Jody from Ohio (NWA regional rep). Changes to WIC food package may not be implemented until 2025. They will be reviewing WIC staff feedback and will consider public feedback as well. NWA is doing a summer webinar series on communications (social media, etc). Whoever is interested in expanding social media experience should consider webinar series. Should be info in MMR. Can register via their Facebook page. Natalie Moran from NWA is willing to help with communication needs for associations.	Board members that are interested in developing social media skills should sign up for the NWA webinar series.
STATE WIC DIRECTOR LIASON (Kristina)	<p>Will be talking about signature pads and e-filing on a call next week at regional meetings.</p> <p>Kristina is going to talk with Carol Birkeland regarding IntakeQ options and e-signatures.</p> <p>Discussed MIS system for the future of WIC. Kari wants to keep discussing this and get feedback or ideas from other states. WWA may work towards creating a “wish list” for a new MIS. A lot of states have a multi-state MIS agreement, which makes it more difficult to implement changes.</p> <p>Discussed charting flow in ROSIE and VENA/BePC.</p> <p>Bernadette Flores will be working with the SWO in solutions to barriers with counseling and ROSIE.</p> <p>Discussed how inconsistent MEs can be from region to region. Kari said SWO will work on this.</p> <p>May include in the future in ROSIE a way to stay updated with pilot projects in the state.</p> <p>Kari has compiled data from local projects and SWO and sent to NWA as response to a survey.</p> <p>Will be changes coming to the definition of CPAs. More to come.</p> <p>Hoping that discussions will continue about extending f/v benefits beyond Sept 2021. Increase in FoodShare may affect the possibility of expanding the WIC food package.</p> <p>FoodShare dollars rollover, so it is best to use WIC benefits first and then FoodShare. May be a good topic to mention at regional meetings.</p> <p>Suzanne-Starting this year, BadgerCare is supposed to be connecting with local organizations and create MOUs/agreements for partnership. She has an agreement with large HMO in the area, counties receive a list of possible WIC eligible participants and have increased WIC caseload by 100 people. Sent out letter about WIC food packages and had a great response from families who are not eligible for FoodShare but are still income eligible for WIC. Suzanne shared the letter she uses for this. Will also share this information at the regional meeting.</p> <p>This may need to be discussed with IT departments to ensure privacy standards are met.</p>	<p>Kristina will ask Kari’s thoughts on the responses received from local projects regarding the NWA survey.</p> <p>Suzanne is sharing information about increasing caseload at regional meeting. Will send the letter they used to send to participants.</p> <p>Kristina will ask Kari about next steps with MOUs and developing agreements with HMOs.</p>
<u>Ad-Hoc Committee:</u> Expanding the shopping experience (Kristina) - “No Kid’s Hungry” Grant (Kristina/ Jennifer Miller)	Will discuss at next meeting.	

<ul style="list-style-type: none"> - Both WIC Clinics received this Grant funding and are starting to work towards advancing the shopping experience - “WIC Peer Shoppers” topic idea 		
<p>11:45-12 PM</p> <p>Final Comments and Updates</p>		
<p>Other:</p> <ul style="list-style-type: none"> - Regional Meetings May 25-27th <ul style="list-style-type: none"> - Aryn will be writing up talking points for these meetings 		
<p>Next Meeting: June 17th, 12-1pm</p>	<p>Motion was made to adjourn meeting at 12pm</p>	