

WWA Board MEETING MINUTES	
Wisconsin WIC Association	Topic: WWA- Fall Meeting (full day)
	Time: Nov 5, 2021 09:00 AM Central Time (US and Canada)
	Join Zoom Meeting https://us02web.zoom.us/j/4379106893?pwd=Y2FCZE40emhhZjZyTlhkcStrUm1mdz09
	Meeting ID: 437 910 6893 Passcode: WWA135
	Dial by your location: +1 312 626 6799 US (Chicago) Meeting ID: 437 910 6893 Passcode: 456467 Find your local number: https://us02web.zoom.us/u/kdZjyCjr19
PURPOSE: 2020 Fall Meeting	

Meeting Date:	Location:	Start Time:	End Time:
11/2/21	Teleconference	9:00 AM	4:00 PM
Facilitator/Lead:	Aryn DeGrave	Minutes Prepared by:	Suzanne Polacek

ATTENDEES (checked in attendance)			
<input checked="" type="checkbox"/> Lindsey Kohut	<input checked="" type="checkbox"/> Kara Kerrigan	<input checked="" type="checkbox"/> Ellen Ellingsworth	<input type="checkbox"/> Camen Haessig
<input checked="" type="checkbox"/> Shawn Handfelt	<input checked="" type="checkbox"/> Angela Ellis	<input type="checkbox"/> Jamie Penza	<input checked="" type="checkbox"/> Megan Mueller
<input checked="" type="checkbox"/> Kristina Ingrouille	<input checked="" type="checkbox"/> Aryn DeGrave	<input checked="" type="checkbox"/> Elisabeth Pohle	
	<input checked="" type="checkbox"/> Suzanne Polacek	<input checked="" type="checkbox"/> Sarah Nix	

Items/Actions to Be Approved 8:30-9am	Outcome/Notes	Action Items & Person Responsible
<u>Welcome and Approval of Meeting Minutes/Ice breaker</u> <ul style="list-style-type: none"> Introductions What is your favorite or current hobby?	WWA Advocacy Presentation served as October board meeting. Presentation powerpoint uploaded to website as meeting minutes. Motion made by Kara, 2 nd by Shawn	
<u>Treasurer's Report (Ellen)</u>	Ellen reported out: Pay Pal: \$1110.77 plans to be transferred by end of today Business savings account: \$29,499.71 Business debit account: \$11,025.87	
Committee Updates/Overviews 9-11 am:		
<u>Finance</u> <ul style="list-style-type: none"> Apparel sale income/updates WWA Conference income/expense updates Scholarship Reimbursement 	Ellen updated: -Have not heard from apparel company, around \$3000 in sales but final amounts are not certain. Will not use this company for apparel sales in the future.	Camen and Ellen to figure out scholarship reimbursement

<ul style="list-style-type: none"> • Membership Survey Winners- Gift Cards • 2021 Expense report • Brainstorm: 2022 Budget (this will be done throughout the day) 	<p>-WWA Conference: Spent \$7775 for Ellyn Satter, have paid half of the amount, awaiting invoice which includes cost of booklets. Fit Families will reimburse for booklets \$1476.12.</p> <p>-More Cloud space was purchased due to WWA conference recording and upgraded Zoom account to support large conference. \$52 plus tax for upgrade, will be cancelled at the end of the month; cloud space an additional \$40, will likely also be cancelled</p> <p>\$7065.85 payout</p> <p>-Scholarship reimbursement</p> <p>-Amazon cards sent out to winners and confirmation from winners was received</p> <p>-Budget has taken a back seat d/t conference priority, plan to have something down for an idea by Jan 2022.</p>	
<p><u>Membership (Kara)</u></p> <ul style="list-style-type: none"> • Highlights of membership survey • Review of membership spreadsheet and goals • Brainstorm: ways to increase membership engagement in 2022 	<p>Kara updated:</p> <p>-73% membership across the state-goal is 75%. Highest it has been in awhile. Thank you to regional reps for all your hard work!</p> <p>-Membership survey results reviewed. 18 responses-most were members. Most people prefer emails or FMR for communication.</p> <p>-Suggestion from survey for 2022-people want to connect with others/possibly host quarterly coffee meetings for people to connect with each other; create closed Facebook group for WI WIC staff</p> <p>-Consider putting summary of survey results in FMR, could also add to website</p> <p>-1 person paid for 2022 membership already</p>	<p>Kara to compile survey summary to put in FMR and on website.</p>
<p><u>Professional Development (Kristina)</u></p> <ul style="list-style-type: none"> • WWA Conference updates/ odds and ends • Brainstorm: Education events for 2022 	<p>Kristina updated:</p> <p>-194 people registered for Day 1. 130-140 people attended during Day 2.</p> <p>-Kristina reviewed surveys received from Ellyn Satter Institute so far. Survey open until Nov. 30th. Camen will send out CEU certificates as email addresses are received from surveys. Raffle will be completed beginning of Dec.- winners drawn from those who participated in survey.</p> <p>-Kristina will review surveys and present summary in an upcoming meeting. One comment suggested 4 smaller trainings instead of one large training during WWA's conference year.</p> <p>-Discussion regarding follow-up events related to Ellyn Satter training</p> <p>-Recording available until 5/31/22. Discussion: Do we want to re-open training for recorded link to those who did not join initial conference? Several have reached out asking. Discussed cost, time to do this, expectations of doing this every time, opportunity to move this training forward and offer follow-up courses. Voted on 9 Nos, 1 Yes.-Recorded link will not be opened back up.</p> <p>-NWA link could be offered for all to view, possibly upload to website? Gain permission first from Brian and Noora</p> <p>-Can remove additional cloud space once Ellyn Satter presentation is removed. Will remove presentation after official links are received from Ellyn Satter Institute.</p> <p>-Cloud space can be used to share links for conference recordings</p> <p>-Could offer CEUs to anyone who watched recordings for NWA and WWA presentations. Create google document to collect information to provide CEUs.</p>	<p>Aryn to reach out to Brian and Noora to gain permission to share NWA presentation link. Aryn will add power points as needed to website.</p>

	-Offer ethics CEU, could provide options for ethics credit if we do not offer specifically, possibly offer scholarships for these trainings, list potential options for ethics credits on website.	
<u>Advocacy (Elisabeth)</u> <ul style="list-style-type: none"> Action Alerts Other updates NWA National Policy Conference <ul style="list-style-type: none"> (discussion after lunch) 	Elisabeth updated: -Action alerts posted monthly to Facebook and FMR. August BF post/Sept and Oct dedicated to CVB increase -Elisabeth and Kristina met with Rep Galligar-meeting went well. Brian and Noora were available to help, lots of education needs to be done to support CVB increase -Suggestion to develop Advocacy Champions/Advocates for each region/district in the upcoming years. Can partner with CA WIC Association to gain information on how they accomplished this, Kari Malone excited about this as well	
<u>Communication</u> <ul style="list-style-type: none"> Website updates Fall Newsletter Facebook page permissions Logo Zoom FMR 	Aryn updated: -Website updated frequently. Job opportunities have been updated more frequently now on our website, when searched our website is one of the first that comes up. -No decisions made on whether or not to change website platform -Fall newsletter to be sent out after this meeting (Elisabeth will continue to work on this until May) -Aryn will update permissions for Facebook and WICshare -Logo ideas were shared. -Zoom upgraded for conference last month. Will plan to cancel upgrades after this month.	Aryn to add WICshare permissions and Facebook permissions for those who do not have them
Break 11:00-11:15am		
Update Board Roster 11:15am-12pm		
<u>Executive committee</u> <ul style="list-style-type: none"> Nominations and vote <u>New committee chairs and members</u>	Past Chair: Aryn Incoming Chair: Camien Vice Chair: Megan Treasurer: Ellen Co-treasurer? Shawn - Suggestion: have someone in this role for at least 2 years. Secretary: Angela Committee Chairs: - Advocacy: Sarah - Shawn - Angela - Megan - (mentor for chair-Elisabeth) - Communication: Aryn - Suzanne - FMR: Shawn - Elisabeth-Newsletter/logo - Sarah - Finance: Ellen - Shawn - Professional Development: Kristina - Shawn - Lindsey - Membership: Suzanne - Sarah - Kara - Megan - Camien	Aryn to send out template for committee chairs to use if desired.

	<ul style="list-style-type: none"> - Lindsey - ADDED: Outreach (Strengthening partnerships, creating new partnerships, and incorporate membership engagement, updating resources/job openings?) Voted 10 Yes, 0 No to make committee, Voted 9 Yes, 1 No to make a permanent committee: <p>Lindsey</p> <ul style="list-style-type: none"> - Kristina - Jamie <p>All voted in favor unanimously.</p>	
<p><u>Additional Roles:</u> NWA/LACC/WALHDAB reps State WIC Director Liaison</p> <p>2021 Current: NWA/LACC: Sarah Nix/ Angela Ellis WALHDAB: Shawn State WIC Director Liaison: Kristina FMR person : open</p>	<p>2021 Current: NWA/LACC: Sarah Nix/ Angela Ellis-continuing for 2022 WALHDAB: Ellen State WIC Director Liaison: Kristina FMR person : Shawn/Aryn</p> <p>All voted in favor unanimously.</p>	
Lunch Break – 12-12:30/ 1?		
<p>Membership Drive 2021 1-1:30 pm</p> <p><u>Membership 2022</u></p> <ul style="list-style-type: none"> • Start/ end dates • Update Membership letter, form, and website • Regional Rep email • Incentive? 	<p>-Membership drive usually 3-4 months long. Dues excepted as early as Nov 1st to begin Jan 1st for following year. Last year’s drive from Nov-March. Letter sent by regional reps to all projects in their region.</p> <p>-Incentive offered for region with the highest participation.</p> <p>Camen-write/update letter Suzanne-script for the emails Goal is 75% membership across each region</p> <p>-Start membership drive-in FMR Nov 12. Drive will end 3/31/22. -Membership is calendar year Jan 1-Dec 31st but can be paid at any time. -Membership fees to remain the same.</p> <p>Incentive: TBD</p>	<p>Kristina to do email handoff with Shawn and Jen Johnson. Shawn to put in FMR Nov 12. Information to Jen Johnson by 11/11/21 at noon.</p> <p>Aryn/Suzanne to review/update letter</p>
<p>Scholarships for 2022</p> <p>NWA National Policy Conference- virtual 1:30-2:30pm</p> <ul style="list-style-type: none"> ❖ February 14-17th (Monday – Thursday) ❖ Early Bird Registration ends: January 16th ❖ Members: \$285.00 ❖ Non-members: \$385.00 <ul style="list-style-type: none"> • WWA Board member scholarship? 	<p>-Ellen, Shawn, and Camen-board members who passed on conference in the past. They will have first opportunity to go this year.</p> <p>-Reach out to April Prescott (La Crosse Co) who passed on scholarship last year.</p> <p>-Goal is to have 1 person from each district-8 total, scholarship winners could be added to advocacy committee.</p> <p>12 total scholarships=\$2820 (with early birth group discount). Early bird discount ends Jan 16, 2022. Board members can apply through scholarship application if interested in attending.</p> <p>Scholarship Application Dates: Put in FMR Nov 19th. App will close Dec. 10th. Board to choose scholarship recipients</p>	<p>Kristina to clarify with Kari Malone regarding NWA membership within the state.</p> <p>Aryn (Sarah/Ellen) Reach out to the NWA for clarification on membership payments.</p> <p>Camen/Aryn to reach out to winners via email by Dec. 23rd. Include Project directors in emails</p>

<ul style="list-style-type: none"> • WWA Member scholarships? <p>Leadership Academy-Sponsorship?</p> <p>Other NWA conferences?</p> <p>State WIC Conference?</p>	<p>by Dec. 16th. Individuals contacted by chair after decision is made. Get people registered by Jan 16th.</p> <p>-Leadership Academy Scholarship possibly offer every other year. Budget to pay 1-2 scholarships for 2022. It seems people value larger scholarships.</p> <p>By-laws updated to include ability to give scholarships to other conferences/education opportunities. NWA has information for annual training: May 22-26th (planned in person at this time) in New Orleans; NWA Nutrition Education and Breastfeeding Promotion Sept 6-9 in Orlando, FL. Updated budget plan to include specific money amounts for National Policy Conference and another amount of money for other conferences.</p> <p>Ensure applicants' directors are aware that staff have applied</p> <p>Scholarship application to be updated. Add questions regarding which district applicant is a part of (live and/or work in), contact information for WIC Director (name and email), do you have an NWA member login</p>	<p>when contacting winners.</p> <p>Sarah to update scholarship application by Nov. 19th and open it. Write FMR blurb regarding scholarship and send to Shawn by Nov. 18th at noon.</p>
<p>Break 2:30-2:45 PM</p>		
<p>Strategic Plan 245-4 pm</p> <p><u>Review By-laws</u> <u>Review and update committee/chair descriptions</u></p> <ul style="list-style-type: none"> • Save updates in WICShare <p><u>Recruit Partners</u></p> <ul style="list-style-type: none"> • Identify and contact potential partners <p><u>Member involvement on committees</u></p> <ul style="list-style-type: none"> • Plan to increase participation <p><u>Offer CEUs for mandatory ethical component</u> <u>Increase transparency</u></p> <ul style="list-style-type: none"> • Annual financial report 	<p>Aryn will send out template for Committee Chairs to update descriptions.</p> <p>Breakout rooms to review 5 areas of strategic plan. Advocacy: Sarah/Angela Communication: Aryn/Shawn Professional Development: Kristina/Ellen Membership: Suzanne/Kara/Megan Outreach: Lindsay/Elisabeth</p> <p>Each group took notes specific to their committee goal.</p>	<p>All: Please review by-laws on your own time if you have not in the past two months-can be found on the website.</p> <p>Aryn to send out template. Committee chairs to update descriptions.</p> <p>Send breakout notes to Aryn by first week of Dec.</p>
<p>Additional Items:</p>	<p>-Has WWA ever considered payment for board members/committee involvement? Ideas to consider: Payment via scholarship for education opportunity? Hourly rate via expense report? Log hours outside of normal WIC hours? Discuss with accountant. Tabled for further discussion at a later date.</p>	
<p>If time allows:</p> <p>2022 Budget Review Break out into groups/committees for brainstorming</p>		
<p>Next meeting:</p> <p>Discussion: Current meeting time: 3rd Thursday, 12-1pm</p>	<p>Motion to Adjourn: Ellen 2nd Sarah. All in favor. Meeting time will remain the same-3rd Thursday from 12-1pm</p>	

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