

## Wisconsin WIC Association (WWA) Board Meeting Minutes

**MEETING:** Topic: WWA Annual Spring Board Meeting

**Zoom Link:**

<https://us02web.zoom.us/j/88481636612?pwd=qkR6AWBw8KWc7Ep6kbruceJV7a6NHe.1>

**PURPOSE:** Spring Board Meeting, Update goals of PDC, communications committee, fundraising

Meeting Date:	Location:	Start Time:	End Time:
4/29/2024	Teleconference	9:00 AM	3:00 PM
Facilitator/Lead:	Beth	Minutes Prepared by:	Rachel

### ATTENDEES (checked in attendance)

<input checked="" type="checkbox"/> Rachel Bauer	<input type="checkbox"/> Emily Seltzner	<input checked="" type="checkbox"/> Amy Richter	<input checked="" type="checkbox"/> Morgan Thums
<input checked="" type="checkbox"/> Kim Damrow	<input checked="" type="checkbox"/> Heidi McCann	<input type="checkbox"/> Marlena Oechsner	<input checked="" type="checkbox"/> Alex Forsyth
<input checked="" type="checkbox"/> Shawn Handfelt	<input checked="" type="checkbox"/> Alyssa Gollon	<input checked="" type="checkbox"/> Beth Scheelk	<input checked="" type="checkbox"/> Guest: Christine G Fox Cities Embroidering

Time	Items/Actions to Be Approved	Outcome/Notes	Action Items & Person Responsible
9:00-9:15	Welcome/ Ice Breaker		
9:30	Review Vision and Mission Statement Are we still building on this?	<p>Wisconsin WIC Association is the leader in advocating for the voices of the WIC community.</p> <p>The <b>mission</b> of the Wisconsin WIC Association (WWA) is to inspire and empower the Wisconsin WIC community to advocate for and promote quality nutrition services and assure effectiveness through collaboration, cooperation and education.</p> <p>Created Today: Purpose: "Empowering WI WIC staff to advocate for the health and well-being of WIC eligible families by educating policy makers and stakeholders, and increasing awareness of relevant legislation."</p> <p>Logo Discussion: Several members wondered if we were able to change the font. Would be nice to not have all capital letters. Comments: looks like CMR. Would be nice if we could utilize two logos.</p>	Will bring the purpose statement back to the May meeting for slight adjustments.
10:00 – 10:30	Review/Update Strategic Plan	<p>Are we on track to achieve 2025 targets? <a href="#">2025-2027 Strategic Plan</a></p> <p>We are meeting most goals/objectives in the strategic plan. Some that are still in progress include:</p>	Kim will reach out to Cheri to see if she can help add Amy as a Facebook admin.

		<ul style="list-style-type: none"> <li>- The website is still in progress.</li> <li>- We are using google because the list serve is meeting more people than mailchimp which had a 1/3 bounce back.</li> <li>- Beth emailed design companies for the website; however, neither of them got back to her. This will be revisited at a later date.</li> <li>- Facebook: Kim can't add Amy R as an administrator. Cheri has been posting advocacy related things but we want to post newsletters, lunch and learns, etc.</li> <li>- Moving documents from WICShare: There are two options: We can download each item from WICShare and move each one to google, or we can get a trial program to help.</li> <li>- Objective 4A: Alex and Amy both said that the help that they received from Beth and Kim re: hill day and talking to legislators, far outweighed the NWA conference information that was provided. NWA did not present the "know before you go" session, which may have been beneficial.</li> <li>- We need to create an advocacy log to maintain a running list of advocacy efforts.</li> <li>- Beth will ask Kari if there is a plan for a conference.</li> </ul> <p>By laws update proposal: Co-chair: Change from vice chair/past chair. Chair and just go with 2 co-chairs and stagger the term. In the alternate year, someone new is brought in. Then we would have a 2 year model instead of a 3 year.</p> <p>Record Retention: how long should we keep documents? Kim is going to check on destroying meeting minutes. She thought she read that those can't be destroyed. Other members were in favor of keeping documents for 7 years.</p> <p><u>Beth added:</u> <b>Keep these records permanently</b></p> <ul style="list-style-type: none"> <li>• Articles of Incorporation</li> <li>• Audit reports, from independent audits</li> <li>• Corporate resolutions</li> <li>• Checks</li> </ul>	<p>Kim will check to see how long we have to keep meeting minutes for.</p>
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10:30 - 11:00	<p>Finance Committee: Report out</p> <p>High Yield Saving Account discussion</p>	<p>BMO Checking Acct: \$17,888.43 BMO Savings Acct: \$24304.66 PayPal: 0 Scholarship Balance: 2,000 remaining</p> <p>So far have given out \$2495 in scholarships (NWA plus 3-\$500 scholarships- one of which needs to be submitted yet)</p> <p>- Shawn: Capital One is \$3.6% Marcus 3.75%. Marcus, Capital One, Discovery and American Express can do same day transfers. Shawn will send us the list of these just couldn't access this during the meeting.</p> <p>Shawn wanted to know if we have ever considered a CD vs HYSA. The interest rates on CD's is slightly higher.</p>	Shawn will send us the list of High Yield savings accounts she has been working on. She will also check on BMO Harris rates. She will also check into CD rates.
11:00 – 11:30	Board Positions for Fall 2025/26	<p>See Table below</p> <ul style="list-style-type: none"> <li>- Alex is open to renewing her term as Regional Rep at this time.</li> <li>- Morgan will be stepping down.</li> <li>- Beth will touch base with Marlena.</li> </ul>	Beth will touch base with Marlena to find out if she will be stepping down or continuing.
11:30 - 12:00	May Regional updates	<p>Update contact list- still getting a bunch of bounce backs.</p> <p>Beth will continue to send meeting talking points to board and regionals.</p> <p>Mug Distribution- Kim has a storage space of mugs (3 boxes with 36 mugs in ea). If people have new staff maybe we could distribute to regional meetings? May be potential for dropping off at legislatures offices or doctors' offices, just as a reminder of WIC.</p> <p>Push for At large members talking points at regional meetings and regionals will send to directors.</p>	Beth to send regionals directions for directors to update contact list.
12:00 – 1:00	Lunch	ONE Panel discussion if interested – or enjoy the outdoors!	

1:05- 2:00	Professional Development Discussion:	<p>Lunch and Learns- Contacted Waisman center to do a lunch and learn- no charge. Nourish and Flourish 2 part allergy series will also be presented. Will be meeting again May 15<sup>th</sup>. Goal of the committee was to plan 2 lunch and learns.</p> <p>Online Store-people wanted more access to apparel especially for projects who have new staff. The online store is being looked into. Beth said her public health department does this and special guest Christine from Fox Cities Embroidering presented on this today. Christine said that it would be a private store with one central location. Gives the opportunity to provide more product without higher cost. Pricing includes logo cost, etc and the only additional cost would be shipping. This offers a variety of styles, colors, and non-apparel items. Looking to kick this off in June 2025.</p> <p>Finalize Scholarship Policy- WWA Board member spent time reviewing the Scholarship policy. The scope is that it must support conference education opportunities. Limitations include cannot be used to renew credentials, attendance must be educational based, \$500 max per applicant and must submit own application.</p> <p>Rubric- Worked on Rubric that could be used if funding was close to limit.</p> <p>Morgan would like to have something in the scholarship application as to WHERE the funding goes to (address/ person/county)</p> <p>A spreadsheet needs to be developed to keep track of who is getting a scholarship and for how much. Maybe this could be a part of the financial committee.</p> <p>Reimbursement form will be revised and used moving forward when awarding scholarships to assist with tracking and information gathering for the finance committee.</p>	Beth will send out the link to the online store so that if we find apparel items that we think would go well, we can contact Beth.
2:00 – 2:30	Connection Committee	Next Member Discussion- A common recommendation for area of improvement was to allow room for more discussion. Also specific topics for discussion.	A doodle poll will be sent out re: dates for the board meeting in October.

		<ul style="list-style-type: none"> <li>- Possible topics: member meeting and discussion connected, supporting new WIC foods, feedback/discussion on statewide call.</li> <li>- Provide discussions quarterly</li> <li>- Next call for June during lunch hour, keep it on a Thursday. Not recorded for freedom of confidentiality and to promote a safe space.</li> <li>- September 16<sup>th</sup> or 18<sup>th</sup> may be a good date for a membership discussion from 11:30- 1 PM.</li> </ul> <p>Newsletter planning- highlight for May meeting.</p>	Will also send out a poll for Sept 16 <sup>th</sup> or 18 <sup>th</sup> .
2:30	Other updates:	State WIC Office update Midwest region update	

Next Meeting: May 22<sup>nd</sup>, 12-1

Regional Reps	Term Start	Term End
Amy Richter	October 2024	October 2026
Emily Seltzner	July 2024	October 2026
Rachel Bauer	October 2024	October 2026
Alex Forsythe	October 2023	October 2025
Kim Damrow	October 2024	October 2025
At-Large Reps	Term Start	Term End
Beth Scheelk	October 2023	October 2026
Shawn Handfelt	October 2022	October 2026
Alyssa Gollon	October 2024	October 2026
Heidi McCann	October 2024	October 2026
Marlena Oechsner	April 2024	October 2025
Morgan Thums	October 2022	October 2025