

## Wisconsin WIC Association (WWA) Board Meeting Minutes

### MEETING:

Topic: **WWA Annual Fall In-Person Board Meeting**  
 Join Zoom Meeting (different than monthly board meeting link)  
<https://us02web.zoom.us/j/89546165716?pwd=2wSxr1GaaNxijU5NJPbACBYM43RIVw.1>  
 Meeting ID: 895 4616 5716 Passcode: 253331

### Phone:

Dial by your location  
 +1 312 626 6799 US (Chicago)  
 Meeting ID: 895 4616 5716  
 Passcode: 253331

**PURPOSE:** Annual Fall In-Person Board Meeting

Meeting Date:	Location:	Start Time:	End Time:
10/17/2024	Food + Farm Exploration Center 3400 Innovation Dr, Plover, WI 54467	9:00 AM	4:00 PM
Facilitator/Lead:	Kim	Minutes Prepared by:	Rachel

### ATTENDEES (checked in attendance)

<input checked="" type="checkbox"/> Rachel Bauer	<input checked="" type="checkbox"/> Alex Forsythe	<input checked="" type="checkbox"/> Kristina Ingrouille	<input checked="" type="checkbox"/> Beth Scheelk
<input checked="" type="checkbox"/> Marlena Oechsner	<input checked="" type="checkbox"/> Shawn Handfelt	<input checked="" type="checkbox"/> Cheri Nemec	<input checked="" type="checkbox"/> Morgan Thums
<input checked="" type="checkbox"/> Kim Damrow	<input checked="" type="checkbox"/> Alyssa Gollon	<input checked="" type="checkbox"/> Sarah Nix	<input checked="" type="checkbox"/> Emily Seltzner
<input checked="" type="checkbox"/> Amy Richter	(remote)		

Estimated Timeframe	Items/Actions to Be Approved	Outcome/Notes	Action Items & Person Responsible
9:00-9:30	Welcome/Introductions Vision Statement	WWA is the leader in unifying, advocating, and uplifting the voices of our members to support the well-being of WI families and communities.	Wisconsin WIC Association is the leader in advocating for the voices of the WIC community.
9:30-10:00	Finance Committee (Morgan) <ul style="list-style-type: none"> <li>Treasurer's Report</li> <li>2024 Budget Status</li> </ul>	Pay Pal: \$ 3,058.05 Business savings account: \$ 9,595.38 Business debit account: \$24,200.28 <ul style="list-style-type: none"> <li>Made \$2221.30 in apparel sales this year.</li> </ul>	Morgan and Shawn will look into budget for 2025.

	<ul style="list-style-type: none"> <li>• 2025 Budget Considerations</li> <li>• Invoice update</li> </ul>	<ul style="list-style-type: none"> <li>• Looking to find another company for future apparel sales as Positive Promotions has a lot of limitations.</li> <li>• In 2024 we gave over \$5000 worth of scholarships which was way more than typical.</li> <li>• We are looking at putting some of our money from savings into a high yield savings account to generate more money.</li> <li>• For 2024 it looks like we are in the red; however, with the gifts we are giving at the 50<sup>th</sup>, and scholarships, we expected it.</li> <li>• Today the policy on scholarships was revised.</li> <li>• Highlights: decided for 2025 to do a \$5000 cap on scholarships. All scholarships would be on a first come first serve basis.</li> <li>• Roughly \$2,083 would be allocated to the NWA policy conference (5 WWA members + 2 board members) and roughly \$3k allocated for other scholarships.</li> <li>• There would be a \$500 cap per person. The fee could include hotel, mileage, food, etc. Would not support maintaining, renewal of credentials.</li> <li>• Language in the policy did include dates for the NWA policy conference, explanation that agencies should apply for early bird funding and could get reimbursed by WWA.</li> <li>• Discussed the capacity of WWA to take on something like this.</li> <li>• Shawn will be the main treasurer and Morgan will be the past treasurer.</li> </ul>	
10:00-10:30	Message from State WIC Office	<p>How do you envision partnership with WWA and WIC office moving forward?</p> <ul style="list-style-type: none"> <li>• Loves how we are focusing on advocacy as the political climate is difficult and challenging. Advocating for WIC is extremely important and a great way for us to partner. They are not allowed to do a lot of this at the State level.</li> <li>• Opportunity to partner with training and conference planning.</li> <li>• How could WWA help with WIC Participant feedback. Could WWA provide compensation for that feedback to WIC participants?</li> <li>• Could we have a WWA rep. sit on LACC.</li> </ul> <p>How can the State WIC office support WWA and how can WWA support State Office?</p> <ul style="list-style-type: none"> <li>• Kari appreciates the monthly communication with Kristina.</li> <li>• Knowing if State office is participating in NWA committees how is WI being represented on these committees. Better communication on who is participating in what and be able to share concerns to provide to NWA as a team.</li> </ul>	

		<ul style="list-style-type: none"> <li>• Being in the know of what is being voted on with NWA and have discussion centered around it. Having better communication.</li> <li>• Kari needs to keep WIC and WWA separate. Can provide links to our website. Wants us to keep WWA our own. So can't advocate for board members in the FMR as an example.</li> </ul> <p>What areas does the SWO see that WWA is doing really well and where could WWA improve?</p> <ul style="list-style-type: none"> <li>• Constant communication and transparency about what needs are have been wonderful.</li> <li>• Involving participants and getting their feedback would be great.</li> <li>• Possibility for partnership between WAND, WWA and SWO for 2026 "Nutrition as Prevention Through the Life Span" WAND conference??</li> </ul>	
10:30-11:00	<p>Connection Committee (Alex):</p> <ul style="list-style-type: none"> <li>• Website</li> <li>• Thank you to the State WIC Office for the support of membership for all WIC staff members</li> <li>• Updates on at-Large Representatives and Regional Rep roles</li> <li>• Committee recruitment and engagement in the quarterly newsletter: WWA Committee Spotlight</li> <li>• Membership Committee has partnered with the Communication Committee to form the Connection Committee</li> </ul>	<ul style="list-style-type: none"> <li>• Marlena will be taking lead with newsletter.</li> <li>• Alex needs help with survey, which we decided will go through google forms. We spent time today writing the survey which will be 10 questions and will be incentivized. Those who answer all questions will be able to put themselves into a drawing for a \$20 Amazon card.</li> <li>• Yearly we will have Directors run AdHoc reports and send it to regional reps to compile list of emails. This would be beneficial due to high turn overs.</li> <li>• Maybe think about opening up WWA meetings to all members with a zoom link in case WIC staff would like to listen and learn. We could create a calendar on our website. The calendar could list things like apparel sale, deadlines for scholarships, board meetings, etc.</li> <li>• Beth reviewed the newsletter, which reviewed a lot of great information. Examples include: joining a committee, who is currently involved, Advocacy training opportunities, and what is happening with WWA/nationally.</li> <li>• What if we send acknowledgement to the SWO to thank them for the support of membership. WWA will have some time at the 50<sup>th</sup>.</li> <li>• At Large Rep. Regional Role: Oneida Tribe Heidi McCann is an RD and CPA for the past 6 years. Kim Damrow is appointing Heidi to be on the board.</li> </ul>	

	<ul style="list-style-type: none"> <li>Annual Membership Survey</li> </ul>		
11:00-11:45	Professional Development Committee (Kristina): <ul style="list-style-type: none"> <li>Continuing Ed. Requests</li> <li>Scholarship policy</li> <li>Annual Membership Meeting (November)</li> <li>Committee Chair</li> <li>Apparel Sale</li> </ul>	<ul style="list-style-type: none"> <li>Moving forward, try to focus more on advocacy aspect of education.</li> <li>Continue updating events page.</li> <li>Has been contacting Gathering Waters on how to change things on the website. They have been helpful in giving support. There is a charge of \$110 per hour to help with technical assistance. We need to decide if we are continuing with the current platform or finding something new.</li> <li>Apparel sale- 26 total orders that came in. Did very well with raising funds. Limiting colors helped.</li> <li>Membership meeting: this year we are going to have each chair of their committee speak out on their committee.</li> <li>Kristina is interested in staying on PDC committee as a non-board member.</li> </ul>	11/14/24 12-12:30 PM Meeting-committee chairs will report out on each committee.
11:45-12:00	Advocacy Committee (Cheri) <ul style="list-style-type: none"> <li>State WIC Associations Workgroup</li> <li>NWA Policy Conference Prep</li> <li>Committee Chair</li> <li>Facebook Posting</li> </ul>	<ul style="list-style-type: none"> <li>Talked about doing an education conference before advocacy conference.</li> <li>Beth will ask Kari if she can use the WIC app as the platform for getting WIC participant responses from satisfaction surveys and feelings about how WIC has helped them.</li> <li>Will get something out to people re: NWA policy conference prep.</li> <li>State WIC associations: Beth attended the last one. They learned a lot about what running a successful board can look like.</li> <li>Camen gave Cheri access to Facebook. Cheri is still happy to do it and stay on the committee as a non-board member.</li> <li>Cheri stated that she would be willing to stay on the advocacy committee as a non-board member.</li> <li>Sarah said that she would also stay on the advocacy committee as a non-board member.</li> </ul>	
12:00-1:00	<b>Networking Lunch &amp; Tour</b>		
1:00-1:30	Review of By Law changes	<ul style="list-style-type: none"> <li>We will summarize changes in a document and send out to members before the survey and they can comment on it.</li> </ul>	Treasurer to set when they

		<ul style="list-style-type: none"> <li>• Diane Moreau Stodola is retired and is still interested in helping out. She wondered if there was a spot she could be involved in with WWA. She may be good with being involved in the Professional Development Committee.</li> <li>• Decision that Honorary members should be able to be on WWA for free.</li> <li>• Discussion on treasurer position. We need to have a two year treasurer term.</li> <li>• Beth made a motion to remove “support board position”. Cheri seconded it. All in favor.</li> <li>• Will do an email poll sent by regional reps to vote to amend the by-laws.</li> </ul>	would like their books audited.
1:30-2:00	Executive Board Positions Selection Committee Chairs + Members <ul style="list-style-type: none"> <li>• At-Large Application</li> </ul>		
2:00-3:00	New Business <ul style="list-style-type: none"> <li>• Historian/Director Emeritus</li> <li>• Annual WWA Member Meeting in November, 30 minutes, live and recorded, no CEU offered</li> <li>• Robert’s Rules – reintroduction to WWA Board</li> <li>• Other</li> </ul>	<ul style="list-style-type: none"> <li>• Vice chair is needed. Cheri nominated Alex (she will consider). Kristina nominated Marlana and/or Alex as she said both would be great.</li> <li>• We will need an advocacy chair-Amy stepped up to fill that. With Cheri staying on that committee.</li> <li>• Kim is willing to step up as Professional Development Chair.</li> <li>• Diane is interested in creating rubber buttons and keychains to be for sale at events with profits going for books for kids or for scholarships for continuing ed. She wanted to know if WWA would consider being fiscal agents. Cheri stated that this can get sticky. We will table this and bring it up at a later meeting.</li> </ul>	
3:00	Next Meeting: November __, 2024 Time:	<ul style="list-style-type: none"> <li>• 4<sup>th</sup> Thursday from noon-1 PM. Will do a poll. Kim/Beth.</li> <li>• Morgan made the motion to adjourn and Cheri seconded it. All in favor.</li> </ul>	