

WWA Fall Board Meeting

10/22/2025, 9:00am-4:00pm

Location: UWSP DUC Room 223

Attendees

In Person: Beth Sheelk, Alex Forsythe, Megan Zanon, Amy Richter, Kim Damrow, Heidi McCann, Marlena Oechsner, Alyssa Schiessl, Laura Tourdot, Robyn Voge.

Virtual: Rachel Bauer, Shawn Handfelt

Excused: Morgan Thums

Minutes prepared by: Kim Damrow

Time	Agenda Item	Notes	Action Steps
9-9:30	Meet & Greet Sharing of Your WWA Why!	<ul style="list-style-type: none">-increase voice-looking for more meaning in job at WIC, looking to do more-learn more about advocacy-learn how to inspire staff to advocate for work; staff have the “good stories” to share-understanding the legislation behind programs that support our families-helping to share legislation with staff who are part-time and do not have extra time in work week to learn more about it-bring the stories of everyday WIC and families to the people making decisions-interested in politics-building skills in advocacy-Sharing stories and narratives and awareness to WIC-looking for encouragement in roles in WIC/connection-the WWA Board has really evolved to include many different WIC roles, gaining many more perspectives in their experience in WIC	Beth will send out orientation information to new board members within the next few weeks

9:30-10:00	Committee overview	<p>Goal this year is to have all board members actively engaged into a WWA committee</p> <p><u>Connection committee</u> – Alex- quarterly newsletter, website, social media, members discussion, annual members survey</p> <p><u>Professional development</u> – Kim - members discussion, series with Waisman center clinical RD, coordinate with Chair to plan annual spring and fall day long board meetings</p> <p><u>Advocacy</u> – Amy – coordinate NWA policy conference, more meetings as things come up/advocacy alerts</p> <p>-2026 meetings – previously 3/4th Thursday 12-1pm – determine best day/time for next year via jotform – Kim</p>	<p>-Give Google Drive access to all new board members/ remove exiting members - Kim</p> <p>-all members sign up for committee and interest in executive board during board meeting</p> <p>-send out Jot form to finalize 2026 meeting times - Kim</p>
10-10:30	Meeting with Karli Malone	<p>Kari joined WWA board via Zoom.</p> <ul style="list-style-type: none"> Continued collaborative effort, especially during crisis mode. At times it is difficult for the state to put out information, lean on WWA to do that. Similar at the national level, using NWA as the liaison to inform as needed. State WIC office has received Data requests on redemption, participation by county last week-State WIC office did not receive reason for request. State WIC office has not been involved with any proposed legislation related to WIC emergency funding from the state. Stay cautiously optimistic – reassured with November funding message Additional FY25 funds to FY26 funding via reallocation Should the state send out messaging regarding WIC? NWA asking for additional funding from Section 32 funding New SNAP funding may run out in November, rollover will be available from the understanding at this time. 	<p>Add information about action alert sign on's to our WWA website</p> <ul style="list-style-type: none"> AND message to governor WAND state messaging action alert NWA action alert to congress members

		<ul style="list-style-type: none"> • National Grocers Association talking with WIC – preparing for increased purchasing with Food Share • Extra food dollars are being factored into funding if we have more families enrolling in WIC related to food share cuts • Food shelves – knowing how to communicate to participants • Kari is collaborating with other state directors – no one wants to go to waiting lists if we can help it • On WWA website, is there information for constituents to sign on to letter/state reps? 	
10:30-11		Photoshoot – team and individual headshots for WWA	
11-11:30	Online store updates – Christine	<ul style="list-style-type: none"> • 2025 WWA started a new apparel store with Fox Cities Embroidery. This was a new experience for their company as WWA is the owner of the store vs. a single organization such as a county. • Unable to do bulk order tax-exempt in the store, agencies must contact Christine to place orders. Store can easily be modified with new colors, items, etc. • Total funds raised since opening store: \$140 • Top sellers: fleece jackets, vests, t-shirts • Fundraiser - \$2 per item • Idea for 2026: WWA Member image/drawing/wording contest? Seasonal logos are common. Design: more simple, the better. Not restricted by colors. Graphics team available to help recreate to printable form. Hard to print fine lines. Cost for set-up? Not most of the time, if it needs to be highly revised, then yes maybe. 	<p>Christine - Open up more colors for T-shirts, add stainless steel water bottle, more jackets, crewneck sweatshirt, add new logo, laptop bags/sleeves, mid-level backpack</p> <p>Kim – add store link on website</p>
11:30-12:15	Committee development	<p>Standing Meetings:</p> <p>Advocacy - November</p> <p>All board members HOLD February 26th</p> <p>Amy is wondering if WWA should create a Know before you go event? See what NWA puts out and proceed as needed.</p> <p>Connection - Thursday December 11th</p> <p>Professional Development - January 15th (tentative)</p>	<p>Kim – jotform for</p> <ul style="list-style-type: none"> • Monthly Board Meeting 3rd Monday 12-1pm starting in new year

		NWA Conferences: NWA Policy Conference February 24-26 th – registration opens in November	
12:15-1:45	Walk to/from lunch, lunch tour		
1:45-3:30	Board engagement training	<p>Training take aways: WWA is Connecting all WIC staff together.</p> <p>Common board problems</p> <ol style="list-style-type: none"> 1. Too much focus of needing too much efficiency 2. Board members waiting to be managed 3. Assuming everyone is on the same page <p>Biases</p> <ol style="list-style-type: none"> 1. Curse of knowledge – you think everyone know it too 2. False consensus effect – if people are quiet, they must agree 3. Assumption of universality – everyone takes away the same meaning of things <p>SWOT Analysis</p>	
3:30-4:00	Wrap up and closing		
	Next Meeting	November 20 th , 2025 12:00-1:00pm	

2026

COMMITTEE	MEMBERS, BOLDED CHAIR
Advocacy	Amy,
Professional Development	Kim, Megan, Robyn
Connection	Marlena, Laura, Heidi
EXECUTIVE COMMITTEE	
2 nd year Chair	Beth
1 st year Chair	Robyn
2 nd year treasurer	Shawn
1 st year treasurer	Megan
Secretary	Rachel