



Executive Committee Meeting Minutes

Meeting Date: November 12, 2013

Meeting Location: United Bay Community Credit Union, Bay City, Michigan

Members Present: Eric Brubaker, Jeremy Coberley, Dennis Hanson, Jenny Hoyle, Bridget Looby, Brenda Miller, Ann Russell, Vickie Schmitzer, Jan Shaffer, H. Vance Vargo, Alan Watson, Barb Weiler, Bernard Williams

Members Absent: Dave Cibulka, Sherwood Spells

Guests Present: Gerald Hutto, Cara Kurtz (MCUL/CUcorp), Penny St. Cyr (Strategic Income Solutions), Melinda Spada (Alloya Corp FCU), Greg Wischmeyer (NMS)

Chairperson Bridget Looby called the meeting to order at 8:33 a.m.

Minutes

The Minutes of the September 10, 2013 Executive Committee meeting were distributed by e-mail. Jenny Hoyle made a motion to approve the Minutes as corrected, Eric Brubaker supported the motion. Motion carried by unanimous vote.

Chairperson Looby led the introductions around the table.

Treasurer's Report

Dennis Hanson distributed copies of the Treasurer's Report, noting that the first page was as of month end October and the other was for November to date. He noted that we donated \$2,500.00 to BizKids and had 2 break-even events (Legislative Breakfast and an educational session). Total receipts for the periods reported were \$2,646.39 while total expenses were \$4,946.72, leaving an ending balance of \$4,497.26 as of November 12, 2013. Eric Brubaker made a motion to approve the Treasurer's Report; Alan Watson supported the motion. Motion carried by unanimous vote.

Chairman's Report

Chairperson Looby shared a quote by Jim Harbaugh, a former football coach at Stanford University (and the San Francisco 49ers) to "attack the day with enthusiasm unknown to mankind". She encouraged everyone to try to practice that advice in our daily interactions.

She noted that she has talked to some people about serving on the Executive Committee and is waiting for responses.

She asked for volunteers on the Education Committee.

She thanked Jenny Hoyle for updating the chapter web site. Please let Jenny know if you have information for her to post.

She said she received some good pictures from the recent "CU Lunch Local" event during CU Week.

She thanked Gerry Hutto for his leadership in the Saginaw credit union group and for the work done by the credit unions. Please let the group know of activities for future involvement.

District Director's Report

Neither District Director Howard Spencer nor Alternate District Director Tim Benecke was able to attend. Jan Shaffer noted that Tim Benecke said he will share information at the next meeting in January.

Committee Reports

Education

Bridget Looby said that she talked to someone about doing workshops for member service reps. Vickie Schmitzer asked about sessions for directors, and Jenny Hoyle suggested a session on emerging technology. Bernie Williams suggested a session on the changing mortgage rules. Dennis Hanson suggested a session on risk-based net worth requirements.

Vickie Schmitzer said she could take care of reservations at Zehnder's or the Bavarian Inn if we would like to have a session there.

Legislative Representative

Dana Reif was unable to attend.

Chairperson Looby noted that she had met some prospective candidates and wondered about local support of credit union friendly candidates. There was some discussion but the consensus was to let MCUL take the lead on endorsing candidates.

Partner Reports

MCUL Relationship Manager

Cara Kurtz is the new MCUL relationship manager for the chapter. She said she has been making her rounds of the credit unions, so please don't hesitate to call her if you need anything.

She presented the MCUL subsidy check to the chapter. She shared her background, which includes 7 years at General Motors in business planning and purchasing. She noted that Dave Adams would like to attend a meeting early in 2014. He is available on Jan. 14 (our next meeting date) but he won't be available until about 10:00. We decided to meet at 10:00 a.m. and have lunch afterward. Dave will be first on the agenda.

Cara noted that the 2014 MCUL education calendar is available on the web site. The AC&E will be held June 5-7 in Grand Rapids, with the golf outing on the 4th.

She noted that tax season is coming quickly, and the Turbo Tax discount for credit union members will be available.

The Grand Raffle winner will be announced on November 8.

Alloya Corporate FCU Representative

Melinda Spada thanked everyone for their support of CenCorp in the past and their current support of Alloya Corporate FCU. She said that Alloya has a solution available for international wire transfers. Please call her or Member Service if you have any questions about this service.

Alloya will offer a webinar on Nov. 21 on liquidity options. She added that Alloya offers educational sessions and webinars on a variety of topics regularly. Please visit the web site for current topics.

She noted that an internal and external search is ongoing for a new CEO; Todd Adams is serving as Interim CEO.

CUNA Mutual Representative

There was no report.

Neighborhood Mortgage

Greg Wischmeyer encouraged everyone to review the new CFPB rules, which take effect January 10, 2014. He said request has been made for a delay in implementation but a decision has not been made yet. There is a lot of information to review, so please feel free to contact NMS if you need assistance.

Strategic Income Solutions

Penny St. Cyr introduced herself and said the company strives to help credit unions enhance their revenue and member relationships. It is a CUSO owned by Team One CU, Frankenmuth CU and Alpena Alcona CU.

Cooperative Advertising/CU Link Update

Cara said that this year the CU Link campaign is looking to partner with community events that have a statewide reach to help promote the credit union message. The first few events will be the "Ice Man Cometh" event in Traverse City, the state high school football championships, and the "Noel Night" event in mid-town Detroit.

She noted that the campaign information has started to go out to credit unions. "Fair share" amounts are based on asset size, and all contributions raised are used in your market area. She added that in 2013 \$.62/\$1.0-0 was reimbursed to credit unions paying their "fair share" amount. This money helped them co-brand the marketing materials and promote the "Own Your Money" campaign in their credit unions. The 2014 reimbursement will be based on credit union participation.

She encouraged everyone to share feedback on where to place billboards in your area as well as which radio stations to use. The campaign will run from April to October.

There was a brief discussion about the updates to the chapter website. There was a suggestion that the most recent set of Minutes be available as well.

Community Reinvestment Initiative

There was nothing new to report.

Old Business

Spirit Award

Chairperson Looby had sent out the information on the Spirit Award; the consensus is that the nomination form is fine. Eric Brubaker offered to lead the committee handling the Spirit Award but he stressed that he will need nominees from the chapter credit unions. Jenny Hoyle, Ann Russell, Bridget Looby and Alan Watson also offered to help with this. There was a suggestion that each credit union try to nominate at least one person (staff or volunteer).

New Business

Annual Meeting

Bridget mentioned that Terry Moore will be retiring as CEO of Mid-Michigan Medical Center and from the Great Lakes Alliance. She would like to invite him to speak at our chapter annual meeting. There was no objection to this.

Open Forum

Chairperson Looby announced the Impact Saginaw will be hosting a free event at the MidMichigan's Children's Museum on Dec. 7 from 9:00 a.m.– 4:00 p.m.

She also noted that the "Great Women of the Great Lakes" award is seeking nominations. She encouraged everyone to review the information and take the time to nominate someone. She won last year.

Bernie Williams thanked the Saginaw credit unions for supporting United Way.

Ann Russell announced that United Bay Community CU had an in-service day yesterday and raised \$850 for Toys for Tots.

Alan Watson gave an overview of the Impact Saginaw group – 16 credit unions in Saginaw that have joined together to benefit the Saginaw area. They have held 2 very successful events this year and hope to do one each quarter.

Jenny Hoyle noted that ICCU will be conducting a pie fundraiser to benefit the Isabella County Rehabilitation House.

Jan Shaffer noted that Wildfire Credit union will have a ribbon cutting next week for their new lobby on Bay Road.

Vickie Schmitzer shared that many of the credit union staff donate by payroll deduction to a "Hope" fund. A staff committee makes decisions on where to donate the funds to help local people.

MCULAF 50/50 Drawing

Greg Wischmeyer won the drawing.

Next Meeting

The next meeting will be on Tuesday, January 14, 2014, at 10:00 a.m. at Frankenmuth Credit Union in Frankenmuth.

Chairperson Looby thanked Ann Russell for hosting today and adjourned the meeting at 9:33 a.m.

Respectfully Submitted,

Janis L. Shaffer, Secretary