



Executive Committee Meeting Minutes

Meeting Date: September 10, 2013

Meeting Location: Isabella Community Credit Union, Mount Pleasant, Michigan

Members Present: David Cibulka, Dennis Hanson, Jenny Hoyle, Bridget Looby, Ann Russell, Vickie Schmitzer, Jan Shaffer, H. Vance Vargo, Alan Watson, Bernard Williams

Members Absent: Eric Brubaker, Jeremy Coberley, Brenda Miller, Paula Miller, Sherwood Spells, Barbara Weiler

Guests Present: Alternate District Director Tim Benecke, Jim Bierlein, Mary Foote, Sue Lillich, Dana Reif, Melinda Spada (Alloya Corp FCU), Greg Wischmeyer (NMS), Robin Wybenga (MCUL/CUcorp)

Chairperson Bridget Looby called the meeting to order at 8:32 a.m. She introduced and welcomed Ann Russell as a new member of the Executive Committee. She noted that Jeremy Coberley and Missey Kelly were excused. Missey Kelly was recently appointed to the Executive Committee.

Minutes

The Minutes of the May 6, 2013 Executive Committee meeting were distributed by e-mail. Vickie Schmitzer made a motion to approve the Minutes as corrected, Bernie Williams supported the motion. Motion carried by unanimous vote.

Treasurer's Report

Dennis Hanson distributed copies of the Treasurer's Report, noting that the first page is the interim report as of 9-9-13 and the second is the quarterly report as of 8-31-13. He reported total receipts of \$6,159.95: \$1,040.00 from the Legislative Breakfast, \$4,762.97 from the golf outing, \$355.67 returned from the annual meeting raffle, and \$1.31 from dividends. The total expenses were \$5,704.63: \$941.66 for Horizons Conference Center and \$4,762.97 for the Johnny Burke Children's Foundation. The ending balance (9-9-13) was \$6,797.59. Vance Vargo made a motion to approve the Treasurer's Report; Bernie Williams supported the motion. Motion carried by unanimous vote.

Chairman's Report

Chairperson Looby shared a story about Tommy Lasorda and his philosophy about "happy cows giving better milk." She commented that these were good words to keep in mind as we deal with people.

She asked about the group's interest in the Credit Union Spirit Award. There were comments that it was difficult to get nominations, it has been awarded at the annual meeting and during Credit Union Week celebration, and guidelines have been established by the Spirit Award Committee. Bridget suggested that each credit union should strive to nominate at least one person for this award when we do it again.

She asked how people felt about receiving information from her in between our meetings. Vickie Schmitzer commented that she appreciated the information shared, but she prefers to vote on issues in person, rather than through e-mail. Chairperson Looby also noted that the chapter web site is a good source of information also.

She reminded everyone about the Credit Union Lunch to Go day on October 15, which gives credit unions an opportunity to buy lunch for their employees or others. She suggested people take pictures of their event and forward them to her.

She noted that she attended the MCUL Annual Convention and Exposition and got a lot of good information.

District Director's Report

Alternate District Director Tim Benecke reported that the last MCUL Board was in June, and they'll meet again next week in Bay Harbor, as part of the Executive Summit. He asked if there was anything anyone wanted brought to the Board's attention; there was no response. He encouraged everyone to send him an e-mail if they have any questions or concerns.

Committee Reports

Education

Bridget Looby said there will a session called "Charting Social Media Strategy" on 9-18-13 from 9:30 a.m. – 2:00 pm. at Wildfire CU. The speaker, Sundeep Kapur, is wonderful and will be speaking at the Executive Summit the following day.

She noted that the Moon Chapter hosted the Youth Extravaganza 4, which was a great event with about 60 attendees from 38 credit unions. It was very well received.

She said she is working on a conference on member service.

Legislative Representative

PAC Fundraising

Dana Reif reported that our chapter has raised 73% of the federal PAC goal and 139% of the state goal. Ten credit unions have exceeded their state goal and three have exceeded their federal goal. She noted that we are a bit behind, so we have a lot of work to do here. She added that one of the new options available for MCUL dues rebates is to contribute to the MCUL Cure issue advocacy fund. This fund is used for special issue advocacy and advertising and can serve as a "war chest" to tackle issues that come up, such as attacks on the tax exemption.

She reported that the Grand Raffle is still going on. There were 55,000 tickets printed, which is 10,000 more than in 2012. The winning ticket will be drawn on November 18, 2013. As of August 21, 54,600 tickets had been sent out to 148 credit unions.

Legislative

She reminded everyone about the Legislative Breakfast on Monday, October 7, 2013 at the Horizons Conference Center at 8:00 a.m.

She noted that the "Don't Tax My Credit Union" Hike the Hill event will take place on October 1. The tax exemption will continue to be an issue for discussion. Please contact her if you would like more information.

She reminded everyone about Capitol Day (Lansing) on October 29, which will take place in the Mackinac Room on the fifth floor of the Anderson House Office Building. There will be an issues briefing and luncheon, following by meetings with your representatives or watching the state House in session.

She noted that the next CUNA GAC will be February 23-27, 2014 and the state GAC will be April 8-9, 2014.

She said there were no big changes on legislation, since Congress just resumed its session.

MCU Foundation

Chairperson Looby asked about the chapter supporting the MCU Foundation. Jan Shaffer suggested waiting to decide until all donation requests on the agenda had been reviewed before making a decision. This item will be revisited later in the meeting.

Partner Reports

MCUL Relationship Manager

Robin Wybenga said that there is still time to sign up for the Executive Summit, and the Fall Leadership Conference is this weekend.

She noted that Ken Ross is back on the MCUL staff.

She said there is a new CU Vendor Management product available to help manage your vendor due diligence.

She announced that this is her last week at the MCUL. She has accepted the position of CFO at TBA CU in Traverse City. Cara Kurtz will cover the chapter while the search for a replacement is conducted.

She said that the chapter will need someone to manage the chapter web site; she has been doing this. Jenny Hoyle volunteered to take this on. She will work to update the site; Bernie Williams suggested sending an email when this has been done so people can review it.

Alloya Corporate FCU Representative

Melinda Spada noted that it is Bill Walby's last week as CEO at Alloya; Todd Adams will serve as Interim CEO while an extensive search is being conducted. She added that Alloya has a strong executive management team in place and initiatives that were started are moving forward.

She noted that Alloya can now offer many products, such as a corporate debt analysis program, an IT management program which addresses the IT strategic plan (flyer will go out soon), a student loan program, and a foreign currency exchange program.

She added that Alloya is financially strong, and net income has been stronger than projected for the first six months of 2013.

Bernie Williams asked about any disappointments that people have had since the merger. He commented that there have been some employee buyouts, which have gone very well. He added that Alloya has a strong capital structure, better cost structure and wants to offer great products to its members. He encouraged everyone to take a look at the products and services they have to offer.

CUNA Mutual Representative

There was no report.

Neighborhood Mortgage

Greg Wischmeyer reminded everyone that January 10, 2014 is the effective date for new lending regulations under Dodd-Frank. NMS did a workshop on the CFPB changes; you may get a packet of information from him if you were unable to attend the workshop.

Cooperative Advertising/CU Link Update

Robin said that the new ideas for next year will be presented at the Executive Summit. The “Own Your Money” theme will remain in place. She asked people to consider using their dues rebate to support the cooperative advertising program. She said she has not heard if there will be matching funds available.

Community Reinvestment Initiative

There was nothing new to report. Robin encouraged everyone to complete the survey.

Robin announced some CEO changes: Justin Ebel is at Credit Union Plus and, Beverly Lee is at Lake Huron CU. Amalgamated CU is still pursuing a merger. Paula Miller has announced her retirement from First Area; Lynn McCoy will succeed her as CEO. These changes affected two seats on the Executive Committee.

Old Business

Golf Outing Report

Tim Benecke presented the golf outing report. He noted that there were 108 golfers this year. Serenus Johnson Construction was the lunch sponsor. There were 6 contest sponsors and several hold sponsors. We raised \$590 for MCULAF by selling mulligans and raised \$4,762.97 for the Johnny Burke Children’s Foundation. Next year’s golf outing will be August 6, 2014 at Maple Leaf Golf Course in Linwood.

New Business

Credit Union Night at the Saginaw Spirit

This item was tabled since there was no speaker.

United for Good on International Credit Union Day

Robin had no information on this.

BizKids Sponsorship Renewal Request

Jenny Hoyle distributed information which included the underwriting agreement, coverage map and information on the audience. The agreement is a sponsorship of \$2,500, from Oct. 11, 2013-Sep. 20, 2014, during which time 150 spots would air (3/week for 50 weeks). WCMU reaches approximately 5,000,000 persons through its television network.

Our sponsorship has been funded in the past by the golf outing proceeds. A comment was made that the station's coverage area matches our area well. Robin commented that the CU Solutions Group supports BizKids in the production of the programs. We would be supplementing their support.

We discussed the prior decision to keep about \$5,000 in the account as well as the other requests for support presented during the meeting. We decided by consensus to continue to price our education session to break even, as much as possible, and that we were comfortable with the balance falling below \$5,000.

Vickie Schmitzer made a motion to donate \$400 to the MCU Foundation; Alan Watson supported the motion. Motion carried by unanimous vote.

Jan Shaffer made a motion to support BizKids again with the \$2500 sponsorship; Jenny Hoyle supported the motion. Motion carried by unanimous vote.

Open Forum

Chairperson Looby commented that the Saginaw County credit unions have banded together to have a greater impact on the community. They held a triathlon for kids to reach out to those kids who may not have the opportunity to do this kind of event. They had about 200 participants. They also did a CU at the Zoo event at the Saginaw Zoo and had 3000 people with free admission. The first 500 kids have a free ride on the carousel or the train and received free school supplies. Alan Watson noted that the group has its own officers and spokespeople for talking to the press.

Chairperson Looby thanked Secretary Jan Shaffer for all she does and presented her with a gift card.

Bernie Williams asked about how credit unions plan to handle the "sunset" of the CUNA Mutual life savings program on Dec. 31, 2014. Claims can be done by March 31, 2015. He said many members belong to more than one credit union, so a consistent message may be helpful. Vickie Schmitzer said Frankenmuth CU purchased an annuity 10 years ago to replace the life savings program; the annuity has been paying the claims.

Kevin Long from CMG will be speaking to the Wanigas CU board. Bernie said he feels it is important that the credit union boards hear the information from CMG.

MCULAF 50/50 Drawing

Jim Bierlein won the drawing.

Next Meeting

The next meeting will be on Tuesday, November 12, 2013, at 8:30 a.m. at United Bay Community Credit Union in Bay City.

Chairperson Looby adjourned the meeting at 9:44 a.m.

Respectfully Submitted,

Janis L. Shaffer, Secretary