



Executive Committee Meeting Minutes

Meeting Date: January 9, 2013

Meeting Location: Horizon's Conference Center, Saginaw, Michigan

Members Present: Jay Anders, Eric Brubaker, Jeremy Coberley, Mary Lou Gustin, Dennis Hanson, Brenda Miller, Vickie Schmitzer, Jan Shaffer, Bernie Williams

Members Absent: Tim Benecke, David Cibulka, Gary Klein, David Maine, Paula Miller, Sherwood Spells, H. Vance Vargo, Alan Watson, Barbara Weiler

Guests Present: Barb Appold, Jessica Gwizdala, Bridget Looby, Dana Reif, Melinda Spada (CenCorp), Greg Wischmeyer (Neighborhood Mortgage), Robin Wybenga (MCUL/CUcorp), Jamie York (Neighborhood Mortgage)

Chairperson Mary Lou Gustin called the meeting to order at 8:35a.m.

Note: No action items could be voted since we did not have a quorum.

Minutes

The Minutes of the November 14, 2012 Executive Committee meeting were distributed by e-mail. Eric Brubaker made a motion to approve, Bernie Williams supported the motion. Motion carried by unanimous vote.

Treasurer's Report

Jay Anders e-mailed the Treasurer's Report. He said that little had changed since the last meeting. The report reflected receipts of \$136.00 from chapter events and \$.27 from dividends. The expenses totaled \$150.10 for Horizons for a chapter event. The ending balance was \$6,882.58. Dennis Hanson made a motion to approve the Treasurer's Report; Bernie Williams supported the motion. Motion carried by unanimous vote.

Chairman's Report

Chairperson Mary Lou Gustin asked how the chapter felt about supporting Covenant Kids versus The Children's Miracle Network. Bridget Looby mentioned that the Johnny Burke Foundation was another local organization that supported children and asked about having Johnny Burke speak at an upcoming meeting. The group decided that though Dave Adams is scheduled for the March meeting but we could invite Johnny Burke as well.

We decided to meet at 8:30 a.m. again in March.

We also discussed meeting attendance being an issue. We didn't have a quorum in November, and we technically do not have one today. We discussed this and felt that attending at least 60% (3 out of 5) meetings would be reasonable. If an Exec member misses more than 40% of the meetings, his or her seat could be

declared vacant. We also discussed that excused absences would be for medical reasons, jury duty, but not for “too busy”. There was also a discussion of a proxy vote.

District Director’s Report

Alternate District Director Tim Benecke was unable to attend. Jan Shaffer distributed a copy of his written report, which is attached to the Minutes.

Committee Reports

Education

Eric Brubaker asked if we would interested in having Jim Fournier do a session health care reform. He could explain the health exchanges as well as other issues. He said that though some provisions are geared for employers with over 50 employees, the changes will affect everyone. He suggested we do a separate meeting at a central venue. Directors should be interested in this session also. Bavarian Inn was suggested as a location. The group supported the idea of this kind of session.

Bridget Looby noted that she and Brenda Scrambling are on the Education Committee but more people are always welcome. They are planning to do the Youth Extravaganza again as well as a session with a trainer.

Legislative Representative

PAC Fundraising

Dana Reif reported that 14 credit unions in the chapter raised over 100% of both their federal and state PAC goals. One credit union raised over 100% of their federal goal, and six credit unions showed an effort. Combined, the chapter raised 211% of the federal goal and 141% of the state goal.

She reminded everyone that the CUNA GAC will be held February 24-28, 2013 and the MCUL GAC will be April 9-10, 2013.

Sue suggested May 13 and October 14 as possible dates for our legislative breakfasts.

Partner Reports

MCUL Relationship Manager

Robin Wybenga said there were packets on the table on the CU Difference campaign.

She noted that the lending conference will be on February 12-13 and the risk manager conference will be on March 5. The spring leadership conference and CUNA GAC are also coming soon, and customized training is also available.

CenCorp Representative

Melinda Spada reported that the merger with Alloya Corporate is still progressing, awaiting NCUA approval.

CUNA Mutual Representative

There was no report.

Neighborhood Mortgage

Greg Wischmeyer reported that Neighborhood Mortgage is a CUSO, currently serving 45 credit unions in 10 states. They deliver mortgage loans to the secondary market

He added that he is President of the ICA this year and he thanked everyone for their support of that organization.

Cooperative Advertising Update

Maureen Lafrinier gave a presentation on the 2013 CU Link Campaign which will be a continuation of the 2012 campaign plus some new elements. She reported that the 2012 was successful in meeting objectives, such as increasing awareness of credit unions, which is at an all-time high of 64%. In terms of considering a credit union account, the percentage is up to 79% and is above the banks' percentage. The research also indicates that more people understand that they are eligible to join a credit union (64%).

She said that the objectives for 2013 include continuing to position the CU Link campaign as the unifying force to strengthen the perception of credit unions, both individually and collectively, to drive new members and product volume, to adjust the media mix to improve efficiencies and surround the target market with messages, and to develop a segmented approach to target a young audience under 25. She noted that younger people (ages 18-34) use an average of 14.50 sources of information, so we need a segmented approach to reach them. They will use television, radio, outdoor advertising, digital, social media, websites, search engines, and collateral materials to reach the target market.

She said that the campaign goal is \$1,000,000. Last year the MCUL and CUcorp invested about \$3,000,000: \$300,000 from the MCUL dues reduction, \$1,000,000 in matching funds, \$1.4 million in supplemental media and \$500,000 in marketing integration incentives. As a chapter, our goal for 2013 is \$250,000. She thanked everyone for their support.

Community Reinvestment Initiative

There was no additional information.

Old Business

Annual Meeting

Bernie Williams thanked Robin Wybenga for her help with the nominations report.

Eric Brubaker asked how we want to handle the prizes this year, since Wanda and Beth are unavailable. He offered to handle this. We decided to have the chapter donate \$500 again to help purchase prizes. If individual credit unions want to donate cash (normally \$100-150), they may forward their contributions to Eric Brubaker at Members First CU; credit unions may also bring prizes to the annual meeting if they wish. Please send your monetary donations to Eric by February 18 if possible to allow time to purchase the prizes.

New Business

There was none.

Open Forum

Robin Wybenga said that Chippewa Eagle FCU has a new CEO-Rita Leader.

MCULAF 50/50 Drawing

The drawing was held and Barb Appold won; \$105 was raised.

Next Meeting

The next meeting will be on Wednesday, March 13, 2013, 2012 at 8:30 a.m. at the Horizons Conference Center in Saginaw, MI. Continental breakfast will start at 8:00 a.m.

Chairperson Gustin adjourned the meeting at 9:47 a.m.

Respectfully Submitted,

Janis L. Shaffer, Secretary