



Executive Committee Meeting Minutes

Meeting Date: January 12, 2016

Meeting Location: United Financial Credit Union, Saginaw, Michigan

Members Present: Eric Brubaker, Dave Cibulka, Jenny Hoyle, Ann Russell, Vickie Schmitzer, Jan Shaffer, Alan Watson, Bernard Williams

Members Absent: Jeremy Coberley (E), Linda Doan, Rita Gou (E), Dennis Hanson (E), Gerald Hutto, Lynn McCoy (E), Bridget Staffileno (E), Barbara Weiler

Guests Present: District Director Tim Benecke, Barbara Appold, Jason Ball (MCUL), Greg Dietrich, Fran Gibelyou, Cara Kurtz (MCUL), Penny St. Cyr (SIS), Greg Wischmeyer (NMS)

Vice Chairperson Alan Watson called the meeting to order at 8:34 a.m.

Minutes

The Minutes of the November 11,, 2015 Executive Committee meeting were distributed by e-mail. Jenny Hoyle made a motion to approve the Minutes as presented; Eric Brubaker supported the motion. Motion carried by unanimous vote.

Treasurer's Report

Jenny Hoyle had distributed copies of the Treasurer's Report by email. She reported receipts of \$1,081.05: \$1030.00 from the MCUL subsidy, \$50.00 from the November MCULALAF raffle, and \$1.05 in dividends. She reported expenses of \$50.00 for a donation to MCULLAF. The ending balance was \$4,562.40.

Eric Brubaker made a motion to approve the Treasurer's Report as presented; Greg Dietrich supported the motion. Motion carried by unanimous vote.

Chairman's Report

Bridget Staffileno was unable to attend, so Alan Watson shared her report.

Chapter Annual Meeting: She asked him to thank everyone for agreeing on the date and location for the chapter Annual Meeting, which will be held on April 7 at Soaring Eagle Resort in Mount Pleasant. She has lined up an engaging speaker, Matt Felan, which is President/CEO of the Great Lakes Bay Regional Alliance. Alan Watson said he has agreed to chair the Nominating Committee, but he would like some volunteers to assist: Jenny Hoyle volunteered to help with this.

Eric Brubaker said he'd be happy to handle the prizes again and asked if we'd like to do anything differently this year. Credit unions may send check donations to Member First CU and/or they may bring prizes to the annual meeting.

Eric Brubaker also agreed to coordinate the Spirit Award process. Jenny Hoyle and Jan Shaffer agreed to assist. There were more nominations last year, so we are hoping for a good response this year.

Next meeting location: The next Exec meeting will be March 22, and Dave Adams and Ken Ross are scheduled to speak. We need a location. Vickie Schmitzer offered the main office of Frankenmuth CU for this meeting; the times will have to be confirmed.

Reality Fair: She is waiting to hear the date and then will let everyone know.

“CU Fun Night”: We discussed having a “CU Fun Night” with bingo for our employees. We need someone to take charge of this event. Vickie Schmitzer offered to have her staff do this. The event is based on one that the Oakland Chapter hosts; Stephanie Klocinski (MCUL) would be a good person to contact for information.

District Meeting with Blue Ox: The Blue Ox Chapter Chair has suggested a joint meeting with golf after, but we will need some dates. There was a suggestion that the meeting have a purpose (speaker) to encourage attendance. Alan will pass that on.

Bridget congratulated Impact Saginaw on another successful event, “Frozen” at the Temple Theatre. The group will be presenting at the Lending and Marketing Conference next month. Bernie commented that he saw WNEM TV-5’s coverage of the event and Impact Saginaw was mentioned, but credit unions were not. Alan said he will mention this at the next Impact Saginaw meeting.

Alan Watson commented that Missey Kelly is not doing well. Vickie Schmitzer asked if we could keep her seat on the Exec open until her position at the credit union has been filled.

District Director’s Report

District Director Tim Benecke reported that the MCUL Board met December 8 in Livonia and approved the 2016 Strategic Plan and the 2016 Budget, which includes a decrease in CUSG income related to the termination of the GM Affiliates program. The Board also approved the 2015 State and Federal Lawmaker and Staff Person of the Year. The Board also concurred with the action and recommendation of the CRI and Awards Committee.

There were some questions about the new MCUL Dues invoice regarding the dues rebate and the CU Link contribution. Alan Watson said Cara Kurtz clarified this for him, so you can call her if you have questions. If a credit union makes the minimum contribution to the CU Link campaign, they can deduct 50% from their MCUL dues. If the full fair share contribution is made, then the credit union will receive that amount back in marketing matching funds.

Committee Reports

Education

This was covered in the Chairperson’s Report.

Legislative Representative

Barb Appold reported that our chapter raised both the Federal and State PAC fundraising goals: 195.17% of our Federal goal and 163.51% of our State goal. Thirteen chapter credit unions achieved their federal PAC goal and 13 achieved their state goal.

The CUNA GAC will be held on February 21-25, 2016, and the Michigan GAC will be held April 20-21.

We need to set the dates for the Legislative Breakfasts this year, which are usually held on a Monday in May and October. Last year, the dates were May 18 and October 19. We discussed having a meeting with Blue Ox, but that would be long drive, and they have different legislators. Barb will check on dates for this year, similar to those last year.

Partner Reports

Alloya Corporate FCU Representative

Melinda Spada was unable to attend, so Bernie Williams commented that the notice for the Executive Symposium just came out. This event is reasonably priced, and it was well received last year.

He said Alloya FCU is working to equalize their pricing structure, following two mergers. They strive to deliver strong products to their members, and they are doing well financially.

Strategic Income Solutions

Penny St. Cyr noted that Starbucks had a breach last week and customer information was impacted. The ID Theft program she has may be of interest, so please contact her if she can help.

Bernie Williams commented that he has seen a spike in debit card fraud. Wanigas didn't reissue cards after the Home Depot/Target breach. There was a suggestion that using Card NAV, through CO-OP Network, may be helpful. The member controls the use of their debit card, using an app. The member can set up alerts and controls how the card can be used. The credit union pays \$.65 per active user per month. Vickie Schmitzer said that her fraud losses are way down so costs are overall because of this program.

Neighborhood Mortgage

Greg Wischmeyer noted that we are now 90 days "post TRID (Truth in Lending Disclosure) changes. Audits are highlighting violations of timelines and variances in procedures/policy should be documents. The grace period has no end date. Call him if you need help.

MCUL Relationship Manager

Cara Kurtz arrived late due to weather related travel issues. She emailed her report prior to the meeting, so it is not detailed in the Minutes. She further explained the revised MCUL dues notice by noting that a "Premier/Supporting" credit union will receive the 50% dues rebate and a marketing reimbursement for their fair share contribution. Payment may be made by check or ACH withdrawal. The Foundation and ASFM (A Strong Financial Michigan) contributions are separate. CUNA dues support advocacy on the national level and strength in unity is important. It is important for CUNA to have support nationally when advocating for credit unions in Washington, D.C. She noted that the AFSM contribution is separate from MCULLAF/MCULAF and is used more for issue ads in election years, though it is built up every year. She added that she would be happy to work through the dues invoice with you if you still have questions.

She answered some questions on the "CU Fun Night" by explaining how the Oakland Chapter has done it. The credit unions covered the cost of dinners and gift cards were used as the prizes. Chapter funds could be used to help reduce the costs to the credit unions. There was some discussion as to when to hold such an event, April was suggested with even starting around 5:30-6:00 P.M., until 9:00 P.M. We also discussed using it as a staff appreciation event.

Cooperative Advertising/CU Link Update

This was covered in Cara's written report; there is new creative.

CUNA Mutual Representative

There was no report.

Community Reinvestment Initiative

Vickie Schmitzer noted that she serves on this MCUL committee. She commented that Michigan doesn't have many entries and we have more credit unions. She encouraged everyone to share their members' stories with this committee.

Old Business

There was none.

New Business

Meeting Dates: We discussed the meeting dates for the year. The next meeting will be March 22 at Frankenmuth CU, with Dave Adams and Ken Ross speaking around 9:30. We decided to meet in May directly following the Legislative Breakfast; that date is pending, but it will be at Horizons Conference Center. We don't meet in July. The September meeting will be on the 20th to avoid a conflict with the MCUL meetings scheduled during the second week of the month; Members First CU will host. The November meeting will be on Election Day (8th) and United Bay Community CU will host. The January 10, 2017 meeting will be at Wildfire CU.

The Spring Leadership Conference at Soaring Eagle Resort in Mount Pleasant starts on Friday, April 8; our chapter Annual Meeting is the night before, also at Soaring Eagle Resort. Cocktails will start at 5:30 P.M. Cara will check the room rates for those who may wish to attend both events.

Open Forum

There was some discussion of the recent reports of credit union embezzlements. Dave Adams' letter addressing the issue was very good.

MCULAF Raffle

Dave Cibulka won the raffle.

Next Meeting

The next meeting will be on Tuesday, March 22, 2016 at Frankenmuth CU.

Vice Chairperson Watson adjourned the meeting at 9:59 a.m.

Respectfully Submitted,

Janis L. Shaffer, Secretary