



Executive Committee Meeting Minutes

Meeting Date: September 8, 2015

Meeting Location: Team One Credit Union, Saginaw, Michigan

Members Present: Eric Brubaker, Jeremy Coberley, Rita Goul, Dennis Hanson, Jenny Hoyle, Gerry Hutto, Lynn McCoy, Ann Russell, Jan Shaffer, Bridget Staffileno, H. Vance Vargo, Alan Watson

Members Absent: Dave Cibulka, Linda Doan (E), Missey Kelly, Vickie Schmitzer, Barbara Weiler, Bernard Williams

Guests Present: District Director Tim Benecke, Cara Kurtz (MCUL), Penny St. Cyr (Strategic Income Solutions), Greg Wischmeyer (Neighborhood Mortgage Solutions)

Chairperson Bridget Staffileno called the meeting to order at 8:35 a.m.

Minutes

The Minutes of the May 18, 2015 Executive Committee meeting were distributed by e-mail. Alan Watson made a motion to approve the Minutes as presented; Vance Vargo supported the motion. Motion carried by unanimous vote.

Treasurer's Report

Jenny Hoyle distributed copies of the Treasurer's Report. She reported income of \$9,243.73 from the Annual Meeting, Legislative Breakfast, 50/50 raffle and the golf outing, as well as \$2.16 in dividends. She reported expenses of \$10,073.23 related to the same events, as donations to CMU Public Broadcasting for Biz Kids and the MCU Foundation. The ending balance was \$3404.93.

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

Chairman's Report

Bridget shared an article, "What it means to be a 'first mover'", in which the author says that you don't have to be the person with the original idea to be a "mover" of the idea. The "first mover" can be the one who innovates or "changes the game" to the point where advances are made. Bridget added that each credit union has a niche and can be a "first mover" in their own right.

She noted that we need someone to serve as Education Committee Chairperson. She'd also like someone to serve as "Bingo" chair for the Employee Appreciation event and for the chapter annual meeting.

She reported that she and Jan Shaffer will attend the Chapter Leaders training in a couple of weeks. She'll participate in a panel discussion.

District Director's Report

District Director Tim Benecke reported that the MCUL Board met in June and took the following actions:

- Elected the MCU Foundation trustees.
- Reviewed the results of Board Governance and membership survey. He noted that 85% of respondents are not in favor of re-branding.
- He noted that the planning session will be held at the beginning of next week at Bay Harbor.

Committee Reports

Education

Chairperson Staffileno noted that Sandeep Kapur will present a session some time in November, probably in Frankenmuth; she is working on the event details

Legislative Representative - Barb Appold was unable to attend.

Partner Reports

MCUL Relationship Manager

Cara Kurtz announced the "Share the Love" campaign will make \$105,000 available to credit unions' favorite charities. This joint campaign between CU Solutions Group and CUNA invites credit unions to create a video showcasing the good work they do in the community for a chance to win thousands of dollars for the charities of their choice. It's a good way to promote the credit union difference and support charities around the country. Members will vote on the videos, and the entries will be divided by asset size. Voting will start October 1, 2015.

She noted that the Fall Leadership training, Executive Summit and Chapter Leaders Retreat were coming up. There will be a "Lunch and Learn" at FinancialEdge Community CU.

She notes that the MCUE 401(k) plan has been revamped. Steve Benzinger from CUNA Mutual Group is available to do a presentation on the new plan if we would be interested. Dennis Hanson commented that this plan has \$400 million in assets so the fees are much lower, and there are many investment options available.

She reminded everyone that the Rapid Advance program can provide fee income to credit unions.

She said that the Gas Station TV program is running at 10 stations in Flint, Saginaw, and Bay City. This program allows you to do some targeted advertising. Templates are available and 30% discounts are being offered now.

There will be a ComplySite "Lunch and Learn" on September 15, for new and existing users.

She noted that she is now managing the league reps, so she'll be traveling more around the state.

Alloya Corporate FCU Representative

Melinda Spada was unable to attend.

CUNA Mutual Representative

There was no report.

Neighborhood Mortgage

Greg Wischmeyer reminded everyone that October 3 is fast approaching for the new TILA and RESPA disclosures. He advised to make sure your policies and procedures have been updated, and call NMS if you have questions or concerns.

Strategic Income Solutions

Penny St. Cyr noted that taking care of members financially is one of their goals. They have identity theft solutions available. Greg W. shared his experience with identify theft; he spent 2 days on the phone and in the office trying to sort things out. Her program would have spared him this time and effort.

She added that many members have been asking for secure checking and AD&D products. These kinds of programs can help build member loyalty.

Cooperative Advertising/CU Link Update

Cara said that the 2016 spots are available on the MCUL web site. The campaign has new creative and a new look, and the theme is "Focus on Steps" in members' lives and showing how credit unions can help.

She said the fundraising approach for 2016 will be a bit different. There will be a 50% dues rebate with a contribution to the CU Link Campaign, which is designed to encourage participation. There are additional benefits for "fair share" contributions.

Community Reinvestment Initiative

There was no report.

Old Business

Golf Outing

Tim Benecke reported that there were 78 golfers for this year's outing, which was held the same day as the CURE golf outing. We raised \$4200 to support our Biz Kids sponsorship and the MCU Foundation.

Next year's outing will be on August 3, 2016 at Maple Leaf Golf Course in Linwood.

New Business

Chairperson Staffileno noted that “CU Lunch Local” will be on October 13, 2015, and she encouraged all to participate in this.

She noted that the Oakland Chapter charters a bus to travel to Lansing and host a luncheon for its legislators. There is interest in having each chapter to do this, which would be about one chapter per month. Cara Kurtz added that the time on the bus is used to prep everyone for talking to the legislators. This kind of event can be very effective. Bridget will talk to Lon Bone and bring back some information.

Linda McGee from Wildfire CU has been asked by Heritage High School to host a financial “reality fair”. Bridget wondered if the chapter would be interested in participating in this; it’s really a lot for one credit union to take on by itself. The group was supportive of such an event, so Bridget will contact Linda McGee.

Open Forum

Gerry Hutto noted that there will be a 3 mile family fun run on October 23 to bring people to downtown Saginaw.

Impact Saginaw’s next event will be at the Temple Theater during Thanksgiving weekend, when they’ll be showing the animated film “Frozen”.

PRIDE in Saginaw will also have a parade and event during the weekend before Thanksgiving.

ICCU had their 2nd annual “Kids Play it Safe” event, which featured police cars on display and bike safety inspections; it was a very successful event.

The Bay City Rotary Club will be doing a Zombie Run to update the Imagination Station.

The “Run for Youth Heart” run will be this weekend in Saginaw.

MCULAF 50/50 Drawing

There was no drawing.

Next Meeting

The next meeting will be on Tuesday, November 10, 2015, at Wildfire CU.

Chairperson Staffileno adjourned the meeting at 9:23 a.m.

Respectfully Submitted,

Janis L. Shaffer, Secretary