



### Executive Committee Meeting Minutes

Meeting Date: March 20, 2024  
Meeting Location: Frankenmuth Uptown Office

**Members Present:** Bridget Staffileno, Jenny Hoyle, Barb Appold, Jeremy Coberley, Brian Pennington, Teresa Santana, Vicki Schmitzer, Lisa Shoemaker

**Members Absent:** Derric Barber, Carrie lafrate, Lynn McCoy, Michael Goad, Lisa Gray, Jeff Rabanus, Diane Abbonizio, Jane Smith, Laura Crase, Alan Watson, Justin Ebel, Brenda Scramlin

**Guests Present:** Greg Dietrich (Leg Rep), Christine Kuhl (UFCU), Melinda Spada (SIS), Ben Denay (Wildfire), Matt DeVries (Jolt), Dana Reit (Frankenmuth), Kim Scofield (Team One), Jourie Durand (Jolt), Jeffrey Kusler (Journey), William McSweeney (Journey), Ashley Salters (Jolt)

Chairperson Bridget Staffileno called the meeting to order at 8:41 am.

### Minutes

The Minutes of the **January 19, 2024**, Executive Committee meeting was distributed by e-mail. Jenny Hoyle made a motion to approve minutes and Brian Pennington supported the motion. Motion carried by unanimous vote.

### Treasurer's Report

Jenny Hoyle distributed copies of the Treasurer's Report. Current ending balance of \$10,598.22 includes \$3600 designated for financial literacy. A committee for the Financial Literacy project was created to be headed by Jeremy Coberly and Lisa Shoemaker. The committee will also investigate applying for a MI Foundation grant to augment the current funds. Alan Watson made a motion to approve the Treasurer's report and Jeremy Coberly supported the motion. Motion carried by unanimous vote.

### Chairman's Report

With the meeting being held so close to St. Patrick's Day, Bridgette compared our members and staff to a flourishing Shamrock plant. Plants need sunlight and water to flourish just as our communities and employees need nourishment. What are we doing to provide the right conditions to help our staff and members grow and succeed. She was asked at a community event if she minded if other credit unions also participated. Her response was that credit unions are stronger in numbers, and we need everyone in the community to help others, especially if the goal is to bring in more funds for community groups. At a training event, someone mentioned that they didn't want to invest in staff training since the employee may leave. The response was, what if we don't train our staff and they stay. Success: sprinkle with humor and a dash of determination.

Michigan Credit Union Foundation – They make grants available to help our communities. If you have not made your donation yet, please consider doing so. The AC&E supports the Children’s Miracle Network with a goal of \$100,000+ for 2024. The GAC is coming up in May. With it being an election year, it’s a great opportunity to get involved and meet the political candidates. Put aside party sides and meet people who support credit unions.

**District Director’s Report – Jenny Hoyle:** MCUL is doing well. Year-end and January financials were strong, better than budget. Of particular note for 2023 was the success of educational events. Watch for some **SAS scholarships for CUs under \$200MM** for educational events in 2024.

**National GAC** was a good success with **170 Michigan delegates**. Good lawmaker visits, including a visit with new **NCUA Board Member Tanya Otsuka**. I’m sure Greg will have more to share on this. On a personal note, it was great to see one of my CUWLA sisters, Judy DeLuca, honored with an Herb Wegner for her selfless service and innovative leadership in New Orleans during disastrous times.

**Federal PAC:** The Grand Raffle Raised \$226,051 compared to \$338,810 in 2022, with 79 credit unions participating versus 87 last year. Discount packs will be returned as an option in 2024.

**Haleigh Krombeen** back at MCUL in a newly created role–**Director of League Engagement and General Counsel**. She will oversee PAC fundraising and will fill in with advocacy as needed but will have a role in coordination with other leagues. In her general counsel role, she will review contracts and support a credit union general counsel group.

MCUL Awards:

<b>Distinguished Service Award</b>	Dave Adams, CUSG John Buckley, Gerber Federal Credit Union
<b>Board Member of the Year</b>	Greg Deppong, MSUFCU
<b>Outstanding CU of the Year</b>	
<b>LAS</b>	Michigan Schools & Government Credit Union
<b>MAS</b>	FreeStar Financial Credit Union
<b>SAS</b>	One Detroit Credit Union
<b>Professional of the Year</b>	Ben Maxim, MSUFCU
<b>Young Professional of the Year</b>	Kate Hall, Monroe Community Credit Union
<b>Team Member of the Year</b>	Jennifer Frayre, Community First FCU
<b>Innovation Award</b>	Frankenmuth Credit Union

Young Professional Advocate of the Year: MCUL Board of Directors concurs in the recommendation of the Executive Committee of the MCUL Government and Political Affairs Forum and named the inaugural winner of the **2023 Young Professional Advocate of the Year** Award, to be presented at the 2023 MCUL State GAC.

Bylaw Amendment: The **MCUL Board ratified the Bylaw change** to allow individuals working in a credit union branch located with the chapter, whose headquarters is located within a different chapter, to serve in an officer capacity (i.e. Chair, Vice Chair, Treasurer, or Secretary) if the chapter so chooses. This expanded flexibility does not extend to the AC&E voting delegate and alternate delegate roles within the chapter (those roles are still limited to those whose headquarters is within the chapter in question). The MCUL Board approved the amended language at its December 12, 2023 meeting. The proposed amendment was sent to the membership on January 8, 2024, allowing for the required 45-day notice to the Membership. No questions, comments, or opposition was received. The MCUL Board ratified the change at its February 27<sup>th</sup> meeting.

Affiliation: MCUL is working on membership affiliation. As of February 20<sup>th</sup>, 93% of Michigan credit unions have affiliated and League Reps are following up with the rest. It does not appear that our dues restructure was a deterrent. We do have one Michigan credit union having serious financial issues that may prevent affiliation, so we might not hit 100% in 2024. (Note: It was suggested that this is the time that CU needs MCUL the most. If not too far gone, perhaps there is a way to aid the struggling CU. Jenny will reach out to inquire further to see if there is anything that can be done to help.)

## Committee Reports

Education Committee: Teresa-Santana Burk:

Had a successful seminar with Greg Thena: Own Your Future with 29 attendees and \$900 which will be on the next treasurer's report.

Upcoming Training Events:

April 3 – Branch Manager Training

April 24; Financial statements 101 and will be a hands on training with Jenny Hoyle leading.

If you have any ideas for training, please let her know.

## IMPACT SAGINAW

- YMCA Sponsorship
  - 10 Food Giveaways
    - **March 22nd:** Volunteers are needed starting at 9:30am, with the food giveaway scheduled from 10:00am to 12:00pm, or until supplies last.
    - **April 19th:** Volunteers are needed starting at 9:30am, with the food giveaway scheduled from 10:00am to 12:00pm, or until supplies last.
    - **May 17th:** Volunteers are needed starting at 3:30pm, with the food giveaway scheduled from 4:00pm to 6:00pm, or until supplies last. (Per requests in the community, the May 17th food giveaway will be later in the day to accommodate the Asset Limited, Income Constrained, Employed , or, A.L. I. C. E. population, in our community.)
- Healthy Kids Day Saturday April 20, 2024.
- Day at Dow Diamond in Midland – in 2023 there were 300 4<sup>th</sup> graders bussed into the games
- Memorial Cup Education Day Transportation Sponsor -
- CU at the Zoo – had over 4000 people last year
- Lights Before Christmas – (will be doing once a week instead of every day for a week to reach more kids)
- Christmas Movie at the Temple

Greg Dietrich (Legis. Rep): GAC had the largest attendance of all times with 6000+ attendees and a lot of vendors. The 2 guest speakers were Teresa May and Gary Sinise. The theme was merger between CUNA and Federal Credit Union Association. They are figuring out their identity and where they want it to go.

Junk fees. Biden is pushing to get rid of, which is a good political move, but is also targeting NSF and Overdraft fees, which are transparent to our members who have to sign up for it. All our surveys show that members want this service.

Legislative breakfast was moved to April 8 from an original date in May. Prospective dates are submitted to the League and then are agreed upon when both league and legislative representatives are available. This is an exciting election year. Congressman Dan Kildee's seat is up for election as well as a senate seat available. Will be interesting to see who the league recommends.

## **Partner Reports**

MCUL Relationship Manager - Tony Zorza: Was unable to attend and sent out report to the group prior to meeting. Some highlights included:

Training opportunities:

- April 16 – Financial Management Workshop
- April 19 – Spring Leadership Development Conference
- May 1 – MCUL & Affiliates GAC
- May 9 – ICUL Women’s Leadership Summit
- June 5 – MCUL & Affiliates Annual Convention & Exposition
- June 5 – Young Professional Leadership Summit

Miscellaneous

- Advocacy update/link
- Michigan Credit Union Foundation – Corks for a Cause
- Looking for more people to apply for grants
- CARD solutions
- Love my Credit Union

Strategic Income Solutions – Melinda Spada: Talked about some of the programs they have to help credit unions with members, staff and income opportunities. Econocheck has great checking solutions and may be able to help recoup revenue from loss of overdraft fees. Neighborhood Mortgage Solutions provides mortgage services. Tru Treasury offers cash management solutions for credit union’s business members and will offer a market analysis. Tru Treasury also offers free virtual learning sessions every 4<sup>th</sup> Friday of the month.

Talked about AI and this being the year of AI. AI can mean anything from accessing Alexa in our homes, using for searches, creating graphics and flyers, helping create documents, helping with repetitive and basic information. If using, make sure you don’t use it for confidential information and review output. Frankenmuth CU is currently testing Seventh Inning and has been able to free up several people from their call center and will have a product available for other credit unions to use. Journey CU used it to save time when completing their Charter expansion.

## **Old Business**

Annual Meeting – April 18 at 5:30 at Northwood University, Midland with guest speaker Erin Patrice, creator and founder of The Breaking Bread Village. Spirit and Impact award submissions are needed as well as door prizes.

## **New Business**

Mid-Michigan Chapter Annual Golf Outing – Date is July 31 at the Maple Leaf golf course. Brian Pennington, Jeremy Coberley and Matt Devries have taken it over and are working through Tim’s notes. They will send out a list of past sponsors to the group to see if there are additional contacts.

FUEL meeting. Greg Dietrich will give them a legislation update and Carrie Iafrate and Vickie Schmitzer are also speaking.

**Open Forum**

Next Meeting

Next meeting – May 22, 2024, Jolt Credit Union 6180 State St, Saginaw

Chairperson Staffileno adjourned the meeting at 10:05 am

Respectfully Submitted,

Barbara Appold  
Secretary