



UP Chapter Executive Meeting

May 22, 2014 11:00AM EST
The Island Resort and Casino
Harris, MI

I. Call to Order: Chapter Chair, Diane Moilanen called the meeting to order at 11:00 AM

II. Roll Call Executive Committee:

Present were: Diane Moilanen, Rick Gatiss, Michele Freeman, Ray Theoret, Connie Toensing, Brenda Lippens, Chris Ison, Ron Lauren

Absent were: Darl McLean, Wayne Johnson

Roll Call Committee Members:

Present were: Jim Veneskey, Sara Cottle

Absent were: George Isola, Darcy McLean

III. Minutes of the Previous Meeting(s):

March 6, 2014 - Regular Meeting Minutes moved by Brenda and supported by Rick to accept the minutes as presented. Motion carried.

April 26, 2014 – Reorganizational Meeting Minutes, moved by Brenda and supported by Connie to accept the minutes as presented, Motion Carried.

IV. Correspondence: None

V. Reports:

a. League Director: Connie Toensing

1. Save Up – MCUL is discontinuing their affiliation with this program, fearing reputation risk. They will not be discouraging credit unions from continuing to participate in the program.
2. Gas Station TV – This investment will be going public. Program value is \$6.5 million. MCUL investment was \$3 million.
3. Gary Peters (D) – MCUL will be backing him for US Senate.

- b. Chapter Chair: Diane Moilanen
 - 1. Business Lending Vendor – Diane mentioned a vendor she met through the National Association of Community Development Credit Unions.
 - i. They deal in Micro and Traditional Business Lending.
 - ii. They set up participations so credit unions can stay below \$50,000 small business lending threshold.
 - iii. They track participations and CDFI
 - iv. Program is expensive, but NCUA may provide a \$60,000 grant to cover some program costs.
 - v. Program includes educating participating credit union employees in the program.
 - vi. Diane’s idea is to get NCUA to sponsor half an individual credit union’s program costs (\$5,000 of \$10,000).
 - vii. Diane mentioned NCUA may perform relatively less due diligence on the business lending program since they’re familiar and comfortable with the vendor and the program.
 - viii. Diane mentioned a company she’s familiar with in Washington State that has a proven track record of requesting grants and having them approved on behalf of credit unions.
 - ix. One possible use of grant money is to offset risk from relatively more risky business loans.
 - x. Diane asked the group to think about a credit union applying for a grant on behalf of the UP Chapter.
 - xi. NCUA will provide a \$2,500 grant to become CDFI certified.
 - 2. Alternate Director Seat – MCUL will be conducting an election to replace Ron Lauren as Alternate Director for the UP Chapter. Ron is no longer eligible to serve in this capacity because his credit union merged into Honor Credit Union.
 - 3. League Governance Task Force
 - i. A proposal is being considered to reduce the number of districts from 10 to 3 and base district areas on membership population.
 - ii. If this approach is approved, more than half of the Lower Peninsula would be included in our district.
 - iii. In 1993, there were 22 chapters, each represented by a director and 2 alternate directors.
 - iv. Some attendees believe the UP is currently over-represented by 250%.
 - v. The proposal would eliminate the current weighted voting system.
 - vi. The structure of league governance was last reviewed 20 years ago.
 - 4. Executive Committee - There was discussion on creating a policy to address excessive absences by committee members.
 - 5. Committee Chairs – Diane will appoint committee chairs by the end of May.

- c. Treasurer: Ray Theoret
Ray submitted a written report for review. The account balance as of May 22, 2014 was \$59,159.55. This balance is high because there are still outstanding bills from the annual meeting in April. Motion was made by Diane to accept the report as stated, seconded by Ron, motion carried.
- d. Budget: Ray Theoret
No Report
- e. League Consultant: Darl McLean: None
- f. Education: Brenda Lippens
Brenda reminded everyone of the two session schedule in Marquette: June 17th, Memory Magic and June 24th, Compliance Update. Sign up has been slow and if we do not reach a minimum count we will need to cancel the Memory Magic.

Managers Conference – August 5-8, 2014 at the Lakeview Hotel on Mackinac Island
- g. Events: Darcy McLean
No Report
- h. Golf Committee: Rick Gatiss
Rick reported that the UP Chapter Charity Golf out is scheduled for August 21, 2014 at the Terrace Bluff in Gladstone. The Beacon House affiliated with Marquette General Hospital was picked for the donation receiver for 2014. We are currently short on sponsors. Rick requests that more items be donated for the silent auction.
- i. Annual Meeting Committee: Connie Toensing
Connie reported that the annual meeting held in April was a success. All of the bills for the conference are not in yet and a completed tally will be given at the next meeting.
- j. Marketing: George Isola
No report
- k. Audit Committee: Jim Veneskey
No Report
- l. Legislative: Sara Cottle
MCULLAF Raffle Tickets are available for credit unions to sell and candy bars are available as well.

VI. Committee Meeting Invites:
None

VII. Old Business:
None

VIII. New Business:

a. 2014-2015 Master Plan

1. To continue to hold 3 Chapter Educational Sessions in Upper Peninsula annually.
2. To encourage all UP Chapter Committee members purchase and promote them to UP Chapter credit unions.
3. To hold a PAC Raffle at all UP Chapter Events.
4. To reach an 80% participation in the Brand Campaign.
5. To encourage credit unions to meet or exceed their PAC and MUCF fundraising goals.
6. Continue to review and improve the UP Chapter website and to make the chapter website a primary resource for chapter credit unions.
7. To get 100% of the U.P. credit unions to belong to the U.P. List Serve

Strategies

1. Enhance Communications between UP credit unions and chapter leaders.
2. Encourage credit union meetings with legislators and help educate UP credit unions of the importance and needed support in this area with assistance from the league.
3. U.P. List Serve will be used to notify credit unions when the Chapter website has been updated.

Action steps and timelines

1. Build networking opportunities for credit union staff and volunteers.
2. Registration for various events and education sessions to be posted to chapter website.

Motion was made by Connie to accept the Master Plan as stated above, seconded by Michele, motion carried.

b. Meeting Dates

1. August 8, 2014 at the Lakeview Hotel at 10:00 a.m.
2. December 4, 2014 at the Island Resort at 11:00 a.m. – 5 Bridges Restaurant, Christmas Party to follow at Stone House in Escanaba, MI
3. February 6, 2015 at the Island Resort at 11:00 a.m. – 5 Bridges Restaurant

c. Chapter Policy

1. Change the number of committees from 7 to 8.
2. Add that an executive committee member must attend 3 of the 4 executive committee meetings that are held per year.

A motion was made by Diane to accept the changes to the chapter policy, seconded by Connie, motion carried.

Adjournment:

The meeting adjourned at 1:30 pm

Respectfully submitted by: Michele Freeman, Secretary