

# WCO Board of Directors Meeting

Rodeside Grill, Windsor, WI

Thursday, December 11, 2014, 6:00 p.m.

## Minutes

**Roll call:** Kevin Shiners, Kathy Vander Kinter, Matt Digman, Daryll Manthe, Dick Kraus, Ike Lemmenes, Maria McGinnis

**Absent:** Troy Meyer, Adam Danzinger, Troy Schneider, Cole Olson

**Special Presentation:** Kim Havens from Havens Financial came to the meeting to present on WCO's options for investing in long term investments. Mr. Havens presented on the basics and then talked about suggestions for WCO given our goals and finances. Final discussion and vote will take place on Monday, January 19 at Chula Vista as part of the next WCO board meeting.

After about 45 minutes of presentation and questions, the business portion of the WCO meeting commenced.

**Approval of Today's Agenda.** Dick moved, Darryl second

**Approval of Minutes** – August 12 25, 2014 meeting, WI Farm Technology Days. Kevin moved, Ike second.

**Treasurer Report** – Kathy lead this portion of the meeting in Troy's absence. YTD financials were presented. Kevin moved, Darryl second. 2015 draft budget was discussed. 2015 projected income after expenses projected at about \$8,000. Hoping to make final revisions and move to approve at January meeting.

### Executive Director Report (McGinnis)

New sponsorship program was rolled out December 1. Renewals are going well and thus far no complaints have been received regarding the price increase. An initial email was sent to sponsors about the price change and then Troy and Maria called each sponsor to follow up.

Website is finally completely finished and updated. Check out the new "Locate your nearest custom operator" portion of the site.

Annual meeting/Symposium event is coming up and information is located on our website.

Membership incentive is in full swing. Encourage someone to join WCO and receive \$25 off your next membership. Sponsors and members can participate.

Joint meeting/Media Training with PNAAW at WPS

### Scholarship Committee (Shiners)

2014 Scholarship Updates – talked about winners: Joe Tauchen, Nate O'Leary and Kelsey Woldt. Winners have been contacted and told to submit their grades as soon as they have them. As soon as we have the grades, we will issue a press release, profiles of the winners and list them on our website.

### **Recruitment/Nomination Committee (Manthe)**

There will be two spots up for re-election in 2015. Cole expressed interest to run again. Daryll is finishing his second term and thus is not eligible to run again. Names were discussed. Bryce O'Leary has been contacted and is interested in the board. Maria will contact him again to confirm. Daryll Woldt was contacted but unable to be reached. Kathy brought up Marty Goral. Maria will call Marty and gauge his interest.

A new Board Interest Form was developed to incorporate into a new recruitment program. There is a need to increase the professionalism of the election process. We need to compile a slate going into the annual meeting and a simple form is a way to do that.

Election protocol was discussed. Maria and Kathy will create a script for the elections to make sure that proper rules are followed. All meeting attendees will receive a program with an agenda, financials, candidate bios/photos, letters from WCO leadership. All voting members will get a ballot. Samples were passed around.

### **Newsletter / Media Committee**

Troy was absent, Maria filled in. By now we have all received the news about Hay and Forage grower magazine being discontinued. Fae Holin has been an asset to the forage community for many years and will be sorely missed. WCO will send Fae a letter/card (several BOD members and ED have called her to personally thank her for her service). Fae will be added to the mailing list and we plan to feature an article about her in the next newsletter.

Plans for the newsletter were discussed. Maria will be taking over design and production of the newsletter. A new template will be developed and circulated at the January meeting for feedback. We will aim for three times per year: February, July and November.

The February Newsletter will include the following articles:

Membership Incentive

IoH update

Conference recap

Certification invite

Thank you Fae

### **Special Projects Committee (Digman)**

Certification program update – Matt handed out a document outlining the status of the Certification program. Included in the document are the areas that each person is responsible for. If you are on the committee, make sure to check out the document to make sure that you are getting your “to do” list accomplished.

Speakers are being finalized – we are just waiting for a few commitments.

PR plans include – promoting the event at the annual meeting (flyers needed), sending paper invites in the mail the first week in February and featuring the program in the February newsletter. We will also use social media to help get the word out. Non-member pricing should be developed.

### **Safety / Regulations Committee (Kraus)**

Dick handed out several sheets from WDOT and changes to Act 377. These handouts will be added to the WCO website. Thus far compliance with the new laws has been a challenge. City's and towns can use their own rules and permitting process and it's proving to be challenging for operators.

Dick invited several elected officials to Roy Lemmenes' shop as well as Jason Bauknecht (lobbyist) this summer. The meeting went well and he is trying to set up another meeting to have them out again. Maria will attend and potentially invite local media.

Overall, the IOH implementation process is not yet finalized and many details need to be worked out in order for the new laws to be followed smoothly.

#### **Education / Conference Committee** (Vander Kinter,)

Troy Meyer/Meyer Manufacturing agreed to sponsor the \$100 gift card that is used in the WCO drawing (attendees complete surveys, a name is drawn from those who complete surveys).

Speakers are confirmed for the conference and this year's schedule is proving to be a great one! H&S will sponsor the WCO breakfast – thank you to H&S!

Board members are expected to help at the conference and the sign up sheet for duties will be passed around at the Monday January 19 meeting at Chula Vista. **\*\*\*Please plan to wear your WCO attire at the conference\*\*\***

\*\*\*Knit hats have been ordered and will be handed out to members at the WCO annual meeting on Wednesday.

#### **Old Business**

Bylaw update – non profit status is back in effect and we can now update the by-laws.. A review was conducted in the spring for most of the changes. There are no fundamental changes, rather it's more of a review to "clean up" language and make it more tailored to WCO. Another committee meeting will be called after the annual meeting for any additional changes and a vote will be advertised for the March WCO meeting.

#### **New Business**

USCHI conference is coming up January 27-29 in Nebraska. Maria plans to attend to represent WCO. Maria will research the best way to get to the conference and make reservations accordingly.

**Next meeting will be Monday, January 19 at 6 p.m. at Chula Vista Resort as part of the Symposium event.**

**9:00 p.m. Adjourn – Kevin moved, Dick second.**