



Wisconsin EMS Association
Board of Director's Meeting MINUTES
Friday, April 23, 2021 at 0800-0930

1. Call to Order – Brian
2. Approval of the Agenda – Brian
 - a. Motioned by Jay, second by Kirk, motion carries.
3. Approval of Minutes – Aimee
 - a. Motioned by Jay, second by Tony, motion carries.
4. Welcome and Introductions – Brian
 - a. Member Comments (limited to 3 minutes per member commenting not to exceed 15 minutes total)
 - i. No members in attendance
 - b. Introduction of Bob Salov, Cambridge EMS, to the Board. He has worked with us on Advocacy over the past couple of years. We're happy to have you on the board.
5. Consent Agenda
 - a. Advocacy – Brian
 - i. Forbes has been more engaged this year which is great. We see the updates and explanation coming out more regularly and Josh Kowalke has done a great job and leading this committee. Recommendation to support WISCOMM upgrade has been moved forward into DOTs budget. Alan needs to touch base with Josh Kowalke to make sure he keeps it on his radar.
 - b. Education – Aimee
 - i. We have a HIPAA webinar next week. It's free and put on by Andres Medical Billing. We have 70-80 people signed up for it. We are recording that webinar. We are close to launching the Ops21 event. We have a good line up of speakers. Most of the speakers are low cost or free through negotiations. We will roll that out for August 13th virtually and August 21st in person with events in the evening. We do not have any podcasts created yet because not everyone wants to come into the office. We should try to get some sort of education out once per month.
 - c. Finance – Jay
 - i. Account balances are looking good. We haven't had to use the funds in the savings account. The Finance Committee has been managing AP and is still meeting on a weekly basis. Anette is still doing a good job on membership payments which is helping greatly. We aren't moving forward on the LMS until the end of the year due to funds.
 - d. Foundation – Tony
 - i. Foundation Board hasn't met yet. Tony will work with Alan to get a meeting with them before the next board meeting in early May to go through the financials and the increase of board members.
 - e. Membership – Jamie
 - i. Anette has been increasing numbers. We have been moving steady. Our business members jumped quite a bit this month by sending the invoices through QuickBooks. We pushed out an email through Constant Contact but if they blocked Constant Contact, they won't get an email. The individuals is where we are currently struggling a bit and that's because we don't have a member database to help manage it. We should see an influx when we launch the database. Our member numbers are increasing. We are also tracking how many people are refusing to renew and for what reason along with those that have disbanded. New membership software

will launch in May. There will be a learning curve with the new software but no major malfunctioning issues with the new membership software.

f. Publications – Melanie

- i. Magazine is in print. It was mailed on Wednesday. It was a little lighter issue being the first time we are taking this over from Amanda's departure however the content is still good. We are already preparing for the next issue. We can send it out to members to share, it may not be a bad strategy to send it out to members and hope they share it with non-members as a little free advertising. We've identified several other columns that we can make on-going which is going to be great. We've had a reasonable social media presence. Keep sending webinars and podcasts out. If anyone knows anyone who is a recent college graduate and could work for Americorps please let Alan know. This person gets work experience for a low cost to us. There is a tuition stipend and room/ board stipend for Americorp workers. This person would start in September/ October this year.

g. Memorial – Brian

- i. WI State FF Memorial bylaws have now been updated and the name has changed to WI State Fire and EMS Memorial. Jared Miller, CCP, is now on the board he works with WI Rapids and previously worked with Brian at Waushara County. Deb Trieloff and Brian Donaldson are also on their board who are EMS. Brian feels good about the representation on their board. Dana Sechler is on the WEMSA Memorial Committee to include PAAW because he wasn't included on the memorial board as we had hoped. We need to spearhead the fundraising of \$350,000 over the next 18 months. It's time to launch the campaign. Fundraising will cover the cost of the memorial being built and provide additional funds to maintain the park. Maybe we could ask services for a one-time \$450-500 donation. We will also get sponsorships from EMS companies. We are going to put together a webinar with Brian and the architect with a few others. In that webinar we'll ask services for a donation. We may have a BBQ next year to kick it off more officially, possibly invite the Governor along with those other companies. We said we'd raise \$5,000 to change the sign, that's where we should start. We would like the sign changed this year. Tony will be charged with getting the Foundation on board with the plan.

- h. Brian seeks a motion to approve the consent agenda. Moved by Tony, second by Pam, motion carries.

6. Operations Report – Alan

- a. We have 2 tenants now. One starts in May and the other started in April. We have received payments from both. Ryan has made the office look more official by placing suite numbers on all the office windows and installing. This isn't in the fiscal budget for 2021-2022 because they are short term leases. We're still cleaning things up between projects. We're still finding old documents that we missed but we are getting those to a free "shredding event" that is being hosted by the Town of Norway. Alan informed the board that we had a "walk-in" offer for the entire building at \$800,000. The board asked Alan to get them to write up an offer if they'd bring one to the table. Alan will reach back out. Membership software is launching on May 24th. You should see emails coming out around that time. The system is all set up we just need to import the data and do some testing. Alan is ex-officio on the National EMS Museum board. Alan offered them space for the November conference because they have a traveling exhibit. The Museum board is out of Minnesota, so they are close by.

7. Old Business

a. 2021 – 2022 Fiscal Budget Approval

- i. Everyone has had the budget to review for a month now. However, because of the conference decision we will be making shortly we will give you another 30 days to review it. Look it over and get your questions to the Finance Committee and/ or staff. No opposition to table it until next month.

b. Other Old Business- no other old business

8. New Business

- a. WEMSA 2021 – Event Management Proposals
 - i. We have 4 different proposals. All proposals range quite a bit in pricing and what they will help with at the conference. The lowest bid is \$48,000 and the highest is \$160,000. Alan’s recommendation is to go with Meeting Expectations out of Atlanta, GA. The base fee is \$96,000 and they take 20% of all sponsorship/ exhibitor sales but they do all of the work. We get to pick out the speakers and submit the information to CAPCE for accreditation, that is all WEMSA must do. Alan has spoken to 2 different Meeting Expectations clients and they were thrilled with their service and they increased some of their client’s business. These clients have used Meeting Expectations for years. Meeting Expectations seems to understand what we need. They are the middle of the cost range. Exhibitors have been excited, and we shouldn’t have any issues filling the expo. There will be a reduction in speaker fees because we are running less tracks. Alan reviewed the estimates with the Board in the meeting. If we have 400 attendees, we should make \$41,000. Meeting Expectations would do all the marketing/ sales, logistics and work the conference. Staff will have to answer phones for questions. The decision to pay someone to run it will not go over well with some of our members, but we need to make this decision based upon the help we have at this time. Alan requests a motion to move forward with Meeting Expectations as the company to run the conference. Moved by Kirk, second by Tony, motion carries.
 - b. Ops21 Event Update
 - i. This will be a 2-day leadership event. The cost to the board is \$50 to help cover the cost of food. Alan will send out the discount code to the board members to register for this event. Alan is still negotiating the locations because of room rate. We will use the November conference as leverage to get a lower room cost with the conference center in Wausau. We will be offering a craft beer tasting night at the in-person piece of this event.
 - c. Board Elections/ Applicants
 - i. We only had 2 new applications and those were sent to the Executive Committee, Becky Smudde and Chansé Kaczmarek. There are 4 spots open, Jamie and Brian will run again. We will look at this application process, some items make sense to ask some do not. We want to make the process a little easier moving forward in hopes that we get more applicants next year. We will still put this out for member vote early May.
 - d. May Board Meeting – May 21st
 - i. Should we move the next board meeting to May 21st in lieu of Memorial Day? Board votes to move the meeting a week early and we will meet on May 21st.
 - e. Other New Business – no other new business
9. President’s Report – Brian
- a. Thank you for continuing to be engaged. We will move the August board meeting to the Ops21 event in-person but also have a video option for those who do not want to attend. Should we meet the day before or day after? We will meet in-person as a board on Friday, August 20th late afternoon.
10. For the good of the Association - comments and announcements
11. Adjourn

Next Meetings

- a. May 28, 2021: 0800-0930 hrs, video teleconference
- b. June 25, 2021: 0800-0930 hrs, video teleconference
- c. July 23, 2021: 0800-0930 hrs, video teleconference
- d. August 27, 2021: 0800-0930 hrs, video teleconference
- e. September 24, 2021: 0800-0930 hrs, video teleconference
- f. October 29, 2021: 0800-0930 hrs, video teleconference
- g. November 19, 2021: 0800-0930 hrs, video teleconference (due to holiday)
- h. December 19, 2021: 0800-0930 hrs, video teleconference (due to holiday)