



Wisconsin EMS Association
Board of Director's Meeting MINUTES
Friday, March 26, 2021 at 0800-0930

1. Call to Order – (Jamie)
2. Approval of the Agenda – (Jamie)
 - a. Jay motions for approval, Stacey seconds, motion carries
3. Approval of Minutes – Aimee
 - a. Tony motions for approval, Stacey's seconds, motion carries
4. Welcome and Introductions – (Jamie)
 - a. Member Comments (limited to 3 minutes per member commenting not to exceed 15 minutes total)
 - i. No members in attendance
5. Consent Agenda
 - a. Advocacy – Brian (Jamie)
 - i. PTSD-PFFW: Speaking to advisory council to include full time/ paid EMS. Must be municipality based. Forbes is asking if BOD wants to include all EMS or go forward with PAAWs suggestion to include full-time/ paid EMS only. They do not want to include private services because it's too costly. Do we take a win where we can take it and then come back in with the request to get it for all? Alan suggests not including private and hospital base but include others. Alan suggests including full-time and volunteer. Jamie, Mel, and Stacey think we should support all our members, not just full time/ paid EMS only. The Advisory Council meets on April 1st and we should provide testimony that day. We should testify at this hearing to support our membership. We need to take a stand and ask that ALL EMS providers be included.
 - ii. EMS Day: WEMSA has put together a letter for our advocacy agenda and sent to John Eich. We are driving those agenda items forward. It is now ORH's responsibility to set up EMS Day.
 - b. Education – Aimee
 - i. HIPPA Compliance training webinar is being hosted next month. We're putting together a panel of EMS county directors for May. The biggest thing attendees want with these webinars is networking and getting together with people with other services. Women in EMS is not moving forward. The Low Call Volume Services program is being put on hold. Students in EMS has made some movement with ongoing dialogue with Administrators from local tech schools. Tech schools have some interest in getting someone to come to their classrooms to discuss WEMSA with their students (in-person or virtual). This is an effort to try and get student membership. The Women in EMS and Low Call Volume programs were initially put together to grow membership. Josh will transition the Women in EMS, Low Call Volume and Students in EMS to the Membership Committee (Jamie). We can revisit the different programming topics after we get the conference more organized. We will talk about the Conference in new business.
 - ii. Kirk has concerns with Allina joining as a business member instead of a service member. He didn't think that they could because they have a service license and should be listed under that membership type. Alan will check to see what the bylaws state regarding the membership types. We will discuss this as a Membership Committee.
 - c. Finance – Jay
 - i. Checking is at \$35k, savings at \$60k right now. Finance Committee is still meeting weekly with Alan. We started paying back the Medical College. We are paying the Foundation back after we

get done paying the Medical College. Membership collections have been continuing to go well and it's helping with the account balances. We finally got paid by T-Mobile from 2019, \$2000.

- d. Foundation – Tony
 - i. Foundation hasn't met yet, tentative date for early April and hopefully have a report next month.
- e. Membership – Jamie
 - i. Membership has historically been low at this time of the year. Anette will continue to push through the next 30 days. For those people who lapsed in 2020 due to lack of invoicing from the old membership software we are changing their renewal dates which will flex our membership expirations during different times of the year vs. the larger influx around conference times. This will hopefully help even the renewal dates out and provide more consistent monthly membership revenue going forward. Each board member has 3 services to call on, please make sure you are selling WEMSA membership. Word of mouth is our biggest salesman.
- f. Publications – Melanie
 - i. Mel had a great idea for the magazine. We are moving ahead with the magazine with some newer content. We've created a new section called "The Northwest Corner". The regional direction will change with each issue (i.e., next may be the Southeast Corner, etc...) This section will be used to highlight the good things that the service in that area is doing as well as reviewing their challenges. The size of their service will be announced in the article as well so that other services can see their challenges and put them into perspective. Perhaps it will generate more communication between our same sized services. Alan doesn't know where we are with regards to space/ articles yet, we may need more article-wise but we are in a good spot. Badger is starting the magazine design on Monday. Alan has some good ideas with webinars too that will help with membership. Josh had discussions with the Medical College of WI med students to get some doctors in Wausau to write a column. The students that come out of that area have been focused on training in the rural communities. Josh set up a call with Alan and an ER doc to consider doing an ongoing column for the magazine as well, but they haven't submitted anything.
- g. Memorial – Brian (Jamie)
 - i. The Memorial Board is meeting this weekend to approve the bylaws and hopefully will move forward and then we'll have more information. They will be appointing an EMT to their board.
- h. Tony motions to approve Consent Agenda. Mel seconds, motion carries**
- 6. Operations Report – Alan
 - a. Our office clean-up has gone well. Our first tenant is starting April 1st. They are the Great Lakes Psychology. They are on a 3-month agreement and then move month to month. They will be a tenant for now but not officially on location. Location remains an issue for renters.
 - b. Career Center is going well, we're almost to a point where we will start making revenue. This was free to set up, but they get the initial \$1,000.
 - c. ARP has made some traction and locked in 3 web ads for the entire year, \$2500/ad. We get 40%. They typically retain 80% of their advertising. ARP started selling before Alan was able to get out a notification to our vendors.
 - d. Ryan is done with the Foundation reconciling and has now moved onto the Association reconciliation.
- 7. Old Business – no old business
 - a. Other Old Business
- 8. New Business
 - a. Ops21 Event
 - i. This has been in conversation for many years; this will not replace the conference. This will be a two-day event (1 day in-person/ 1 day virtual). The idea is to push this out to

everyone, not just members, Service Directors, Chiefs. We will also include Fire. This is to cover the “meat and potatoes” of what is normally not covered in a leadership training. Alan did pass this by John Eich for his approval because they are doing a similar program. The ORH does something similar to Ops21 but it’s not in as much detail as what we are planning. Alan would like a motion to move forward with the Ops21 logistics dates to be determined in August. We can use this for a promo event for the conference in November. There isn’t much in sponsorships, advertisements because it is not a big event. Alan has talked with different services and they all feel that it would be useful for EMS Leadership. We can also use this event to push membership. This will be open to non-members to help with membership recruitment. We could also price it differently between non-members and members to try to get them to join. We will be marketing it to 20,000 people. The ORH program that is similar isn’t funded by a grant like it was a few years ago and doesn’t cover much in detail. Mel and Stacey like the topics we are covering, she can see it being very beneficial and that the cost is affordable. We are trying to find locations in the Northwest for the in-person event.

- ii. Tony motions that Alan move forward with planning the Ops21 leadership 2-day event. Stacey seconds, motion carries.

b. Community Foundation Grant Application

- i. rX Destroyer which is a drug disposal company wanted to apply for grant on our behalf and it is for Marathon County specifically. We are looking for board to approve to move forward with applying, this does NOT mean that we will get the grant. This is to get grant money for proper disposal of medication. rX Destroyer would be providing kits to the services. The outreach would be done by WEMSA and the training would be done by rX Destroyer. The total budget request is \$30k. We’re not writing the grant, rX Destroyer is doing that part. There is an extensive process for disposing of meds now and it’s dependent upon whether the med is regulated or not. There is no admin fee in the grant, administrative costs are not allowed on the grant because of the limited focus of Marathon County. WEMSA will not have a lot of time invested in this grant, we will only be reaching out to these services which we should be doing anyway. Once the training is built, we can have it available to anyone else who needs it as well. rX will ship the equipment and kits, we will only be reaching out. Jamie said that Brian wanted to remind all of us that we shouldn’t rely on grants as funding going forward.

1. Tony motions to move forward with the application. Mel seconds, motion carries.

c. Meeting Expectations Proposal – In-Person Conference

- i. This company doesn’t have any public safety clients. Presented a proposal to run an in-person event in November. If we assume that we will be at the Kalahari along with Meeting Expectations estimates and we don’t have a center fee the proposed profit, based upon estimates, will be around \$60k. They provide the staffing and logistics. If we base this on 500 attendees, which is estimating less than the attendees at our past 2 conferences we would make about \$62k. If they increase the exhibitors than we will make more. We will even make money if we only get 300 attendees. Meeting Expectations gets a percentage of the exhibitors and sponsorships. WEMSA is responsible for picking out speakers and classes as well as submitting the course information to CAPCE for approval. The company takes care of the rest! Their fee is \$130k Jamie thinks we’ll lose membership if we don’t have an in-person event. Something to consider is our attendees are all front-line workers and the majority has been vaccinated. Mel wants to know how other conferences have gone that Meeting Expectations have hosted. Mel wants Alan to keep digging for their current clients with in-person events. The hybrid model is going to be too expensive to do, we wouldn’t make money due to the cost of recording and streaming even if we hit a higher attendance. It will cost us another 20% (\$60k) to make it hybrid. We should see good attendance if we keep the courses related to BLS/ ALS and 4 tracks and not make it the

big presentation as we did in the past. Jay would also like Alan to talk to someone in public safety and past clients. We're starting to get to a point where we're going to have timing issues.

- ii. Mel motions to make the event a 3 day in-person conference. Jay seconds, motion carries.

d. Filling the Vacant Board Position

- i. Alan reminded the board to please let him know their intentions of running for another term if their term is up in writing for documentation purposes. We moved the Board application due date to April 15th. Alan would like a motion to fill Chris Wright's vacant board term with Bob Salov from Cambridge EMS. Bob has expressed interest and Alan has received all the Board application items including multiple reference letters in support of Bob. That term would end in June 2022. Bob has been incremental on our Advocacy Committee and continues to be an asset to WEMSA. We currently have zero applications other than Bob currently. We have talked to people who are interested, however there isn't a full application filled out by anyone. Bob thinks it's the best way to fill this one-year seat to see if he has the time to do it. He would then run for another full term after June 2022.

- 1. Tony motions to elect Bob Salov to the vacant board position, Jay seconds, motion carries.

e. JRM Advisors Contract

- i. If we continue to carry Josh's contract we will head into a negative budget. We have made cuts to everything across the board and there is no room to cut anything else to save the contract. It's been great to have Josh take the lead on some of the legislative action items, but we cannot afford to continue with the consulting contract. It wouldn't be fiscally responsible to move forward any longer with Josh's contract. The 30-day contract clause to terminate will be honored and Josh's contract will end in April. This is strictly a financial decision; the advisement has been positive, and we appreciate everything that Josh has done. Jay and Jamie would like to be able to keep the door open in case our budget opens in the future. Josh appreciates the opportunity and wants to talk to Alan regarding the transition of the items that are on his plate and continue to leverage his connections. Josh would welcome the opportunity to provide help with the transition and keep the relationships going.

- 1. Jay motions to continue Josh's contract until the end of April, Stacey seconds, motion carries.

f. 2021 – 2022 Budget Review

- i. Alan presents the budget and runs through it at a high level. Everyone on the board will receive a budget. We will vote on the budget at the next meeting. The numbers that are on the current budget that was presented to the Finance Committee will need to change based upon the new decision to move to an in-person conference. We are estimating ARP's revenue numbers a little lower to make sure we aren't over projecting. There isn't any lease income coming in except for 3 months for now, that could also change. There isn't a board or staff development budget. Most travel will be based on the grant. If we do an in-person board meeting next year than we will need to move money around or traveling will be on each board member's own dime. We have cut our accounting costs down. Currently we are showing a budget of a positive \$7,000. Alan will send this out, please ask questions. He can pull details for you. Membership income has been set at \$150k. We are hoping to push past our business membership numbers and we are already seeing that number come in a little higher. Alan will adjust the budget with the new numbers (conference, lease revenue, and reducing Josh's consulting contract, etc..) and send it out to all board members.

g. Other New Business – no other new business

9. President's Report – Brian (Jamie)

- a. Make sure that the board is engaged especially at the membership level. Word of mouth is key. As you're having conversations with other services make sure you are mentioning WEMSA and reaching out to Alan.

10. For the good of the Association - comments and announcements

11. Adjourn

Next Meetings

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