



## **Executive Committee Meeting Agenda**

**January 3, 2019**

**9:30 am at FreeStar Financial Credit Union**

Call to Order – Drema I

Roll Call

Approval of Previous Meeting Minutes from December 6, 2018

Reports

- Treasurer – Steve A
- Government & Political Forum Representative – Jennifer M
- MCUL Director – Vicki M
- Programs and Events – Gail H
- CU Difference Campaign – Megan W
- Charity Committee – Ashley M
- MEGAC – Amanda T
- MCUL Representative – Stephanie H
- Young Professionals – Jennifer N
- Welcome Committee
- Communications
- Chairman’s Report & Communications – Drema I

Old Business

New Business

Next Meeting

The next meeting will be held **Thursday, Feb. 7**, at 9:30 a.m. at **TBD**.

Adjournment



## EXECUTIVE COMMITTEE MEETING MINUTES

December 6, 2018

Drema Isaac called the meeting to order at 10:38 am at Andiamo in Warren.

**PRESENT:** Amanda Troia, Ashley Maye, Debbie Fahrney, Deirdre Taylor, Donna Siejutt, Drema Isaac, Gail Hernalsteen, Jennifer Martines, Megan White, Rebekah Monroe, Stephanie Heidt, Steve Andrews, Theresa Hing, Vicki McIntosh, Nicole Parnell.

**GUESTS PRESENT:** None.

**COMMITTEE MEMBERS EXCUSED:** Fabian Ellis, Jennifer Nelson.

### **PREVIOUS MEETING MINUTES:**

Motion was made by Gail Hernalsteen and supported by Jennifer Martines to approve the minutes of the November 1, 2018, regular meeting. Motion carried.

### **TREASURER'S REPORT (Report attached):**

Steve Andrews reported that the check for Pets for Vets went out. Ashley Maye to research a check not cashed from earlier in the year for Friends of Foster Kids. A motion was made by Jennifer Martines and supported by Debbie Fahrney to approve the Treasurer's Report. Motion carried.

### **GOVERNMENT AND POLITICAL AFFAIRS FORUM (Report attached):**

Jennifer Martines reported the following:

- State PAC pins are available for 2019 with fewer monetary categories to choose from, from \$50 to \$1,000. The \$30 pin was removed. Stephanie Heidt to research why the \$30 option was removed. Drema Isaac to reach out to Patty Corkery to see if option can be reinstated.
- The House Financial Services committee held a hearing about data breach legislation requiring a 45 day notification period.
- Other legislative items include changes to CUSO capital requirements and amendments for guardianship paperwork.
- On the Federal level, data breach will be a big priority in Washington. In lame duck session, overdraft protection will likely not get more movement.
- The STATES Act, which allows for safe harbor for states that have legalized marijuana will be a hot topic in 2019.

### **MCUL DIRECTOR:**

No report.

### **PROGRAM & EVENTS (Report attached):**

Gail Hernalsteen reported the following:

January 2, 2019

- The chapter will have 102 guests at the Holiday Luncheon with 19 companies represented.
- The next event will be Employee Appreciation Night on March 20. Erlinda Seib from Christian Financial will lead this event.
- The annual meeting date will be April 8 at the Gazebo in Warren, 8:30 am breakfast and 9:15 am meeting with a presentation by Dave Adams and Patty Corkery from the Michigan Credit Union League at 10 am.

#### **CU DIFFERENCE: (Report attached)**

Megan White reported the following:

- Megan White gave Amanda Tuckey at the Michigan Credit Union League feedback from the chapter's strategic planning meeting about reimbursement dollars and resources, turnaround time for production with CUBE TV.
- Megan White is the new VP of the CU Link Committee.
- Gas Station TV ads will run through Dec. 10, Streaming radio completed for the year on Nov. 11, digital display will run through Dec. 23 and paid search will run through Dec. 31.

#### **CHARITY COMMITTEE: (Report attached)**

Ashley Maye reported the following:

- Following the Holiday Luncheon, the charity committee will be bringing gifts to Friends of Foster Kids and wrapping presents.
- Gail Hernalsteen offered a new charity committee member from Motor City Co-Op Credit Union. Vicki McIntosh mentioned she may also have a new committee member available from Belle River.
- The charity committee will need assistance with the Employee Appreciation baskets since raffle proceeds will now benefit the charity committee.

#### **MEGAC:**

Amanda Troia reported on the following:

- We are \$772.32 away from making the Metro East State PAC goal.
- Credit unions can assist by increasing casual days before the end of the year.
- Moose will be sold at the Holiday Luncheon in lieu of the Snowy Owls.
- Drema Isaac asked if Amanda Troia could send weekly emails to the executive committee with totals for funds raised and whether we have met our goal. We have until Feb. 28 to get donations in to count towards 2018 goals.
- Several credit unions in the chapter have already met their State and Federal PAC goals, including Belle River, Bi-County PTC, Christian Financial, FreeStar Financial, Michigan Schools and Government and Motor City Co-Op Credit Unions.

#### **MCUL REPRESENTATIVE:**

Stephanie Heidt reported on the following:

- There are currently 224 credit unions in the state of Michigan with no mergers, name changes or CEO changes last month.
- The largest merger on the horizon is Oakland County Credit Union into Vibe on Jan. 1. The merged institution will retain the Vibe name.
- Upcoming events include Compliance Conference Feb. 20 and 21 in Bay City, Mortgage Origination Conference at LAFUCU on March 12, and Lending & Marketing Conference in Traverse City on April 10 and 11.
- On Dec. 5 the MCUL presented a check to Children's Miracle Network at Beaumont Hospital for over \$135,000.

- The MCUL is re-launching the “Just Getting By” initiative and looking for credit unions to participate. If your credit union has any good potential members to interview, please contact Stephanie.
- A new product will be rolling out in 2019 through the Executive Series called Board 360 that will allow for training online and board information packets.

**YOUNG PROFESSIONALS:**

Stephanie Heidt reported that the Michigan Credit Union League has started a young professionals group with the support of the Michigan Credit Union League Foundation. The group will be focused around networking, community outreach and other credit union charitable efforts. The group will have quarterly in-person meetings that will move around the state. More information will be forthcoming.

**WELCOME COMMITTEE:**

Vicki McIntosh will reach out to Mattie Bragg, the new CEO at ABD Federal Credit Union.

**COMMUNICATION:**

No report.

**CHAIRPERSON’S REPORT:**

No report.

**OLD BUSINESS:**

No report.

**NEW BUSINESS:**

No report.

**NEXT MEETING DATE:** The next meeting will be held on Thursday, Jan. 3 at 9:30 am at FreeStar Financial Credit Union.

**ADJOURNMENT:** The meeting was adjourned at 11:28 a.m. Motion made by Gail Hernalsteen and supported by Deirdre Taylor. Motion carried.

**2018 METRO EAST CHAPTER OF CREDIT UNIONS  
DECEMBER 31, 2018**

	Jan.	Feb.	March	April	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
Balance Forward	\$ 27,714.21	\$ 29,077.06	\$ 29,927.06	\$ 28,895.55	\$ 27,446.53	\$ 21,916.62	\$ 22,944.29	\$ 22,431.82	\$ 20,572.57	\$ 32,772.19	\$ 36,334.80	\$ 31,094.23
Income/Receipts	\$ 1,562.85	\$ 850.00	\$ 25,658.91	\$ 625.00	\$ 845.00	\$ 1,174.61	\$ -	\$ 3,821.14	\$ 27,560.00	\$ 3,667.32	\$ 593.00	\$ 3,103.85
Sub-Total	\$ 29,277.06	\$ 29,927.06	\$ 55,585.97	\$ 29,520.55	\$ 28,291.53	\$ 23,091.23	\$ 22,944.29	\$ 26,252.96	\$ 48,132.57	\$ 36,439.51	\$ 36,927.80	\$ 34,198.08
Expenses	\$ (200.00)	\$ -	\$ (26,690.42)	\$ (2,074.02)	\$ (6,374.91)	\$ (146.94)	\$ (512.47)	\$ (5,680.39)	\$ (15,360.38)	\$ (104.71)	\$ (5,833.57)	\$ (5,974.45)
<b>Bank Balance</b>	<b>\$ 29,077.06</b>	<b>\$ 29,927.06</b>	<b>\$ 28,895.55</b>	<b>\$ 27,446.53</b>	<b>\$ 21,916.62</b>	<b>\$ 22,944.29</b>	<b>\$ 22,431.82</b>	<b>\$ 20,572.57</b>	<b>\$ 32,772.19</b>	<b>\$ 36,334.80</b>	<b>\$ 31,094.23</b>	<b>\$ 28,223.63</b>
Outstanding Checks	\$ (7,253.69)	\$ (7,253.69)	\$ (2,670.76)	\$ (8,745.67)	\$ (2,670.76)	\$ (2,736.29)	\$ (2,523.82)	\$ (2,523.82)	\$ (2,523.82)	\$ (7,331.14)	\$ (3,523.82)	\$ (2,523.82)
<b>Book Balance</b>	<b>\$ 21,823.37</b>	<b>\$ 22,673.37</b>	<b>\$ 26,224.79</b>	<b>\$ 18,700.86</b>	<b>\$ 19,245.86</b>	<b>\$ 20,208.00</b>	<b>\$ 19,908.00</b>	<b>\$ 18,048.75</b>	<b>\$ 30,248.37</b>	<b>\$ 29,003.66</b>	<b>\$ 27,570.41</b>	<b>\$ 25,699.81</b>

Savings Bal		\$ 28,223.63
Charity		\$ (2,375.85)
O/S Checks		\$ (2,523.82)
Committed Funds		\$ (8,000.00)
		\$ 15,323.96
<b>Income/Receipts</b>		
Capuchin	\$ 1,537.00	
Holiday Luncheon	\$ 135.00	*
Pets for Vets	\$ 968.48	
Friends of Foster	\$ 463.37	
Total In	\$ 3,103.85	
<b>Expenses/Out</b>		
MCUF	\$ (1,000.00)	
Holiday Luncheon	\$ (2,590.55)	
Employee Appr - Deposit	\$ (1,000.00)	
Annual Meeting - Deposit	\$ (200.00)	
Holiday Luncheon - Prizes	\$ (1,183.90)	
Total Out	\$ (5,974.45)	
<b>Outstanding Checks</b>		
1/26/2018 Friends of Foster Kids	\$ (2,523.82)	1215
Total Outstanding Chks	\$ (2,523.82)	

Submitted by: Steven Andrews, Treasurer, Metro East Chapter

\* - \$4,505 deposited in January

**METRO EAST CHAPTER OF CREDIT UNIONS  
COMMITTED FUNDS  
DECEMBER 31, 2018**

EDUCATION EVENTS:	1,500.00
<b>REMAINING FUNDS:</b>	<b><u>1,500.00</u></b>

YOUNG PROFESSIONALS:	500.00
<b>REMAINING FUNDS:</b>	<b>500.00</b>

CHAPTER SCHOLARSHIPS:	1,500.00
Motor City	(500.00)
<b>REMAINING FUNDS:</b>	<b><u>1,000.00</u></b>

WELCOME COMMITTEE:	500.00
<b>REMAINING FUNDS:</b>	<b>500.00</b>

CHARITY:	15,000.00	
Friends of Foster Kids	(2,000.00)	1215 Jan-18
American Heart	(3,000.00)	1221 Apr-18
Habitat for Humaity	(3,000.00)	1228 Aug-18
Pets for Vets	(3,000.00)	1237 Oct-18
<b>REMAINING FUNDS:</b>	<b><u>4,000.00</u></b>	

MEGAC COMMITTEE:	500.00
<b>REMAINING FUNDS:</b>	<b><u>500.00</u></b>

**TOTAL COMMITTED** **8,000.00**



**Program & Events Monthly Report**  
**January 2019**

**Employee Appreciation Night**

The Mirage Banquet Center-Clinton Township

Wednesday, March 20

5-9pm

Basket Raffle to support ME Chapter Charities

**Annual Meeting**

The Gazebo-Warren

Monday, April 8

8:30-11:30am

Dave Adams and Patty Corkery-Keynote Speakers

January 3, 2019

TO: Metro East Executive Board

FROM: Ashley Maye, Charity Committee Chairperson

**Charity Committee Report:**

*Capuchin Soup Kitchen*

- Donation TBD- Josh Bennett to set up donation

*Year Totals*

- Will have 2018 total donation in February

*BINGO Night*

- Meeting to be January 10 from 3:00-4:00 pm
  - Leader for Donations
    - Responsible for requesting donations (sending emails) and collecting checks
  - Leader for Baskets (Ashley M.)
    - Responsible for buying basket items and making sure the baskets are put together

*Jan 10 Meeting:*

- Basket Ideas
- Assign Roles

**Next Charity/BINGO Meeting**

January 10<sup>th</sup> from 3:00-4:00 pm



**January 2019 MI CU Statistics and Highlights: 223- Total Affiliated MI CUs 100% Affiliation!**

## Mergers/Liquidation

Vibe CU merged into Oakland County CU effective 1/1/19

## CEO Changes

## Credit Union Name Changes

Oakland County CU changed their name to Vibe CU effective 1/1/19

## Upcoming 2019 Events

- Compliance Conference – February 20 to 21, Bay City**
- CUNA GAC – March 10 to 13, Washington DC**
- Mortgage Loan Originator Training – March 12, LAFCU (Lansing)**
- Lending and Marketing – April 10 to 11, Traverse City**
- Spring Leadership Development Conference – April 26 to 28, Mt. Pleasant**
- MI GAC – April 30 to May 1, Lansing**
- AC&E – June 5 to 8, Detroit**
- Executive Summit – September 11 to 13, Bay Harbor**
- Fall Leadership Development Conference – September 13 to 15, Traverse City**

**2019 MCUL PAC Pins** available.

**FocusIQ/Valassis Partnership**- cost-effective, avenue for you for your credit union market to your members. Direct Mail, Digital Marketing, Cross Device Display, Search & Email.

**LifeStep Solutions** will help keep credit unions top of mind and top of wallet with your members. It is a wraparound container that augments your marketing and mobile banking member engagement. LifeSteps Wallet includes member discounts, coupons, directory assistance, with ties to your credit union for specific products and services. We are scheduling on-site demos; there is a solution for all asset-sizes. If you are interested in a demo, contact your League Rep - for more information online, please visit: <http://www.lifestepsolutions.com/>

**Planning Pro** is an all-in-one tool that handles all your strategic board, management and staff planning in an automated process. It even generates your presentation from the data you plug in as you go!

- Design and update your strategic plan with multiple team members, using a single tool.
- Monitor team member progress on key priorities, goals, action items and more.
- Create and update presentations automatically.
- Create your own surveys any time.
- Best practice tools ensure that nothing falls through the cracks

**CUSG Executive Search** a new partnership with Angott Group serves credit unions by delivering top, mid- to senior-level talent. Its business approach of identifying, qualifying and procuring the best high-caliber talent is poised to positively impact the culture and sustainability of credit unions through a customized and personalized approach.

**Strategic Advisory Services** partners with you to identify priorities and objectives by developing a multiprong plan that provides high-level strategic direction. Strategic Advisory Services goes beyond the limits of consulting by collaborating with you to craft strategy, modernize governance and measure ROI through a results-driven approach.

**Autobooks Financial Tools** - Autobooks is a cloud-based, fully automated accounting tool that helps credit unions capture more business at every step of the cashflow cycle by seamlessly integrating with their suite of financial services. Autobooks will give your credit union a powerful advantage it combines cash and accounting into a single platform so your small business members can manage their finances hassle free in one convenient and secure place: their online account.

**ADA Compliance Preparation** The full scope of Americans with Disabilities Act regulations won't be published until 2018, but the Department of Justice has already made clear that businesses are responsible for ensuring their websites are currently accessible to people with disabilities. Financial institutions are prime targets for lawsuits alleging that a website is not accessible enough to disabled people.

**CU TrendScan** is a quarterly digital publication that explores trends within the credit union industry. Focusing specifically on the areas of technology, marketing, and HR performance, CU TrendScan takes a closer look at the issues that drive the industry forward. For credit unions this information is invaluable – available at [www.CUTrendScan.com](http://www.CUTrendScan.com).

#### **Compliance Solutions - Book Now and Save – Required Audits**

Schedule your 2018 audits:

- ACH Audits-must be completed by Dec. 31st
- Safe Act Audit-must be completed annually
- BSA Audit-Must be completed every 12-18 months based on risk profile of your CU

ComplySight users can enjoy the added benefit of entering audit findings into ComplySight by your auditor, for no extra charge. Learn more by contacting Compliance Consulting Group today – [ComplianceConsulting@CUSolutionsGroup.com](mailto:ComplianceConsulting@CUSolutionsGroup.com).

**Create-a-Campaign** to help you save on design costs. <http://www.cuquickcampaigns.org/>

**GSTV:** Think billboards – but with sight, sound, motion and an audience that is more than just driving by. Live interactive map now available- <http://go.cusolutionsgroup.com/2018-GSTV-Map-Form.html>

**Technology Solutions** - CUSG offers a quality cost-effective mobile banking product that has everything a credit union and its members would need for mobile banking including:

1. Account balances, transaction history and balance transfer
2. Photo check deposit, photo bill pay, card controls and more

**Website Design/Redesign** - Creating great websites along with managing your credit union's servers and networks, software, security, support, bandwidth and speed necessary for hosting a user-friendly website.

**Increase and Enhance Loan Volume/Non-Interest Income - we have products that will help.....**

**Spireon/GoldStar Lender** – capture an underserved market with riskier credit scores while protecting your own portfolio from risk with Spireon GoldStar Lender. Our industry-leading solution allows you to help your members save money and improve their payment behavior. Of course, it will also help to reduce cost and improve the efficiency of your collections process.

- Payment reminder and optional starter interrupt systems - help keep members on time with payments
- Easy to use web based platform – provides complete control of all functionality for the credit union
- Recovery Workflow – give vehicle location access to repo agents via a recover website
- Location Genie – analyze stored vehicle location data to predict its most probable current location
- Connect and Protect – connects consumers to their car over the internet to give them instant information and peace of mind that their family is safe, alerts for speeding and low battery and may lower insurance costs

**MeridianLink** has created innovative technologies that transform the way financial institutions operate by solving complex problems with streamlined, user-friendly solutions since 1998. Their robust and secure technologies empower lenders and consumers to get reliable, accurate information every time, at any time. With a strong track record in financial technology, they continue to set the industry standard for solutions for credit unions of all sizes. Meridianlink is a 100% wholly-owned, debt-free private company, they service over 20,000 of the nation's top retail banks, credit unions and credit vendors who rely on their solutions to run their business.

**AFG (Auto Financial Group)** makes it easy for you to offer leases and branded balloon loan options to your borrowers. This will allow you to offer your members lower loan payments to compete with leasing. AFG removes the risk because they guarantee the predetermined residual value of the vehicles. **We have dealers looking for credit unions to partner with on this program.**

**CU Direct (CUDL)**: CU Direct is the largest indirect lending network for credit unions, connecting you with over 11,000 dealers nationwide. Their platform is the premier solution for credit unions, providing end-to-end support to drive efficiencies and grow originations and membership. Request a demo/presentation on the new solutions offered:

AutoSMART – customizable auto research tool so members can do their own research on autos from your site – dealers will upload inventories. This helps build the relationship with the dealer for indirect also.

CUDL Indirect Lending – along with the traditional indirect lending network, this can be used for pre-approval campaigns to your existing membership. The pre-approval data is preloaded on the CUDL platform so the dealer can quickly retrieve the deal and add the vehicle details.

Lending 360 – loan origination system that works across all loan types with the exception of mortgages.

Lending Insights – analytical tool that can pull information from your core processor to generate detailed reports regarding measuring profitability, risk exposure, provide efficient collection and retention strategies.

**Credit Union Vendor Management CUVM**: These days it is imperative that credit unions *identify, assess, monitor,* and *manage* vendor relationships to maintain compliance with federal and state regulations.

**Compease/Performance Pro**- If you are looking to streamline your performance evaluation system or see if your compensation structure is in line with industry standards Compease and Performance Pro can help you with both. If you

would like to look into this product, please let us know and we will provide you with a comprehensive demo of the products and how they can help your credit union.

### **Upcoming Training Conferences and Webinars:**

**Save to Win: Pre-recorded Webinar: Save to Win Product Overview (41 min)**

<https://intercall.webex.com/intercall/ldr.php?RCID=61d7f4f4955660ad7f602ff538340365>

Wouldn't it be nice to offer your members a special share certificate that motivates them to save money and gives them a chance to win prizes at the same time? That's what Save to Win is all about. With as little as \$25 to open the account, your members can save and earn entries toward monthly and quarterly prize drawings.

Save to Win will help your credit union:

- Attract new members and borrowers through cross-selling opportunities
- Implement a turnkey product complete with marketing materials and training documents
- Build member loyalty through education and product retention
- Gain invaluable media buzz through local and national publications

**ComplySight** - This product serves as your credit union's universal compliance management tool providing tracking, visibility and measurement to address compliance initiatives through a single application and automatically provides your credit union with regulatory alerts and updates.

### **RECORDED COMPLY SIGHT WEBINARS**

We are excited to make available a few of our **pre-recorded webinars**. When users select these webinars, they may be asked to download WebEx, which is a safe download for viewing the webinars.

[Introduction to ComplySight](#) Designed to introduce and show the many features and benefits of ComplySight

[Training & Tips - Where to Start?](#) This webinar will: suggest a starting point as a new ComplySight user, discuss how Factor Grading works, review the Action Item Build/Edit process, and discuss the need for a compliance management tool that regulators - and you - will appreciate.

[Training & Tips - Exporting](#) When you need to archive or copy data out of ComplySight for a fresh start or to provide information for a Board meeting, this webinar will explain the process.

[Training & Tips – Reg Alerts, Etc.](#) This webinar explains Regulatory Alerts, Factor Weighting, Assigning Employees, and gives a quick preview of Level 2.5

[Training & Tips – Reports](#) – NEW WEBINAR! What reports are in ComplySight and how are they utilized?