***MINUTES***

***WMCO***

**Board Meeting**

Minutes

Location: Zoom Meeting

Date: March 31, 2021

Time: 11:00 am-1:00 pm

**Board Members Present**: Chris Martin, Bill Goethals, Ryan Meade, Mark Corker, Chuck Pelletier, Will Holsappel, Jon Wilms, Amanda McQueen, Laverne Martin, Nelio Fernandes, Mark Corker

**Regrets**: Dennis McGlynn, Scott Burton, Simon Pett,

**Also attending:** BWA Executive Director, Mike Baker; Blair Tullis, Tullis & Associates, Peter DeGelder, COGS Group.

**1. Opening of Meeting/Opening Comments.**

Mike Baker called the meeting to order, passed opening comments to Chris Martin, who welcomed board members to the meeting. Chris reflected on the past year with the covid challenges; and successes made by WMCO regardless. The future looks bright for the WMCO with our new brand and our new initiatives.

**2. Approval of Agenda**

A motion to approve the agenda was made by Bill Goethals, 2nd by Jon Wilms, and carried.

**3. Approval of minutes of previous board meeting**

A motion was made by Lavern Martin to approve previous board meeting minutes; 2nd by Ryan Meade, and carried.

**4. BWA Buying Group Update**

Peter DeGelder provided an update on the buying group, now named Wood Supply Chain Group Inc. Peter is the manager of the group on behalf of WMCO. Eight companies are now signed up, and negotiations with suppliers are now beginning to take place. Peter provided a document with the summary that was distributed for review; please see that document for more details. The buying group is moving forward as planned and according to schedule. It is planned to have some rebates from suppliers flowing by June, 2021.

Later discussion in the meeting focused on the board compliment for the Wood Supply Chain Group Inc.

The following list of directors was developed:

Chair: Mike Baker

Vice Chair: Chris Martin

Treasurer: TBD

3 board members: Cabico, plus 2 more TBD.

Peter DeGelder: Ex-officio

Blair Tullis: Ex-Officio

This will be carried forward at the next WSCG meeting in the coming weeks.

**5. Contract Sales Management: Membership Development**

A proposal was presented to the board by Mike Baker and Peter DeGelder to utilize contracted services by Peter’s company COGS to assist with membership development. It was discussed that with evolving changes of needs of the membership due to covid and the skill sets and resources of current staffing, that a small investment in hiring external expertise was better money spent than hiring another staff person in-house.

A budget of $24k was presented for consideration, along with potential outcomes. It was also discussed that this aligns with the upcoming strategic planning retreat that is planned that will be looking at membership growth as a central part of the plan.

**A motion was made by Chris Martin to approve the $24k spend for external sales help, and was 2nd by Ryan Meade, and carried.**

**6. Job Board Collaboration Website: Kleiser Media/CKCA/AWMAC**

See posted document for details.

**A motion was made by Laverne Martin to approve** the budget line item for the initial $2500 investment and $500 yearly subscription; with the understanding that WMCO branding will be on the website and the potential for sponsors to pick up the costs in the future.

**Motion was 2nd by Will Holsapple and carried.**

**7. In Camera Session took place.**

**8. Finance Committee Report: Budget 2021-2022/Current Quarter Financials**

A budget for the upcoming fiscal 2021-2022 was presented to the board by Bill Goethals; highlighting specific items for consideration regarding income and expenses.

**Motion to approve budget made by Bill Goethals, and 2nd by Amanda McQueen, and carried.**

Current financials were presented to the board by Bill Goethals. Bill highlighted the increased membership revenue vs what was budgeted at the outbreak of the pandemic, and our year-end projected small profit.

**Motion made by Bill Goethals to accept current financials, 2nd by Laverne Martin, and carried**

**9. Cluster Update/Programs/Funding Initiatives**

A summary document was previously posted for the board prior to the meeting. Mike Baker highlighted a few important items pertaining to the launch of the new brand and the buying group as being most recent accomplishments. Membership numbers remain stable at 119, however growth is now needed since we have been at that net membership numbers for past 2 years.

Please see document for more details.

**10. WMCO Branding Execution Update**

A presentation was prepared for the board by Tara Davey, but due to time constraints this document was circulated to the board and posted in the document portal to bring the board up to date on the brand launch progress.

**11. Board Strategic Plan Next Steps**

The upcoming strategic planning process was discussed.

**Action Item**: Mike Baler to contact Darcy Farlow to schedule the first planning retreat meeting the end of April.

12. **Other Board Business**

**Board members completing terms: Scott Burton, Simon Pett.**

**2 Board members from 1 company- nothing in by-laws preventing it; currently have Ryan Meade and Bill Goethals both employed by Cortina Kitchens as a result of job changes. It was discussed that this was not by design but a result of natural employment transitions in the industry.**

**Possible board Candidates to approach for June AGM: Holly Clayson, Mike Clare, Diamond CNC, Manoo Moodi, Art for Every Day, Frank Horvath FS Tool, Geoff Rhebergen, Earthscape, Pat Chouinard, Element 5**

**The need for diversity in the board compliment was discussed, as was the fact that all agreed that these people mentioned above are good choices for the board.**

**Mike Baker will follow-up with these potential candidates.**

**13. Motion to adjourn: made by Nelio Fernandez, and 2nd by Jon Wilms and carried.**

**Next BWA Board meeting and AGM: June , 2021**