

**WETA Board Meeting**  
**Dane County Job Center-Madison**  
**December 5, 2007**

Members Present: Arrionne Beecroft, Art Beese, Jon Danforth, Marlene Duffield, Robert Evans, Roger Gantzarow, Pat Langreck, Mary Ratz, David Skattum, Monica Snittler, Tony Veeder, and Joy Wiggert

Members Absent: Pat Delmenhorst, Carol Burgett, O.J. Repins, and Angel Rivera

**Check-In**

Meeting was called to order at 12:40 p.m. There were enough members for a quorum present.

**Approval of Minutes**

The president asked if there were any changes to the minutes from the last meeting. There were none. The president asked for approval. Motion by Art Besse to approve the minutes. No discussion. All board members approved.

**2008 Annual Conference (Joy)**

Joy presented the board with information regarding the WETA Annual Conference to be held on October 22-24, 2008. Reservations have been set at the Blue Harbor Resort and Conference Center, Sheboygan, Wisconsin. The deposit for the conference center is \$500. The conference center is set apart from the hotel. There will be three breakout rooms. The IAWP reception will be held at The Terrace. The hotel is offering us VIP upgrades.

The resort has several amenities offered. The facility is smoke-free although it is allowed in rooms that have an outside patio/balcony. An A/V equipment price sheet was distributed by Joy. The rates listed are negotiable and are per room for the entire conference. Tony Veeder commented he could probably get equipment as well as Monica Snittler and Jon Danforth.

There are many local amenities including nice paths for taking walks. Planning a dinner cruise as part of the conference package was suggested by Joy.

Vendor and silent auction tables are available at no-charge. Room rates will be at the government rate. There are rooms available in various sizes such as a Family Suite, Fireplace Suite, and a Kid Suite. A special rate is being extended for individuals wanting to extend their stay over the weekend. The hotel will only accept cash or credit cards. No purchase orders will be accepted. The hotel has a separate charge if you want to bring other family members to stay in the room.

A menu rate will be provided. The hotel can also make adjustments based on our budget (much like what we did in Stevens Point with desserts). The board needs to select a date in September to do taste-testing. Tony suggested finding out whether a buffet will be offered during the day of our meeting that features some of the items on the menu. This way the hotel wouldn't have to make items off the conference menu.

Joy indicated that the hotel needs to know today whether we want the Hospitality Suite which is being offered at no-charge. Beverages can be brought into rooms but not in the conference area. If we don't want the suite we do have access to two bars that can be closed off. If we want a DJ, the hotel will furnish suggestions. Tony suggested that the Hospitality Suite be utilized for persons who may be not sanctioned to attend the conference. Arrionne motioned to approve the Hospitality Suite. All board members approved.

The Wisconsin's Older Worker Network (OWN) can purchase cake but a \$50.00 cut and plate fee will be charged. The hotel can order through a local bakery if OWN prefers going that route.

Registration, silent auction and vendors will be located in the conference center. No charge for tables. Workshops signs and banners created for the conference can be provided to the hotel and they will ensure they are posted. The hotel needs information about the conference ahead of time to post on their marquee. The hotel does not have postcards available to use for "save the date" only brochures.

Marlene indicated she has a contact at the Kohler Company. The hotel will provide a list from the Chamber of Commerce of local area businesses.

Mary Ratz asked if we need to take out a separate insurance policy for this conference.

Arrionne asked the board to set the September WETA Board meeting date for Wednesday, September 17, 2008, at Blue Harbor. Arrionne asked Joy to have the hotel block a room from 9:00 a.m. to 3:00 p.m. and to find out when is the best time for them to serve lunch for the "taste test." All board members approved.

Arrionne scheduled the next WETA meeting in January to work on a conference theme. A meeting is scheduled for January 23, 2008, at the Dane County Job Center. The time is 12:30 p.m. to 3:30 p.m. Joy will schedule a room. All board members approved.

### **Financial Update (Mary)**

Mary provided the board an overview of the budget. The current net income is \$11,279.72. All receipts from the conference have been paid out. Tony

suggested that any payments or transactions from IAWP and OWN be indicated on a separate budget sheet.

Monica asked what OWN's profit for the mini-intensive was and that the amount still outstanding to WETA (\$500.50) be deducted. David said the amount was \$2,061. Monica asked that a check for the remaining balance be sent to Ana Rivera, OWN Treasurer, Fox Valley Workforce Development Board.

**2007 Conference Wrap-up (Entire Board)**

Arrionne asked if there were any other comments on the past conference. Tony mentioned there were still mixed reviews on Dennis Winters and his use of providing too much information on slides. Famous Dave was well-liked by all attendees. Mary thought the New Hope Program workshop was good and provided valuable resources.

David distributed copies of the 2007 WETA Conference Evaluation Results. Even though there were a small number returned the results were positive. David commented that there were handouts mentioned on the evaluations that didn't exist.

Bob, who was a presenter, said there wasn't enough time to break-down the rooms. His room was a mess. He suggested that there be about 45 minutes for future planning.

Marlene couldn't find the Financial Literacy workshop in the evaluations and asked David if they could be emailed.

Arrionne asked how we felt about the conference. Members thought more information should be provided on WIA even though the Department of Workforce Development is planning a training conference. The focus is on business for government?

Monica mentioned that she attended the Workforce Innovations Conference in Kansas City this summer. The conference focused on the DOL Workforce Innovation in Regional Economic Development (WIRED) initiative. The board may consider focusing on training to Workforce Development Boards rather than DWD.

Responsible	Action Item	Due Date
Monica Snittler	Provide information and speakers featured at the Workforce Innovations Conference in Kansas City, this summer.	January 23, 2008

Tony indicated that the gavel used during the conference was being donated to WETA.

**Mini Conference Update (Roger/Arrionne)**

Arrionne asked if WETA wants to host another mini conference in March or April. Tony Veeder motioned to not talk about this until the January meeting. Board members approved to table until next meeting.

Arrionne asked about our non-profit status and whether we made \$25,000.

Responsible	Action Item	Due Date
Tony Veeder	Provide information about non-profit status. How much can we have in our account or can we make?	January 23, 2008

Marlene thanked the board for her award received at the conference and for paying her conference expenses. Marlene noted that her Bureau Director approved her participation with WETA but not by the Division Administrator. Marlene will attend using her own time.

**Strategic Plan (Arrionne)**

Arrionne pointed out that it’s time to plan again. The last Strategic Plan was done in 2006. Arrionne asked Art Beese if he would facilitate. Tony pointed out we need to identify who our customers are. Arrionne suggested we look at the direction the state is going. Who will our audience be? Will we be training workforce professionals? Should we bring NAWDP in more?

Marlene thought courses that fit under NAWDP should be offered at our conference. NAWDP certification books that have the old 2005 date are similar to the current ones being distributed. Marlene thought we should explore NAWDP in our membership with the possibility of bringing in more people. Tony disagreed.

It was suggested that board members find out what the future of IAWP will be. Need to explore this.

Art suggested a small committee of WETA officers to meet only once to outline how to approach the strategic planning. Would we want someone from the outside to talk to key persons about WETA or seek out other people to get their opinion(s). The meeting should last at least six hours. Can re-flush plan from the past. Arrionne thought we need to figure where WETA wants to be. She thought obtaining information from outside sources was a good idea. Art said he will charge \$500—same as last time. He suggested looking at expanded options to give us more information and identify any barriers. Tony thought it would be a good idea to add Art on the next agenda to present a menu of services and the cost. Do the planning in March 2008 so the results can be utilized in June 2008. This way we can carry our mission into the conference and the following year (2009).

The next meeting there are four key areas the board needs to focus on. They are:

1. Strategic Plan
2. Conference theme and keynote speakers
3. Mini Conference
4. Money and non-profit status

Tony thought we should obtain more data and recerts from other events. Art suggested one-on-one interviews with at least twelve people from our body of interest not suggesting who they are but have the board decide.

Responsible	Action Item	Due Date
David Skattum	Pull together a list of people who have come to our mini-conferences.	January 23, 2008

Arrionne Beecroft suggested WETA hire Art Besse to facilitate Strategic Planning session. Motion by Tony Veeder for hiring approval. Motion seconded by Roger Gantzarow. Art abstained. No discussion.

**Next Meeting and Adjournment (Arrionne)**

The next Board meeting will be held on Wednesday, January 23, 2008 at the Dane County Job Center, Aberg Avenue, Madison. The meeting time is 12:30 p.m. to 3:30 p.m.

Meeting adjourned at 3:15 p.m.

Respectfully submitted,  
Monica Snittler, Secretary